

Tourism *Naturally* Conference

**May 16th-18th 2018
Kaprun, Austria**

BOOK OF ABSTRACTS



University of Natural Resources
and Life Sciences, Vienna



**HUMAN DIMENSIONS OF
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Session 1: Resilience, Governance and Policy (1)

Tourism as a catalyst for sustainable development: destination stakeholders' perceived challenges and opportunities

Author(s):

Dagmar Lund-Durlacher - MODUL University Vienna, Austria

Sabine Sedlacek - MODUL University Vienna, Austria

Author keywords: sustainable development, destination governance, multi-stakeholder approach

Tourism can make a significant contribution to the sustainable development of a destination as it is closely related to other sectors and creates decent jobs and trade opportunities. Some destinations used tourism as a vehicle to successfully combat out-migration, develop climate change mitigation and adaption strategies, implement sustainable mobility concepts as well as increase the local value added.

Taking a tourism perspective, the paper discusses what kinds of governance factors drive and hinder the sustainable development of destinations and derives solutions for using tourism as catalyst for sustainable destination development.

Taking a qualitative approach, three workshops were held with political, tourism and business leaders from 15 tourism destinations in the D-A-CH region (N = 56). Participants were asked to share and discuss their own experiences, perceived challenges and success factors when implementing sustainability strategies and practices in their destinations.

Results underline that in all successful destinations extensive methods of stakeholder participation were used. For successful sustainability processes a broad involvement of all destination stakeholder groups is seen as inevitable in order to enable bottom up regional sustainability initiatives and projects. Additional success factors are continuous awareness raising and persuasion work among all stakeholders as well as clear goals, an integrated, holistic planning, clear roles and areas of responsibility, cooperation as well as transparency in the discussions and decisions.

It can be concluded that tourism as a cross-sectional industry plays a major role in the sustainable development of destinations. In such processes, tourism organizations can take on a moderating role in particular regarding the areas of sustainable mobility, sustainable regional value chains, the protection of natural and cultural heritage and the well-being of the local population.

Prospective of nature tourism in the Jalisco Coast 2030

Author(s):

Jose Luis Cornejo-Ortega - Universidad de Guadalajara, Mexico

Rosa Maria Chavez-Dagostino, Universidad de Guadalajara, Mexico

Rodrigo Espinoza-Sanchez, Universidad de Guadalajara, Mexico

Author keywords: governance, public policy, prospective

The tourism sector has played and plays an important role in the economic development of Mexico. The federal government has made tourism a priority because of the power it has to improve local conditions and generate jobs. Unlike sun and beach tourism, the possibilities of alternative tourism have been pointed out, in improving local conditions through local empowerment. Nature tourism has not managed to be a fully successful strategy to address the problems of poverty and marginalization of the rural environment, especially in terms of creating jobs and generating income for communities. The purpose of this research is to analyze the elements that make up and intervene in the development of this sector, such as natural, human and technical resources, policies, rules and programs that govern the nature tourism sector and thus identify the areas in which those that could find areas of opportunity to more effectively fulfill the government's objectives for the sector. Due to the complexity of the problem, an interdisciplinary approach is necessary for the management of nature tourism. It was proposed to collaborate with various academic and government agencies to give continuity to the ordering works initiated in the region. This research is based on the prospective proposal to know, design and build through the process of creating possible futures; ordering and evaluation of futures, socialization, consultation and consensus, design and execution of future events; evaluation, learning and feedback. The Mic-Mac® and Smic Prob-Expert® methods were used. The analysis of scenarios made it possible to identify the illustrations in the future with different probabilities of occurrence, among which, a pessimistic, tentative and optimistic scenario was highlighted. Consecutive to this, the optimistic-bet scenario was selected and this was established as an initiation for the execution of the nature tourism future.

Session 1: Resilience, Governance and Policy (1)

The influence of armed soldiers on consumer behaviour of tourists

Author(s):
Blanka Havlíčková - University of Economics Prague, Czech Republic

Author keywords: tourism, security, decision-making

Tourism or time for vacation is often the synonym of break from stressful routine of everyday life, psychological relax and needed or well-deserved energy recharge for lots of people. At the same time we can see that some European tourist attractions are getting overcrowded and growing numbers of police officers and troops with machine guns are serving in front of their entrances attracting an obvious attention of tourists and recalling negative memories of terrorist attacks. The aim of this study is to find out whether the presence of armed police officers or soldiers in front of entrance to popular Wax Museum in Prague has psychological effect on tourist's decision-making, precisely if the presence of armed security forces influences tourist's motivation to enter the museum and pay an entrance fee. For the investigation of the effects of armed security guards, the electronic questioning was used, in which respondents were supposed to indicate if and how much they are willing to pay for entering the Wax Museum in Prague. One group of respondents was presented with a picture of museum with ordinary tourists when indicating their answer to this question. The second group of respondents was presented with a picture of museum with ordinary tourists as well as armed soldiers at the front of museum when indicating their answer. The third, the so-called control group, was presented with no picture when going through the electronic questioning. The results of this research clearly indicate that there is only a small difference in consumer behaviour when armed troops are present in front of the Wax Museum in Prague.

A study on the vulnerability of sustainable living of farmers in the background of tourism poverty alleviation of Pingqian village

Author(s):
Mingyue Zhang - Colorado State University, USA
Bingwang Xue - Wuhan Business University, China
Li Zhang - Colorado State University, USA
Shuyue Yang - Central China Normal University, China

Author keywords: pro-poor tourism, ecological relocation, farmers' livelihoods, sustainability

The case of my paper is Dajiu Lake Wetland, The government has decided to implement ecological migration in the core area of the Dajiu Lake Wetland for three years in order to protect the ecology of the wetland, The resettlement area is the Pingqian village.

Based on the sustainable livelihood model of the UK Department of International Development and the rural vulnerability analysis method common to the World Food Program. We choose index system include ecological relocation of Pingqian village ecological relocated farmers in the human, natural, material, financial and social five aspects of the capital.

The main conclusions of this study are as follows:

- (1) The sustainable livelihood of the migrant farmers in Pingqian village is characterized by unstable state, they influenced by external shock, the ability to resist the risk is weak, the social and economic policy did not produce a benign impact, farmer livelihood has high vulnerability level. Pingqian village farmers livelihood is not sustainable.
- (2) Through the SPSS correlation analysis, which judged whether the members of the village households or farmers' representatives can be used to control the cash and savings, the opportunity to loan to the bank / credit cooperatives, the education level of the family adult labor force. Family can be used in the tourism area of housing, and engage in the tourism industry housing location. Access to community policy information channels and timeliness are the main factor affecting the sustainable development of farmers in Pingqian village. In summary, The tourism poverty alleviation work to enhance the local economic income of Pingqian village, but did not improve the livelihood of local farmers, and the ecological relocation and resettlement work has not paid attention to the livelihood status of the farmers and brought great impact to their life.

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Session 2: Education (1)

Study abroad trips for student groups as an instrument to learn about the needs of regional tourism development

Author(s):

Knut Scherhag - University of Applied Sciences Worms, Germany

Andrea Menn - Jade Hochschule, Germany

Robert Frash - College of Charleston, USA

Author keywords: intercultural competence, study abroad, practice-oriented learning

As teachers at different universities, we have gained experience in carrying out thematic excursions as an intensive teaching module (as a block seminar) in various countries. The groups always consist of students from at two nations additional of different disciplines (Tourism Management, Hospitality Management, Social Sciences ...). Various topics were dealt with in connection with the development of tourism in the region visited. The latest project investigated the development and implementation of wine tourism services in the wine regions Rioja (Spain) and Bordeaux (France). In addition to the experiences gathered by intercultural teams (US and German students) during the implementation of such projects, the preparation of different presentations was the focus of the seminar. For this it was necessary that the students had to communicate locally with the different service providers and actors (including winemakers, tour guides, hotel operators, regional tourism organization). Different approaches to similar topics (e.g. guided tours) could be worked out; approaches for mutual learning could be found; i.e. on the one hand, peculiarities could be found in the two regions, each of which is individually relevant to them, as well as best practice, which can be transferred to the other region.

The students developed their skills in the following areas:

- intercultural competence (cooperation with students from another country), interaction with service providers in different countries
- analytical skills through the use of the marketing and management tools of the program they have learned during the early semesters, coupled with adapting the tools to different needs (e.g., small businesses, manufacturing companies – e.g. winemakers, service companies – e.g. tour guide companies).

In conclusion, the students were able to apply the study contents in a context supervised by the lecturers without economic risk.

Educating the tourist through language preservation: the case of Nk'Mip Cellars and Quaaout Lodge in B.C.

Author(s):

Serena Lonardi - University of Trento, Italy

Umberto Martini - University of Trento, Italy

John Hull - Thompson Rivers University, Canada

Author keywords: tourism, indigenous tourism, educational tourism, language & culture, linguistics, language endangerment, language preservation

It is now a commonly accepted fact that colonial assimilation policies in North America led to culture and language endangerment among many Indigenous communities. This is particularly striking in British Columbia (Canada), where First Nations represent a heterogeneous cultural group, as the 270,000 Indigenous people living there speak more than 30 different languages (Statistics Canada, 2016). More and more Indigenous people, especially in BC, are now involved in Indigenous tourism, which, according to the literature, can have positive cultural and social impacts on the local communities, such as higher pride in being Indigenous, that encourages Indigenous people to learn more to preserve their culture (Williams & O'Neil, 2007; Colton & Harris, 2007; Colton & Whitney-Squire, 2010). However, it is still not clear how Indigenous educational tourism can affect language preservation and what is the tourists' reaction to that. The aim of the research is, thus, to fill in a gap in the current literature. It analyses if language usage during educational cultural experiences in BC can lead to language preservation and revitalization and if those experiences could also help change the tourists' attitude towards Indigenous people. In particular, the research takes into consideration the case of Nk'Mip Resort and Quaaout Lodge in southern BC, both of which are Indigenous owned and offer extensive educational cultural programs, often involving traditional languages. The study uses qualitative analysis of semi-structured interviews of both Indigenous and non-Indigenous key informants from the two case studies and quantitative analysis of tourists' reviews on TripAdvisor. Most of the interview participants believe tourism does play an important role in language and culture survival and it helps dispel the stereotypes. The study hopes to bring awareness on the positive relationship between language preservation and educational tourism.

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Session 2: Education (1)

How to raise an environmentalist visitor? An analysis of necessary and sufficient conditions for pro-environmental behaviour

Author(s):

Arash Akhshik - Eastern Mediterranean University, Turkey

Author keywords: pro-environmental behaviour, fsQC, NCA, marine tours

The overarching purpose of this study is to identify necessary vs. sufficient conditions that leads to pro-environmental behaviour of visitors to a marine turtle site.

Marine turtle watching programmes as an interpretive experience is an opportunity to raise pro-environmental behaviour of visitors in long – term. The process of raising an environmental visitor is a complex phenomenon that involves numerous interacting variables. Holding a holistic view of human behaviour and adopting a 'system thinking' approach may result in a better understanding of the complex nature of these behaviours. It is less likely that a simple antecedent alone is sufficient for predicting a high/low pro-environmental behaviour. Human behaviour as an entire interacting system cannot be predicted from individual variables. It is naïve to think that a straightforward approach suits a complex problem. After all, human behaviour is complex and defies simple explanations.

Pro-environmental behaviour of visitors is a highly complex system with lots of intersecting and interconnecting causal relationships. As a result, this study seeks to propose a hypothesis based on the complexity theory specifically, it presents a complex configurational model that can help to foresee the possible equifinals with necessary and sufficient conditions towards the pro-environmental behaviour of visitors.

It meets this objective with its development and testing of a conceptual model based on data collected from marine turtle visitors in Cyprus. Complexity theory using fuzzy-set qualitative comparative analysis (fsQCA) and necessary condition analysis (NCA) are used where pro-environmental behaviour drivers serves as the ingredients of a complex configurational modelling.

The contribution of the study heavily relies on the paradigm shift from linear thinking to system thinking in the modelling, data analysis and interpretations and the implications has been suggested accordingly.

Sustainability & responsibility tourism values: case of tourism industry and education

Author(s):

Tanja Mihalic - University of Ljubljana , Slovenia

Author keywords: tourism education, sustainability, responsibility, EMTM

This paper analyses the importance and performance of values in tourism business and higher education. Through the fusion of the old TEFI (tourism educational future initiatives, (Sheldon, Fesenmaier, & Tribe, 2011)) and the newer development of responsible-sustainable tourism paradigm (Mihalic, 2016) a new tourism values measurement model has been developed. The model has been turned into a survey, to enable measurement of pre-defined values. The correspondents from tourism business answered the question on business importance and performance of pre-defined tourism values. The same questions have been sent to the graduates of one of the top tourism master programs in Europe, importance of the pre-defined tourism values and the educational performance have been evaluated. Then the authors analysed the gaps between the importance and performance from the perspective of tourism business and tourism education. Further, gaps between industry and education have been analysed. The findings will firstly, contribute to understanding the elusiveness of achieving sustainable tourism, which has been observed by tourism researchers (Higgins-Desbiolles, 2010). Secondly, the findings will inform the higher education tourism programmes and give evidence on appropriateness of tourism education for achieving sustainable-responsible tourism goals, indirectly contributing to potential to increase the implementation of sustainability into tourism industry.

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Session 3: Travelling and Mobility

Health related mobility patterns of tourists in Western Austria

Author(s):

Philipp Schlemmer - Department of Sport Science, University of Innsbruck, Austria

Martin Schnitzer - Department of Sport Science, University of Innsbruck, Austria

Cornelia Blank - Department for Psychology and Medical Sciences ISAG, UMIT Hall, Austria

Bartosz Bursa - Department of Infrastructure, University of Innsbruck, Austria

Markus Mailer - Department of Infrastructure, University of Innsbruck, Austria

Author keywords: health-related mobility, mobility patterns, tourist mobility

Scholarly research discusses predominantly arrival patterns of tourists highlighting health-related impacts (e.g. stress) depending on specific travel particulars (e.g. length). However, there are still few analyses of tourists' mobility behaviour on-site that concentrate on subsequent health-related implications and relationships with physical activity habits and mobility patterns in daily life, which has inspired us to investigate these correlations.

The research project employed a multifaceted methodological approach, consisting of five components using different research methods. The research was conducted in three independent tourism destinations in Tyrol (Innsbruck, Pitztal, Hohe Salve) from 09.2016 until 07.2017.

In order to examine the mobility during vacation an online survey (n=588) and six focus group interviews on sport and mobility offers have been carried out. Finally three mobile ethnographic datasets and two document analysis have been collected.

Results show that the preferred transport mode is private car, due to its flexibility and comfort. It determines tourists' behavioral aspects, depending on the front desk as the main information source. The study has also revealed the readiness levels for a shift to alternative means of transport. The general mobility routines show differences between everyday life and holiday situation, whereas vacation can be seen as an indicator of adaptations in individual mobility behavior. Physical activity is important for the overall satisfaction of tourists and proves more intense and frequent during vacation than in everyday life.

In general, the project delivers important implications for tourism planning in the selected destinations, showing an increasing interest in physical activity, however alternative types of mobility (e.g. carsharing) are of limited interest yet. This study contributes to the research in the field of tourist mobility behavior and points out the necessity for further specific analyses.

Characteristics of nature based tourists in Austria and Finland in the winter season

Author(s):

Martin Falk - Austrian Institute of Economic Research, Austria

Antti Honkanen - University of Lapland and MTI, Finland

Markku Vieru - University of Lapland and MTI, Finland

Author keywords: nature based tourists, travel survey, low carbon transportation mode

There is an ongoing discussion about the characteristics of environmentally friendly tourism and their ecological footprint. Green tourists can be characterized by taken into account both a low carbon travel mode and a nature based destination when they choose their holiday destinations. Little is known about the market potential of nature based tourists and their characteristics.

The aim of the paper is to investigate the characteristics of nature based tourists in the winter season based on representative individual data for Austria and Finland. Nature based destinations are defined broadly to include rural areas in North Finland and the mountain areas in Austria and neighbouring countries. We use the zero-inflated negative binomial model that allows for the study of the decision to undertake a nature based trip and the number of nights spent for this activity (alternatively travel expenses and costs of stay).

The model accounts for socioeconomic and demographic characteristics (age, gender, having children, education), control variables (departure month and residence of the traveller) as well as snow conditions in the destination during the departure month. Data is based on the national travel surveys of domestic residents aged between 16 and 84 years for the period 2013-2016. Results for Austrian travellers show that nature based trips are common in the winter period with about 25 % of all trips. However, only 5% of the travellers use the train to travel to the destination. Similar results can be found for Finnish travellers. Number of trips is about 30,000 for Austria 2013-2016 and about 28,000 persons per year for Finland.

Results show that decision to undertake significantly depends on socioeconomic and demographic characteristics. Women, less educated, younger and older people are less likely to go on a nature based trip. The results indicate that different marketing strategies are needed to attract nature based tourists.

Session 3: Travelling and Mobility

Car-less on holiday? Sustainable tourist travel in Alpine regions

Author(s):

Bartosz Bursa - Unit for Intelligent Transport Systems, University of Innsbruck, Austria

Markus Mailer - Unit for Intelligent Transport Systems, University of Innsbruck, Austria

Author keywords: holiday travel, mode choice decision, modal split, travel demand management, Alpine region

Constant growth of the tourism industry in alpine regions and changing trends in the length and intensity of holiday initiate a growing number of tourism-related trips. Whilst the frequency of journeys and the distances covered are increasing, the average duration of stay is diminishing. Visitors from as far as the Netherlands, Ukraine or even Russia decide to travel to Austria by car for fear of insufficient mobility at the destination, inflexibility of public transportation and inconvenient luggage transport. Nearly 75% (T-MONA) of holiday trips to Austria are made by private car. Despite substantial political and organizational efforts at the European, national and regional levels, the trend appears to remain unchanged. This overlaps with a limited transport network in the Alps, which eventually results in significant traffic problems and high GHG-emissions.

One strategy to reduce traffic problems and increase sustainability of tourist travel is to promote car-less holiday using train services. It is the goal of the research project “easyTravel” to evaluate the readiness and willingness among tourists to change their mode of transport to a tourism destination and on-site from car to railway. The project focusses on the very popular destination Ötztal where extensive survey, covering both winter and summer periods, has been conducted.

A comprehensive set of factors affecting transport mode choice e.g. family composition, income, place of residence, travel preferences, sport activity etc. have been qualitatively and quantitatively analyzed. The research included the evaluation of travelers' anticipations and concerns about various travel demand management measures regarding limited private car access to the destination, improved train services or more convenient luggage transport. On that basis, it has been defined which prerequisites need to be fulfilled to be able to change the proportion of long-distance holiday trips to Austria in favor of train travel.

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Session 4: Events and Expansion

The role of an cultural tourism event: the place, the people and the past

Author(s):

Anna Sörensson - Mid Sweden University, Sweden

Author keywords: event, culture, place, tourism

Jamal and Hill (2004) discuss the importance of understanding the tourist's perceptions and experience of events and their properties and other researcher have shown the specific importance of cultural events. Cultural events can attract tourists that otherwise would not visit a certain place. It is therefore important to explore the tourists' experiences of a cultural event. Cohen (1988) argue that staged authenticity is important and depends on the tourists' desires. There has been a few studies on cultural events and the role of cultural event in creating place identity from the tourists' experiences. The aim with this paper is to explore tourists' view on a cultural event with focus on the place, the people and the past (e.g. history). The study is based on a single-case study (Jokkmokk) and data was collected through a questionnaire that was handed out to tourists visiting the winter festival in 2015 and in 2016 (n: 207). Data was also collected through documents and information material. The data collected was then analyzed with a thematic approach. Jokkmokk, as a case, is interesting since it has a long history (over 400 years) and the event is taking place during the beginning of February that is a cold time of year (up to -40°C). The results show that the winter festival in Jokkmokk is strongly intertwined with the Sami culture. The place identity is therefore strongly associated both to the winter festival and the Sami people. Tourists would like to revisit Jokkmokk during another time a year and the main attraction is the local culture of the Sami people and the nature. The winter festival is a successful cultural event that influences tourists to experience other things in the region and during other season then just winter. The theoretical contribution from the study how an event show the tourists the place, the people and the past (history) and the intertwine relationship between them.

No limits forever! A problem-focused view at the eventization of trend sports in the context of nature, culture and mediatization

Author(s):

Markus Pillmayer - Deggendorf Institute of Technology - European Campus, Germany

Nicolai Scherle - FOM University of Applied Sciences, Germany

Author keywords: trend sports, social transformation, eventisation, mediatization, nature, culture

In view of the progressive socioeconomic differentiation of post-modern societies, new, innovative trend sports like CrossFit, Tough Mudder and the London Rat Race have been enjoying the lime-light in the last few years, meeting ever-greater response with regard to demand. Irrespective of their competitive nature and contrary to numerous other types of sport that are event-oriented and close to nature, the examples above are almost prototypes of inclusive sports that potentially appeal to everyone. The high degree of inclusivity of these trend sports in their corresponding natural and cultural setting is also based on digital technological progress linked with the tendency of post-modern societies to stage everything. This gives rise to interesting opportunities to join in and participate which are increasingly valued by the health-conscious and health-oriented. This article presents selected theoretical, conceptual and application-oriented findings which are primarily based on three pillars: an analysis of secondary literature, an observation of the media and initial interviews with a focus on the problem.

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Book of Abstracts — Tourism Naturally Conference 2018 (May 16th-18th 2018, Kaprun, Austria)

Session 4: Events and Expansion

A study on the spatial-temporal evolution and dynamic mechanism of hotel groups' international expansion

Author(s):

Yu Haihao - Central China Normal University, China

Li Yan - Central China Normal University, China

Zhang Xiang - Central China Normal University

Author keywords: hotel groups, international expansion, spatial-temporal evolution, concentration and diffusion

The paper has teased the spatial-temporal evolution history of hotel groups' international expansion. With the ArcGIS clustering analysis, it has described the spatial expansion scale and direction evolution of typical case hotels' international expansion such as Cendant Corp. and Marriott International Inc. Then, it has measured and interpreted the situation and dynamic mechanism of the spatial concentration and diffusion of case hotels' international expansion by fragmentation index, unifying index and agglomeration index. The study shows that: (1) The spatial scale of hotel groups' international expansion is expanding. (2) Hotel groups' international expansion shift from contagious diffusion to the mixture of contagious diffusion and hierarchical diffusion. (3) Hotel groups' international expansion display a characteristic which is homogeneous development from multicenter. (4) Hotel groups' international expansion display a characteristic which is spreading from the core region to the hinterland. (5) Hotel market attraction, market competition and transportation development is the important motivation of spatial concentration and diffusion of hotel groups' international expansion, among them, the market factors such as international tourism flows and business flows play a decisive role. The paper has important practical guiding significance for Chinese native hotel groups to learn international expansion spatial law and experience from overseas hotel groups and implement transnational operation strategy.

Local knowledge and practices concerning nature as part of the intangible cultural heritage in Lower Austria: safeguarding vs. utilization for tourism and leisure offers

Author(s):

Maria Katelieva-Platzer - IMC FH Krems University of Applied Sciences, Austria

Author keywords: local knowledge, intangible cultural heritage, rural tourism

Tourism development based on the living culture of a region is important for highlighting the cultural features, which distinguish one region from another. Knowledge and skills of the local people, social practices, rituals, festive events, crafts etc. constitute the intangible cultural heritage (ICH) of a community (UNESCO, 2003). Knowledge and practices concerning nature are one of the domains of ICH and unlike crafts, rituals and festive events, they are not widely utilized in the cultural tourism offer. Local knowledge about nature is part of the culture and is related to different practices, beliefs, rituals and oral traditions (Vandebroek, Reyes-García, de Albuquerque, Bussmann, & Pieroni, 2011; Berkes, 2017), but these are underestimated in the development of tourism offers, as well as in the scientific literature on ICH. The integration of local knowledge in the tourism offer is also a way of cultural transmission, which contributes to safeguarding the ICH (UNESCO, 2003). Since ICH is very vulnerable to negative impacts, like commodification and appropriation and difficult to protect, because it is constantly recreated (Lenzerini, 2011; Conway, 2014; Sotiriadis & Sotiriadis, 2017) the balance between safeguarding and utilization is a big challenge.

The study will focus on this challenge and will try to provide answers to the following questions: (1.) How can ICH be safeguarded if it is constantly recreated? (2.) What is the potential for transmission of local knowledge about nature to visitors/tourists, migrants etc.? (3.) What is the significance of local knowledge for the tourism and leisure offer? Can it serve as cultural attraction? Can it enhance social capital?

Case studies will be conducted in different parts of Lower Austria and the knowledge and practices of locals will be documented and analyzed. The status quo of the integration of local knowledge in the tourism offer, as well as pathways for future development will be the result of the study.

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Session 6: Health and Wellbeing (1)

Zeeland healthy region: SAIL (Stay Active and Independent for Longer)

Author(s):

Peter Kruizinga - HZ University of Applied Sciences, Netherlands

Judith Van Poppel - HZ University of Applied Sciences, Netherlands

Author keywords: health, tourism, social innovation, co-creation, coast, healthy lifestyle, wellbeing, sports, food, ageing

Coastal communities in the 2 Seas area (the Southern North Sea and Channel area) are facing particular common social, demographic and economic challenges related to a specific mix of ageing people, i.e. locals, second-home owners and tourists. As this population puts pressure on health and social care systems, it's important to enable elderly to stay active and independent for longer, to improve their wellbeing and quality of life and to reduce costs and pressures on services.

The SAIL project uses a cross boarder approach in social innovation and cocreation, both with the participation of visitors and residents, bringing in different perspectives and mindsets of dealing with elderly, businesses and services. Proposing solutions that work beyond given local areas through joint cross-examination of the different pilots that are carried out in the participating countries.

SAIL is introduced as a social innovation process of co-creation to identify new partnerships and opportunities, especially in unlikely combinations between different sectors (tourism and health), to develop new, sustainable and economically viable business models that encourage active ageing. The research focusses on processes that work to stimulate active ageing and longer independent living; the specific needs of elderly with regard to exercise & wellbeing and how tourism can help to develop cross over solutions.

Mid-term results

The pilots in the province of Zeeland learned that stakeholders (entrepreneurs, residents and visitors) are highly motivated to participate, but that they also experience: a) extreme difficulties in reaching the most vulnerable groups: those with high levels of loneliness; b) safety and possibilities for transport and access to facilities (e.g. first aid and other medical facilities, shops, restaurants and other places where people can meet) are crucial, showing that new, innovative solutions will have to be developed.

The values of long-distance hiking

Author(s):

Elisabeth Schopper - University of Natural Resources and Life Sciences, Vienna, Austria

Author keywords: long-distance hiking, psychological effects, nature, perceived restoration, eco-tourism

Evidence suggests, that regular movement in nature can elicit serious psychological benefits. Living in an urbanized society which is constantly losing its connection to earth, nature and physical work, makes many people feel "over-socialized". Fresh air, natural landscapes, realizing the body's strain; hiking a long-distance-trail seems to be a popular medicine against this "modern-society disease".

The intention of this study is to find out detailed information about long-distance hikers themselves, their motives to go on a multiple-day hike and their level of recreation experienced through long-distance hiking. The research was conducted in Commonwealth of Dominica on the Waitukubuli National Trail, a rather young long-distance trail, marked as eco-sight. Lack of white beaches, underdeveloped infrastructure and the rugged geography prevented the country from industrial tourism progress so far. Within the last years, Dominica managed to market itself as the "Nature Island of the Caribbean". The study's research objectives were inquired through a questionnaire and expert interviews. To receive a complete picture of the perceived restoration of Waitukubuli National Trail-hikers, the "Perceived Restorativeness Scale" was applied, which is suitable to measure the effects on psychological resources.

The results reveal that the bigger part of Dominica's long-distance hikers are middle-aged Europeans and Americans of high education who live in a big city, work a lot, and love to spend quality time in natural areas. The strongest motivation to go on a long-distance hike is the requirement to be close to nature such as the escape from daily routines. Experiencing pure nature multiple days in a row, while moving steadily, reaches high results regarding the level of perceived restoration.

Long-distance hiking provides a setting where people have time to think, far away from stressful routines, which leads to recovery and positive effects on the human psyche.

Session 6: Health and Wellbeing (1)

Alpine winter health tourism: an emerging market?

Author(s):

Magdalena Mauracher - Salzburg University of Applied Sciences, Austria

Mattia Rainoldi - Salzburg University of Applied Sciences, Austria

Author keywords: winter tourism, health tourism, Alpine tourism

Demographic, social and climate changes are increasingly challenging for the future of the alpine win-ter tourism destinations and services providers. While the tourism industry in the alpine regions heavily depends on snow and winter sports, the alpine regions require novel strategies and a sustainable development of tourism services to offset the negative effects of the climate change and to tap into new sources of revenue.

Sustained by the growing societal desire towards holistic and nature based approaches to personal health and wellbeing, health tourism offers a variety of strategic development prospects and the opportunity to develop new services based on the unique alpine natural and cultural resources.

This study explored the potential of the winter health tourism market in the alpine region with the scope of proposing actionable recommendations for the sustainable development of health tourism services for the target regions. Data were collected through a quantitative online survey from 2175 potential health tourists across the alpine regions of Salzburg, Tyrol, South Tyrol and Friuli Venezia Giulia. The results of the study offer a detailed analysis of the target group including the motives, demands, perceived health awareness and importance attributed to indoor and outdoor medical and wellness services in the context of an alpine winter holiday.

Evidence-based tourism product development rested on natural resources. An evaluation of the process on the example of Abtenau

Author(s):

Georg Christian Steckenbauer - Deggendorf Institute of Technology, Germany

Stephanie Tischler - IMC FH Krems University of Applied Sciences, Austria

Marcus Herntrei - Deggendorf Institute of Technology, Germany

Author keywords: tourism product development, health tourism, destination management, destination development

An increasing number of tourism destinations are positioning themselves as health destinations to attract health-conscious consumers (Chang & Beise-Zee, 2013; Erfurt-Cooper & Cooper, 2009). However, these health-promoting destinations have to assure tourists that the location truly offers health benefits. Therefore, regional resources and their proven therapeutic potential can be seen as a central basis of destination development and health tourism offers (Pechlaner & Tretter 2013). Location-bound natural resources that are geographically specific can help to develop this unique health tourism appeal (Smith & Puczko, 2008, p. 256).

The INTERREG project "Trail for Health Nord" develops such evidence-based health tourism innovations for three destinations (Bad Reichenhall, Tegernsee/Bad Wiessee und Tennengau/Abtenau). The aim of the product innovation process in Tennengau/Abtenau was to develop health tourism products suitable for the target group of elderly people trying to strengthening their immune system.

Based on the process model to develop evidence based health tourism products (Steckenbauer et al. 2015), various medical and tourism (pre-) studies (Steckenbauer, 2013; Steckenbauer et al., 2014; Hartl et al., 2017) as well as service-design methods, this specific tourism product was developed. Within this case study, the overall process is evaluated by conducting expert interviews in order to assess the benefits for all stakeholders involved.

This case study helps to critically assess the process model to develop evidence based health tourism products (Steckenbauer et al. 2015). Above and beyond the case at hand the project contributes to the development of a general model for the development of health tourism destinations based on the use of local natural resources considering current models of destination development and destination management (Herntrei 2014).

Session 7: Tourism and Climate Change (1)

Does glacier recession really matter to its visitors? A visitor segmentation study on basis of potential glacial landscape change implications for visitation in southeast Iceland

*Author(s):
Hans Welling - University of Iceland, Iceland*

Author keywords: visitor segmentation, climate change, glacial landscape

Since the 1990s, almost all glaciers in Iceland are shrinking at an accelerate pace and future projections based on climate change scenarios estimate a continuation of this process. This fuels the concern that increased glacier recession will lead to changes of the accessibility, safety and amenity of several popular glacier tourist destinations which may in turn affect the number of tourists visiting these areas. This study assesses the effects of the implications of glacier recession for glacier site visitation demand and examines the heterogeneity of tourists' responses to these implications for visitation, combining a contingent behavior approach with multivariate cluster analysis. Data was generated from a quantitative survey of 565 visitors to Vatnajökull National Park in southeast Iceland. From five potential visitation implication scenarios, three visitor segments were identified: Susceptible visitors (31%), who are unwilling to visit glacier sites under all potential implications scenarios, Impassive visitors (33%), who are willing to visit glacier sites under all potential implication scenarios, and Adaptive visitors (36%), who are only willing to visit a glacier site when adaptive measures (safety guidance and motorized transport) have been put in place. A further profiling of visitor segments show that they differ significantly from each other on the basis of socio-demographic features (gender, age, residence), recreation activity interest, visitation motivation, site experiences, and climate change attitudes. The results of this study contribute to a better insight into the differentiation of tourists' visitation behavior in the face of climate change induced landscape alterations.

Refreshing holidays – a quantitative survey of the new demand of “Sommerfrische”

*Author(s):
Alexandra Jiricka-Pürner - University of Natural Resources and Life Sciences, Vienna, Austria
Christiane Brandenburg- University of Natural Resources and Life Sciences, Vienna, Austria
Maria Juschten- University of Natural Resources and Life Sciences, Vienna, Austria
Wiebke Unbehauen- University of Natural Resources and Life Sciences, Vienna, Austria
Christina Czachs- University of Natural Resources and Life Sciences, Vienna, Austria
Andrea Prutsch - Environment Agency Austria, Austria
Martina Offenzeller - Environment Agency Austria, Austria
Barbara Rosenberg-Taufer - Lucerne University of Applied Sciences and Arts (HSLU), Switzerland
Fabian Weber- Lucerne University of Applied Sciences and Arts (HSLU), Switzerland*

Author keywords: summer tourism, climate change, climate change adaptation, TPB

Various authors (cf. Götz et al., 2012; Müller & Weber, 2008; Pröbstl-Haider et al. 2015) have assumed that with an increase in hot summers and heat waves, more inhabitants of large cities will seek refreshment in rural tourism destinations in higher altitudes during summer time. This has been addressed in the German speaking literature as a revival of the “Sommerfrische” (Serquet and Rebetez 2011, Chladek 2005, Fleischhacker and Formayer 2007). However, no empirical study has surveyed this aspect based on a quantitative survey of a large metropolitan area and its surrounding destinations so far.

A research project (funded by the 8th call, ACRP) evaluated the intentions of urban residents from Vienna to seek for refreshment in nearby mountainous regions in a large-scale quantitative survey (n=877). Both the experienced stress by summer heat so far as well as the actual and intended behaviour to respond to heat stress were surveyed in combination with touristic preferences. Furthermore previous travel experience to near metropolitan refreshing areas as well as the intended travel behaviour were investigated.

The main questions surveyed and discussed in this paper are: Are travels to refreshing destinations a climate change adaptation option for citizens of large metropolitan areas? Which visitor segments can be attracted by new “Sommerfrische” offers?

In general some significant differences between those leaving the city in times of summer heat and those staying at home or looking for refreshment nearby their homes can be observed. First results investigated by the TPB highlight the influence of friends, family and media with regard to the intended behaviour to leave the city for a “Sommerfrische” travel. Furthermore a visitor segmentation based on a cluster analysis provides insight into three main visitor segments and the linked expectations regarding motives and planned activities in combination with summer travels to near-metropolitan areas.

Session 7: Tourism and Climate Change (1)

Climate change related costs for the ski tourism economy caused by the demand side: The case study of a ski resort

Author(s):

Maximilian Witting - Ludwig-Maximilians-University Munich, Department of Geography, Germany

Jürgen Schmude - Ludwig-Maximilians-University Munich, Department of Geography, Germany

Author keywords: climate change, ski tourism economy, travel behaviour, economic losses

Climate change has a significant impact on ski tourism and the economic success of ski resorts depends on the quantity and quality of the number of opening days. Results of recent research show a decreasing snow certainty (e.g. Mayer/Steiger 2013), a reduced number of opening days (e.g. Steiger/Abegg 2015) as well as a trend to an intra-seasonal postponing of optimal ski days (e.g. Berghammer/Schmude 2014) for many ski resorts in Germany. This leads to a change in travel behaviour of winter sport tourists. Ski tourists will change their activity (e.g. hiking or mountain biking) while visiting the same destination (=activity switcher) or they will change the destination (=destination switcher) in search of higher snow certainty. Or they will spend their holidays in other seasons in the future (=time switcher) (e.g. Dawson et al. 2013). Thus, future revenues generated by ski tourism will stagnate or decrease in the regions affected by lower snow certainty. The research aims to calculate these climate change related economic costs for ski resorts. While operating costs of ski infrastructure (e.g. snow cannons or water reservoirs) are well documented, there is a lack of research regarding the economic losses caused by the demand side. Ski lift operators, for example, have to deal with declining sales figures of ski passes and a decrease of consumption in mountain restaurants. The accommodation sector suffers from declining numbers of overnight stays. Based on past data and future regional climate scenarios (e.g. estimates of changes in temperature or precipitation) we develop a model to calculate the economic losses for a ski resort caused by the demand side for 'good' and 'bad' winter seasons. Moreover, we estimate how many "other" tourists (e.g. hikers or wellness-tourists) must be won by the destination in order to compensate the losses. Once the model is developed it can be transferred to other destinations if the database used in the prototype is available.

Session 8: Tourism and Protected Areas

Importance of the UNESCO World Heritage Site for tourism, by the example of the "Old Beech Forests" of the Kalkalpen National Park

Author(s):

Daniela Fürtner - University of Natural Resources and Life Sciences, Vienna, Austria

Lydia Matiasch- University of Natural Resources and Life Sciences, Vienna, Austria

Ulrike Pröbstl-Haider- University of Natural Resources and Life Sciences, Vienna, Austria

Author keywords: heritage tourism, UNESCO world natural heritage, forest recreation and tourism, Nationalpark Kalkalpen, old beech forests

The Upper Austrian Nationalpark Kalkalpen was added to the list of UNESCO World Natural Heritage Sites in 2017 based on the existence of old beech forests in this area. The protection status shall ensure that this natural area of outstanding universal value is maintained for future generations. The nomination of a world heritage site is often associated with higher tourist interest, which can have a positive effect on the region through additional income and jobs. However, in such sensitive areas, which are valuable from a conservation perspective, there is also a risk that intensive use and tourism lead to problems and negative effects for the site. The presented case study deals with possible influences by the new UNESCO World Natural Heritage on the region. A survey of potential guests shows, that for the majority the protection is of great importance and the world natural heritage status will increase their interest in a visit. It turns out that for more than half of the respondents the world heritage status would be a reason to visit the National Park Kalkalpen (once again). The results of the survey allow to characterize the typical world natural heritage guest. As well the presented findings can be used to develop a target-group-oriented touristic planning.

Monitoring visitors' mobility patterns in protected areas: the case of the Hoge Kempen National Park app

Author(s):

Muhammad Shaker - Universiteit Hasselt, Transportation Research Institute (IMOB), Belgium

Elke Hermans- Universiteit Hasselt, Transportation Research Institute (IMOB), Belgium

Veerle Cops- Universiteit Hasselt, Transportation Research Institute (IMOB), Belgium

Yves Vanrompay- Universiteit Hasselt, Transportation Research Institute (IMOB), Belgium

Roeland Maes- Universiteit Hasselt, Transportation Research Institute (IMOB), Belgium

Author keywords: protected area tourism, tourism and mobility

Visitor management in protected areas is often a challenge for managers, due to lack of detailed data. For the visitor, digital and up-to-date information on the protected area is not always available. Moreover, manual map reading and route creation consumes much of the time of the visitors. This paper presents a digital tool that provides valuable information for both the visitors and the managers of protected areas. In particular, the Hoge Kempen National Park App (an app for the only national park in Belgium) will be discussed. This app has several features. (1) The app provides assistance to users to develop, assess and record routes within the protected area. An algorithm has been created to generate user-specific routes taking into account the user's preferences in terms of distance, preferred landscape, level of accessibility, etc. Moreover, (2), the app provides the users with basic information on the park, including captivating points, special routes, typical flora and fauna, etc. And (3) the visitor and park management can communicate with each other through exchanging messages and suggestions. That way, the app generates a richness of data that is valuable for visitor management purposes, for example the number of trips per day, the average duration of visits, popular segments, common stopping places, route deviation, etc.

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Session 8: Tourism and Protected Areas

Visitor management in protected areas – organisational structures and functions

Author(s):

Julia Nina Albrecht - University of Otago, New Zealand

Author keywords: visitor management, nature-based tourism, protected areas, destination management, tourism management

This paper identifies and explains the different roles, functions and structures that occur in visitor management in protected areas in nature-based tourism in New Zealand. Visitor management includes guiding, interpretation and any other intervention that influences visitor behaviour and interaction with a place or attraction. It is the most important means to mitigate or avoid negative impacts of visitation such as congestion, pollution, or damage to flora and fauna. As such, visitor management interventions are at the core of tourism management, and they are implemented in every protected area that is open to visitors. New Zealand protected areas have a wide range of possible management structures, differing depending on the type of protected area (National Park, eco-sanctuary, etc.) as well as on the funding structure (public or private). Another important differentiating factor is the degree to which management roles are carried out by volunteers. Establishing the benefits and disadvantages arising from the implementation of any particular organisational structure, the key aim of the research presented here is a better conceptual and practical understanding of visitor management for both the academic community and key stakeholders in the New Zealand tourism industry. The study comprises an in-depth document analysis as well as focus group interviews with key stakeholders at a variety of different protected areas that are open to visitation. Preliminary findings suggest highly hierarchical organisational structures that are frequently transcended to accommodate day-to-day demands in an often under-resourced, somewhat volatile working environment.

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Session 9: Health and Wellbeing (2)

Exploring the co-transformative potential of wellbeing in tourism

Author(s):

Emma Pope - University of Derby, United Kingdom

Elina Michopoulou - University of Derby, United Kingdom

Iride Azara - University of Derby, United Kingdom

Author keywords: transformative experiences, tourism, wellbeing, hopeful tourism

Personal wellbeing is enriched through meaningful connections between people and places, among the increasing complexity of the world today (Carpenter and Harper, 2015). Echoing this is the current evolution to a third stage of the experience economy, which embraces the transformative opportunities presented by tourism (Kirillova et al., 2017). If the transformation economy is predicted to become as prevalent and expected as its predecessor, arguably exploration of the supply, demand, and perception of such experiences is crucial to the future success of destinations. Eudaimonic tourism experiences can create long term impacts on wellbeing, yet research is required regarding the context of these that lead to 'optimum' everyday wellbeing (Smith and Diekmann, 2017). Wellbeing is a key benefit of transformative tourism, yet there exists a gap in the benefits to the wellbeing of the place, i.e sustainable behaviour, conservation (Wolf et al., 2017). This potential relationship embraces the concept of co-transformation, something central to hopeful tourism enquiry (Pritchard et al., 2011); the methodological approach and perspective of which is explored within the context of this study.

This provides the focus for how tourism providers can find ways of creating and translating this sense of wellbeing into experiences that create longevity within the context of appreciation and behavioural benefits to the place, alongside long term benefits to the person. This study therefore reviews the literature as it relates to personal wellbeing and tourism experiences, contributing to a wider conceptual framework which further considers the ways in which transformative experiences can positively impact the wellbeing of people and places.

Investigating community's perceptions and attitudes towards thermalism as a tool to facilitate wellness and wellbeing

Author(s):

Fleur Stevens - University of Derby, United Kingdom

Iride Azara - University of Derby, United Kingdom

Eleni Michopoulou - University of Derby, United Kingdom

Author keywords: thermalism, community, wellness, wellbeing, tourism

Thermalism is enjoying a global resurgence of interest as consumers look to seek out ethical, natural, and place-based experiences (Global Wellness Institute, 2014). In Europe and Asia, the 'success rate of healing through thermalism has maintained the high reputation of thermal springs with curative powers' (Erfurt-Cooper and Cooper, 2009, p. 109), however, thermalism has been culturally lost in the UK (Cohen and Bodeker, 2008; Erfurt-Cooper and Cooper, 2009; Bushell and Sheldon, 2009; Capellini, 2010; Rolls, 2012; Smith and Puczkó, 2014; Lunt, Horsfall and Hanefeld, 2015; Price, 2015; Adams et al. 2015). In order to create a thermalism model that is sustainable and can benefit the national wellbeing agenda, there is a need for communities to buy into the virtues of thermalism. This study focuses on a UK historical spa site currently undergoing restoration. Once restored, this will be one of the three UK's only spa hotels with direct access to natural thermal mineral waters. A qualitative, ethnographic case study design was adopted to explore community's perceptions and attitudes towards thermalism and the development model being used to reintroduce thermalism (Cook and Crang, 2007). Twenty-six residents representing a wide range of stakeholders' views participated in the study. Findings suggest that the reintroduction of thermalism in the location appears to follow the logic of economics and arguably not that of a cultural participatory logic. The current model is communicating to the wider public that while natural thermal water facilitates wellness, it is a luxury commodity reserved exclusively for the wealthy and elite members of society. However, findings suggest that memories of thermalism as a practice in Buxton persist (Albu, Banks and Nash, 2012) and they can play a significant role in stimulating the community to buy into the virtues of thermalism (Prebensen, Chen and Uysal, 2014).

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Session 9: Health and Wellbeing (2)

Health tourism in the EU: a general investigation - research for TRAN Committee

Author(s):

Tomas Mainil - NHTV Breda University of Applied Sciences, Netherlands

Eke Eijgelaar - NHTV Breda University of Applied Sciences, Netherlands

Jeroen Klijs - NHTV Breda University of Applied Sciences, Netherlands

Jeroen Nawijn - NHTV Breda University of Applied Sciences, Netherlands

Paul Peeters - NHTV Breda University of Applied Sciences, Netherlands

Author keywords: health tourism, medical tourism, wellness tourism, spa tourism

This study defines and explores health tourism and its three main components: medical, wellness, and spa tourism. Medical tourism involves people travelling expressly to access medical treatment. People travel for wellness tourism to maintain or enhance their personal health and well-being. Spa tourism focuses on healing, relaxation or beautifying of the body that is preventative and/or curative in nature. Health tourism comprises around 5% of general tourism in the EU28 and contributes approximately 0.3% to the EU economy. Health tourism has a much higher domestic share than general tourism does. Several case studies and policies across the EU are presented. A SWOT analysis was performed and two scenarios for further development of health tourism in the EU are proposed.

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Session 10: Tourism and Climate Change (2)

Are we travelling to Paris yet? Development of the carbon footprint of Dutch holidaymakers between 2002 and 2016

Author(s):

Eke Eijgelaar - NHTV Breda University of Applied Sciences, Netherlands

Paul Peeters - NHTV Breda University of Applied Sciences, Netherlands

Author keywords: mitigation, emissions, carbon footprint, Netherlands, tourism sustainability, climate change and tourism

The 2015 Paris agreement on climate change has set a clear path for carbon emission reduction for all countries and industries. There is no evidence that global tourism is on this path. With this paper, we will analyse the issue from a national point-of-view, presenting the development in domestic and outbound holiday CO2 emissions of Dutch citizens. We do this by adding carbon footprint (CF) information to the Continuous Holiday Survey (CVO), the annual holiday survey in the Netherlands. The CF is calculated by multiplying emission factors for CO2 by the number of nights, distance travelled, et cetera. Total Dutch holiday emissions have increased rapidly from 2002 until 2012, followed by a gradual, slow decline towards 2016, at a level 13% higher than in 2002. In the paper, we analyse this development by looking at various holiday types and destinations. With 55%, holidays by airplane have the largest contribution to the total CF, despite representing only 19% of all holidays. The growth of holidays by airplane has led to an increase in the total distance travelled – an important parameter for carbon emissions in tourism. We conclude that Dutch holidaymaker CO2 emissions are not on a Paris trajectory, and that there are few signs that this will change in the near future. Unstable economic and political situations have led to some decline in emissions, but appear to be only of temporary nature. We give a number of recommendations on how to reduce tourism emissions effectively.

From conflict to cooperation? The changing relationship between national parks and glacier ski resorts in the Alps

Author(s):

Marius Mayer - Universität Greifswald, Germany

Ingo Mose - Carl-von-Ossietzky-Universität Oldenburg, Germany

Author keywords: national parks, glacier ski resorts, conflicts, cooperation, worthless land hypothesis, nature-based tourism, Alps

The history of national parks (NLP) in the Alps is often characterized by strong land-use conflicts with glacier ski resorts. The reasons for these conflicts are (a) the overlap of potential areas of interest, and (b) the mutual excludability as long as nature protection is taken seriously. However, conflicts occurred also due to the fact, that at the same time, in the 1960/70s, both land use options came up which would not have generated considerable opportunity costs earlier. Most alpine NLP concentrate spatially on high altitude levels, not only because of the fragility of this sensitive environment but also due to the lack of opportunity costs as rocky summits and glaciers were considered as “worthless lands” (Runte) which could be designated as protected areas with the least resistance. This changed when the first glacier ski resorts opened. Suddenly, the protection of these areas had enormous opportunity costs, especially as the economic contribution of protected area tourism was not yet on the agenda and a kind of “arms race” started to protect or to develop “the last glaciers”.

On a more general level, both land use options also represent two different schools of regional development thought through tourism: “hard” infrastructure-based mass tourism, often driven by exogenous capital and actors versus “soft”, endogenous, nature-based tourism based on local actors and small-scale infrastructure.

However, the situation loosened since the 1980s for several reasons to be discussed and both land uses are not regarded as completely opposed anymore, at least when it comes to marketing and visitor information.

This contribution therefore addresses the following research questions by focusing on the two NLP regions Vanoise, France and Hohe Tauern, Austria:

- Why, where and when did land-use conflicts between national parks and glacier ski resorts occur?
- How could these conflicts be solved/or not solved?
- What is the actual situation and future tendencies?

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Session 10: Tourism and Climate Change (2)

Using risk perceptions and message framing to explore climate change engagement

Author(s):

Lydia Horne - University of Maine, USA

Caroline Noblet - University of Maine, USA

Sandra De Urioste-Stone - University of Maine, USA

Laura Rickard - University of Maine, USA

Author keywords: climate change risk perceptions, climate change communication, sustainable tourism, winter tourism, outdoor recreation, psychological distance

Climate change is projected to alter seasonal tourism globally and locally, especially winter destinations. Nature-based tourism is one of Maine's most economically important industries, with several regions heavily relying on winter to support the industry. Ski industries are particularly vulnerable to climate change and could see a decline in overall visitation. Research has shown that risk perceptions influence perceived vulnerability and can determine travel behavior. In some cases, perceptions of climate conditions are as important to consumer choices as the actual conditions. Several models posit that risk perceptions are shaped by socio-demographics, cognitive factors, experiential processing, and social factors. The goal of this study is to understand how climate change risk perceptions and affective responses to climate change may lead to perceptions of psychological distance, in turn affecting climate change engagement amongst residents of Western Maine. We also seek to explore how strategic framing of climate change messages influence support for stakeholder mitigation and adaptation. We used a mixed mode survey design whereby mailed letters invited residents to participate in an online survey. Knowledge of climate change, experience with impacts, social norms, and demographic data are being collected and will be analyzed in SPSS 24. Participants watched a video embedded within the survey to assess individual responses to different climate change message frames. Given that risk perceptions are an important predictor of public willingness to help reduce climate change impacts, understanding visitor perceptions and expectations could help tourism stakeholders in the study region continue to meet visitor expectations and consider strategies to reduce emissions and enhance adaptation. This study will help identify potential shifts in recreation behavior, as well as help stakeholders understand how visitation might be influenced by climate change.

Variability of temperature relation of tourism in Puerto Vallarta, Mexico

Author(s):

Fatima Maciel Carrillo Gonzalez - Universidad de Guadalajara, Mexico

Antonio Velazquez Ruiz - Universidad de Guadalajara, Mexico

Ana Bertha Gomez Delgado - Universidad de Guadalajara, Mexico

Rosa María Chavez Dagostino - Universidad de Guadalajara, Mexico

Author keywords: occupation, influx, climate change, anomalies and variability

The tourist offer of a beach destination is mainly made up of the climate that dominates the region, which conditions the activities, ecosystems and resources available. In the tropics, climate is not very variable, so it may have less impact on decisions and plans in the short or medium term. However, for tourists who plan their stay, climate is very important for the decision to know at what time of the year and what city to go to is the most appropriate. This work presents the analysis of the occupation and affluence of tourism with the surface temperature recorded in the city of Puerto Vallarta from the period of 2008 to 2016. It was found that the relation of occupation and tourist influx has an inverse relationship with the behavior of the temperature, because the high seasons (winter - summer) coincide with the climatic seasons (cold - dry and humid - hot). 44% of the anomalies in the national affluence coincide with the anomaly of the temperature, but not with the foreign affluence. It could be because extreme events have an impact on the national economy.

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Session 11: Tourism and Nature Experience

International ecotourism in indigenous peoples' and local communities' forests as a catalyst for land sparing in Latin America

Author(s):

Ulrich Gunter - MODUL University Vienna, Austria

Angélica Almeyda Zambrano - University of Florida, USA

Author keywords: international ecotourism, Latin America, land tenure regimes, land sparing, Jevons paradox

This study investigates the role of international ecotourism as a potential catalyst for land sparing in Latin America. In doing so, a panel data set, which is aggregated at the individual country level, with a cross-sectional dimension of ten countries and a time-series dimension of 16 years is employed. The research question is investigated within a comprehensive multivariate land sparing / land expansion framework, which allows for general environmental governance (measured in terms of the percentage of protected areas, as well as the two composite indices ESI and EPI). The framework further incorporates the percentage of forests either owned or administered by Indigenous People and local communities, as well as various others drivers of land sparing / land expansion typically employed in the literature such as agricultural intensification, size of the total population, GDP per capita, export-orientation of the agricultural sector, etc., which also serve as socio-economic control variables. Different measures of ecotourism consistently defined at the international level are introduced into the framework in terms of the interaction of international tourist arrivals or international tourism export receipts with various sustainability indices, thus each fulfilling different aspects of typical ecotourism definitions: percentage of protected areas, ESI, EPI, as well as TTCI. The estimation results, which are obtained from a one-way fixed effects panel regression specification, show that most socio-economic control variables behave as theoretically expected. However, and irrespective of how international ecotourism is measured, the estimation results only feature the postulated land-sparing property of international ecotourism when it takes place in forests either owned or administered by Indigenous People and local communities. This finding even holds for international tourism without a specific ecological focus, which serves as a benchmark.

Emerging trends in wildlife and tiger tourism in India

Author(s):

Krithi Karanth - Wildlife Conservation Society, India

Author keywords: wildlife, tigers, India, conservation, revenue sharing, visits, gate fees

Wildlife tourism has emerged as important sector of tourism globally. With economic growth rate averaging 7.8 percent in the last decade, and a sizeable middle class (267 million people), India has emerged as a major market for domestic and international tourism. This has extended to a growing interest in wildlife and wild places. Complemented by rich biodiversity and natural heritage, and specifically housing the largest global populations of wild tigers and elephants-the demand for wildlife tourism is exploding in India. This study focuses on understanding wildlife tourism trends (visitor numbers, gate fees etc) in 67% of 528 wildlife reserves in India including the 50 tiger reserves. Total visitors amounted almost 9.8 million, with 3.8 million visiting tiger reserves alone.

Gate fees vary for Indian and International visitors, ranging from 0\$ - 20\$ per person/visit. Tiger centric tourism is a major component of wildlife tourism, generating higher visitors and revenues than other reserves while many other reserves are neglected. Thus, making it difficult to sustain and manage reserves and overall conservation efforts. Despite rapid growth in the industry, there is a paucity of data and lack of planned management of tourists and associated impacts. Revenue sharing models to assist conservation and reserve management varies across states and reserves. It is imperative that we develop better policies to improve existing management efforts and revenue sharing models to sustain wildlife tourism in India.

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Session 11: Tourism and Nature Experience

Pons Danubii: The use of virtual and augmented reality in cross-border cooperation in the Danube area between Hungary and Slovakia

Author(s):

Zoltán Bara - Pons Danubii EGTC, Slovakia

Emőke Tóth - Pons Danubii EGTC, Slovakia

Author keywords:

The Pons Danubii European Grouping of Territorial Cooperation comprises seven municipalities from Slovakia and Hungary. It is a cross-border area (entire population of the area: 230 000 inhabitants), the headquarters is located in Komárno, the institution is registered both in Slovakia and Hungary.

The Pons Danubii EGTC has been the lead partner of the project INSIGHTS focusing on the development of integrated, slow, healthy and green tourism. As a pilot project we are developing a virtual reality development presenting the history of the fortification system located in Komárno. The fortification system has been the largest in Central Europe. It was designed by the Habsburg monarchs to be able to host 200 000 soldiers. Due to its unfortunate legacy in the 20th century (the fort was occupied by Soviet soldiers until 1991) the financing of the renovation of the forts is not foreseen in the upcoming decades. The development of a virtual reality tour based on the latest technologies (using HTC VIVE II system) enables us to present the fort in its original glory.

The project CULTPLAY is based on the innovative use of cultural heritage. It is a cross-border cooperation in which 9 municipalities exchange their built heritage to be rebuilt as a thematic park for children and adults as well. Cultural heritage (castles, a wooden bridge, water mills, mines and a monastery) originally existing in Slovakia is built in Hungary and vice versa. The replicas are to be used by children, whereas augmented reality IT development surrounding the thematic parks is oriented towards the adults. Using QR codes and the latest marker technology adults are invited to an adventurous journey in history, time and space with their mobiles and tablets.

The use of latest IT technologies contributes to enhancing cross-border cooperation in the field of tourism in the Danube area between Slovakia and Hungary.

Stakeholder involvement – the stony way from ideas to strategies

Author(s):

Lydia Matiasch - University of Natural Resources and Life Sciences, Vienna, Austria

Alice Wanner - University of Natural Resources and Life Sciences, Vienna, Austria

Daniela Beck - University of Natural Resources and Life Sciences, Vienna, Austria

Ulrike Pröbstl-Haider - University of Natural Resources and Life Sciences, Vienna, Austria

Author keywords: sustainable tourism development, planning tools, Danube region

Supported by the Interreg Danube Transnational Programme and co-financed by the European Union funds (ERDF, IPA), partners from several countries along the Danube (Austria, Bulgaria, Croatia, Germany, Hungary, Romania, Serbia, Slovakia and Slovenia) work together in the INSIGHTS project. All regions in INSIGHTS have outstanding natural and cultural resources in need to be protected. At the same time, they have a great potential to implement new tourism products in the field of “slow, green and healthy” tourism and to enhance their regional development. Their outstanding natural beauty and this new tourism trend put the involved regions in a unique position to sustainably utilize their resources. This objective will be supported by the main project outputs which will be generated with an effective stakeholder contribution overarching the whole project lifetime. As main local outcomes, eight integrated sustainable tourism strategies will be developed by the partner regions on the basis of transnational guidelines. These strategies which will be adaptable all across the Danube region.

Overall, the project will enhance the local tourism product development practices and provide regional benefits gained from sustainable tourism. However, this presentation will focus on the planning and developing process including stakeholder involvement and participatory governance approaches. This process will also improve the environmental attitude of all players within the complex tourism ecosystem and lead to a better balance between protection and sustainable use of local resources. It will also reduce the ecological footprint of destinations and contribute considerably to a sustainable socio-economic development for the benefit of the local communities involved.

Session 11: Tourism and Nature Experience

Tourist use of Isla Larga based on the characteristics of the seabird community

Author(s):

Rosio T. Amparán-Salido - Centro Universitario de la Costa, Universidad de Guadalajara, Mexico

Rosa Maria Chavez-Dagostino - Centro Universitario de la Costa, Universidad de Guadalajara, Mexico

Daniela Giovana Ortiz-Lopez - Centro Universitario de la Costa, Universidad de Guadalajara, Mexico

Jose Luis Cornejo-Ortega - Centro Universitario de la Costa, Universidad de Guadalajara, Mexico

Author keywords: ecosystem, nesting season, public use, natural area, ecotourism

Isla Larga as part of the Islas Marietas National Park, is considered an Area of Importance for the Conservation of Birds (AICA) and a Ramsar site. It is under the growing influence of tourist activity in Banderas Bay, Mexico. It houses an important diversity and abundance of seabirds, which include the brown-footed booby (*Sula leucogaster*) which represents the most abundant population worldwide, as well as the gull colony (*Leucophaeus atricilla*) which is the most important nesting colony for the Mexican Pacific. Although there is a path for public use on the island, it is not used due to problems of handling growing numbers of visitors in the marine area of the park. The purpose of the study was to characterize the seabird community to establish the baseline of the ecosystem for the tourist use of Isla Larga. Four zones were established to collect bird data: Composition, abundance and use of the site (nesting, refuge or stay) as well as the occurrence of other species and accessibility to the island. It was found that 11 species converge in the island, and a total of 4,441 birds were counted in an annual cycle. Although nesting is present throughout the year, May is the most biodiverse and numerous in birds, which is attractive for visitors. Nevertheless, it is suggested to avoid/reduce visitation on May and July due to phenomena of biological competence that could increase predation on the brown and blue-footed species, during nesting season. Beyond the tourism carrying capacity, the results obtained will allow to identify changes in bird populations in the long term and be the basis for decision making on the management of tourists.

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Session 12: Health and Wellbeing (3)

Customer perspectives of nature-based wellbeing tourism holiday: a case study from a Finnish hiking area

Author(s):

Henna Konu - University of Eastern Finland, Business School, Centre for Tourism Studies, Finland

Author keywords: nature-based wellbeing tourism, new service development, customer involvement, Delphi, case study, Finland

The purpose of this paper is to highlight the different meanings and expectations of experiences that potential customers hold and associate with nature-based wellbeing tourism. This study focus on finding out what kind of expectations potential customers have about a nature-based wellbeing holiday of their dreams and how to develop services according to them. These customer needs, wishes and expected experiences are the starting point for the customer oriented service and destination development activities.

In Finland, wellbeing tourism is identified as a unique form of tourism emphasizing the natural resources as a core of the wellbeing tourism product. The initiative for the study came from an organization responsible for Finnish protected and recreation areas. Their development activities included the aim to profile Finnish Hiking Areas based on regional uniqueness and strengths, and develop offerings based on these strengths together with local SMEs and potential customers.

Two Delphi rounds was used to collect data for developing new nature-based tourism services: the first round was conducted to collect the ideas and the second round to test and evaluate the ideas. In this case study, the panel of experts were potential customers as the customers are seen as being the experts required for saying which kinds of products and services they are interested in.

A narrative analysis was used to draw different kinds of thematic stories that represent the customers' preferences and expectations. As a result, nine thematic tourism product narratives were formed based on the analysis. Some of the narrative stories focus more on expectations related to well-being and some more on activity or adventure preferences. The findings of the study show that customers may expect very different things from their nature-based wellbeing tourism holidays. The interpretations of the nature-based wellbeing holiday experiences differed based on e.g. motivations and travel companion.

"Let's go to the sea!": outdoor coastal wellbeing, sustainability, and tourism

Author(s):

Catherine Kelly - University of Greenwich, United Kingdom

Author keywords: wellbeing, nature, bluespace, outdoor-wellness, children, learning, family tourism, sustainability

The human desire to be near coastal waters is an innate aspect of both human settlement choices and tourism/leisure behaviour. Recent research agendas in the general field of 'wellbeing' include a focus on outdoor and nature-based wellness, advocating the health and psychological benefits of time spent near and/or in the sea. This presence of and engagement with coastal water, or 'Blue Space' is a positive indicator in wellbeing, learning, outdoor activity and pro-environmental behaviour amongst the wider population, particularly the young. Simultaneously, tourism policy agendas worldwide continue an ongoing promotion of coastal environments as well as sustainability. To date, tourism, wellbeing, and coastal policy agendas have mostly been segregated into boundaried disciplinary and governance distinctions. This paper advocates a combined, integrative approach to policy that incorporates symbiotic sustainability-wellbeing narratives for coastal tourism environments.. This paper presents research on school children and family tourists in Brighton (UK) and their engagement with the sea through both a coastal learning programme and seaside holiday excursions. Framing the coast as a therapeutic landscape with potential for simultaneously meeting human needs (nature experiences for children/family bonding experiences by the sea) and marine conservation needs, allows policy makers to take a holistic view of the physical and psychological wellbeing opportunities that are arguably inherent to sea-sustainability, but are often overlooked. In addition, there is an opportunity for (re)framing seaside tourism within the broader realms of nature-based coastal wellbeing offerings.

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Session 12: Health and Wellbeing (3)

The nature effect: “nature” as travel motive and travel behavior, and how it affects perceived psychological effects of a holiday trip

Author(s):

Martin Lohmann - Leuphana University of Lüneburg, Germany

Author keywords: demand for nature tourism, psychological well-being, motivation, holiday travel effects

This paper on nature and holiday travelers' well-being is based on a quantitative study in Germany. It aims at (a) identifying 'nature tourists', (b) describing their personal characteristics and holiday trip behavior, and (c) analyzing the personal effects of such a trip on indicators like happiness, recreation, health, and psychological well-being. The central research question is, whether 'nature tourists' experience more or less positive personal effects during and after their trips. Is the perceived customer value of a 'nature' holiday higher than with the average vacation? The data analysis is based on a post hoc segmentation with respect to who a "nature-tourist" is and who not. For the dependent variables, especially for the indicators of psychological well-being as effects (like e. g. happiness), again, the intention is primarily to check whether such effects are there, i. e. reported by tourists in the survey. A theoretical discussion may follow. The quantitative survey was done in Germany as a source market study. We have used the "Reiseanalyse", a yearly representative study with a nationwide random sample of n=7,500 face-to-face interviews. In the framework of the 2015 survey we have studied German tourists' holiday trips, travel motivation and the perceived effects of these trips in different dimensions, covering e. g. recreation, health, and happiness. For the segmentation we used general motivation ("experiencing nature is important"), and behavior (nature as type of trip and nature related activities). Results show differences between the "nature segment" and other holiday tourists in vacation behavior like e. g. destination choice, and a higher share of nature travelers reporting a positive personal effect of their trip. These impacts of a nature holiday are probably not only driven by the specific outdoor experience but as well based on personal factors.

Creating opportunities for wellness tourism in the dog sled industry

Author(s):

Jordyn McCrea - Thompson Rivers University, Canada

John S. Hull - Thompson Rivers University, Canada

Author keywords: wellness tourism, dog sledding, winter wellness, experience positioning

As wellness tourism continues to rise in popularity it is important that sectors of the industry that could play a role in the wellbeing of tourists are able to classify themselves as such. Dogsledding is a popular winter recreation activity that has been under the scrutiny of animal welfare activists for some time. The role of tourism in the sled dog industry has come under fire in Canada, especially since the revelation of a large sled dog cull following the 2010 Vancouver Olympic Games. Due to this criticism, the activity stands to benefit from a wellness tourism classification. The goal of this research is to conduct an exploratory analysis that examines whether dogsledding benefits from a wellness tourism classification. Wellness Tourism has been broadly defined as travel with the intention of maintaining or improving an individual's holistic wellbeing (Global Wellness Institute, 2013). Due to its subjective nature holistic wellbeing is broken down into six categories for clarity: mental, spiritual, emotional, environmental, social and physical wellbeing. Tourists can take part in dogsledding as a participant or a spectator, however this research will focus on tourist's recreational participation in the activity, as active participation integrates the physical aspect of wellness. This research will incorporate a mixed methods approach. First, a literature review will seek to outline the aspects of this activity and to identify important themes that relate dogsledding to wellness tourism. Second, an audit of five dogsledding company websites will assist in verifying themes from the literature and in incorporating new themes linking dogsledding to wellness tourism. From these results, a survey of tourists participating in dogsledding experiences will be created and administered to assess the links between the tourist experience and wellness tourism. Best practices for providing a wellness tourism experience in the dogsledding industry will be developed.

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Session 13: Tourism and Landscape (1)

Bollywood's asymmetric effects on Alpine landscape imaginaries

Author(s):

Szilvia Gyimothy - Aalborg University, Denmark

Omkumar Krishnan - Indian Institute of Management, India

Author keywords: Bollywood, Switzerland, destination positioning, cultural contraflows

Cultural contraflows and the globalization of the Indian film industry considerably affect European imaginaries and film-induced mobility from Asia to Alpine countries. This paper charts the effects of Bollywood's incessant love affair with Switzerland in the past five decades, based on an ethnographic fieldwork conducted in Switzerland in May 2017 as well as a survey distributed among potential overseas travelers in India. The findings from both streams of data confirm that Switzerland's position on the Indian market is dominant compared to other Alpine destinations. The 200+ films shot in the country consistently portrayed Switzerland as a dreamscape of romantic love as well as a space for leisure and travel, although with little or no references to particular locations. To some extent, Bollywood imaginaries are compatible with the European imagination of Alpine destinations as exclusive retreats or active thrillscapes for the wealthy. Yet, Bollywood's spatial imaginaries of Switzerland entirely lack the ethos of understated luxury, solitary reflections or masculine narratives of discovery and quest. As a consequence, Asian tourists in Swiss destinations primarily engage in activities that signify urban practices, such as sightseeing, shopping and staging romantic spectacles. As a consequence, Swiss Alpine destinations are turning into extended lifestyle malls (e.g. the highest chocolate factory and Swiss watch shop on the top of Jungfrauoch), where the wider surroundings are also ordered into spaces of hyperconsumption. The paper will discuss the implications of emerging altitude malls in mountain landscapes and the contested opportunities for mountain destinations targeting overseas markets.

Promoting tourism businesses for "Salgado de Aveiro" rehabilitation

Author(s):

Filomena Martins - University of Aveiro, Portugal

André Pedrosa - University of Aveiro, Portugal

Ana Margarida Silva - University of Aveiro, Portugal

Teresa Fidélis - University of Aveiro, Portugal

Peter Roebeling - University of Aveiro, Portugal

Marco Antunes - University of Aveiro, Portugal

Author keywords: wetlands, Salinas, tourism, new business, Aveiro lagoon

As part of Aveiro lagoon, Aveiro salt pans are considered Special Protection Area and Site of Community Importance, included in Nature 2000 network. Those classifications show its importance for nature conservation and the environment. They have also an important cultural value related to artisanal salt production. However, last century, artisanal salt production has started to decrease. The process resulted in salt pans abandonment and degradation. The loss has consequences for many fauna and flora species and for cultural identity. The rehabilitation of salt pans can help to preserve all those values. Tourism activities are already a trend on Aveiro salt pans rehabilitation through the development of activities related to cultural tourism, nature tourism or the health and wellbeing tourism. Although Aveiro salt pans as well as the lagoon have potential to develop other touristic activities and/or new businesses, either in the active or abandoned salt pans. Looking it as an opportunity for Aveiro salt pans rehabilitation involves considering tourism activities needs and salt pans structural conditions. An approach that starts with an update, using aerial images, of a geodatabase, which includes salt pans data about exterior or interior walls, buildings, water passage devices and other relevant elements. Then, fieldwork would confirm this information. Meanwhile, salt pans owners are contacted to perceive their interest in the project. The database will be available in an online platform for potential investors. The project "Sal de Aveiro – Empreendedorismo e Inovação" has Associação Comercial de Aveiro as a promoter and KWL company and Aveiro University developing it. The project aims to develop new business opportunities through Aveiro salt pans.

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Session 13: Tourism and Landscape (1)

Nature as a tourist attraction in Iceland

Author(s):

Audur H. Ingolfsson - Icelandic Tourism Research Centre, Iceland

Author keywords: nature based tourism, tourism in Iceland, conflicts between energy projects and tourism

Nature consistently has the highest score when international tourists are asked which factor was most influential when deciding to travel to Iceland. When asked further, references are most often made to wanting to experience wilderness, and what is perceived as unspoiled and pristine nature. The image of Iceland as a destination filled with natural wonders, breathtaking landscapes and untouched nature is also commonly used by those marketing the country as a tourist destination. Domestically, the importance of pristine nature for international tourism has been used by nature conservationists when opposing specific energy projects, especially in the highlands. Results from a number of surveys, however, indicate that international tourists tend to be more tolerant towards human structures in the highlands than Icelanders themselves. The questions planners and policy makers are faced with is if nature based tourism and the development of the energy sector can co-exist in the Icelandic highlands, or if the presence of one sector negatively affects the other.

Session 14: Realising Resilient Tourism

Destination image as a management tool for business resilience in the destination

Author(s):

Knut Scherhag - University of Applied Sciences Worms, Germany

Author keywords: destination image, special interest tourism, disruption, business resilience

(Business) Resilience is currently in many mouths, however, the understanding of the term is just as varied. It ranges from "resistant" over "tolerant dealing with mistakes" up to "continuity". Ultimately it's usually about being prepared for unexpected situations (often interpreted as threats). For this purpose, in advance of the unexpectedness "unhappiness"/threat scenarios are elaborated and equipped with different solution/reactions. Also destination management is often faced with such challenges, partly caused by weather/nature conditions (eg no snow in winter sports regions, too much snow in non-winter sports regions, volcanic eruption ...), but also with political causes (eg overthrows, violent conflicts, assassinations ...). In each case, the management in the companies and the destination is required to implement adequate solutions without causing long-term damage for the destination and their stakeholders.

As an important aspect in these situations, the image of a destination can be highlighted: the more stable the image, the less it can be influenced by short-term instability. Disturbing influences have less impact on a strong image or, with the help of a strong image, it is possible to be perceived quickly in the perception of the guests (and other stakeholders) on a level as before the disruption. Creating a strong image is a major challenge for many destination managers, as it relies on the cooperative collaboration of the various service providers as well as the residents of the destination.

In this article on one hand is emphasized the importance of the image for tourist destinations is, on the other hand considerations for the cooperative development of a strong, profiled image discussed. This can be based on offers in Special Interest Tourism, as the perception of a destination by guests is influenced by their extensive bundle of activities becomes.

Entrepreneurial approaches by German tour operators to enhance their managerial-resilience and to support the implementation of resilient destinations

Author(s):

Martin Fontanari - ISM International School of Management, Germany

Lauren Ugur - Hochschule Heilbronn, Germany

Author keywords: resilient tourism, sustainable product management, trends in tourist markets and management

The tourist industry faces various changes and challenges. The increasing digitalization (Travel 4.0), demographic change, the increasing polarizing political development and related threat to the security situation in destinations or the increasing demands and expectations of travelers require new business models and a sustainable product management – for both tour operators and destinations. In a German-wide empirical survey of tour operators which took place in 2017 (n = 141), assessments of trends and impacts to the tourist market and management, and in particular the importance of resilience of destinations, have been investigated.

The article discusses the importance of sensitising and qualifying tourism service providers in destinations for the development task of a resilient destination and an evaluation of environmental compatibility/sustainability by means of resilience criteria. The survey also refers to the importance of a sharing economy as a new success factor in tourism supply. The need for a more intelligent use of resources by touristic service providers through increased vertical integration processes will be analyzed as well as a stronger marketing orientation of the tour operators towards the unique selling proposition of resilient destinations. The contribution finalizes with a new value creation model of the stakeholders involved and derives concrete product ideas for the touristic service providers.

Session 14: Realising Resilient Tourism

Mental wellness and destination resilience

Author(s):

Martin Fontanari - ISM International School of Management, Germany

Anastasia Traskevich - Belarus State Economic University, Belarus

Author keywords: destination resilience, mental wellness, health and wellness, positive psychology

Mental disorders, depression, burn-out are both social and economic disaster making evident the increasing mental crisis of the global society. New shifts in medicine (e.g. holistic approach, positive psychology) make Mental Wellness the top trend topic for product development. An important side of designing new patterns for tourism product development is the destinations' view and its focus on resilience. The dimension of resilience in the destination context can be extended over many other areas providing the grounds for a methodological approach to join the concepts of Mental Wellness and Destination Resilience. Close involvement of guests at the product level of suppliers is envisaged within the idea that transition and evolution of characteristic dimensions of personal mental wellness (creativity, positive thinking, inner/ outer world balance, spirituality, etc.) into the more objective definitive categories of destination resilience (USP, functional autonomy, resilient value chain, sociocultural resilience, etc.) provides the basis for converging the two concepts with the applied aim to elaborate on new mental wellness products which would contribute to the destination resilience. Multi-level mental wellness products are designed to (i) sustainably incorporate the original natural habitat, traditional knowledge/ science-based competences of the local population, thus providing diversification and identity; (ii) initiate cooperative approaches between stakeholders for developing of sovereign infrastructures; (iii) interpret the authentic recreational resources for ensuring the environmentally oriented and overseeable atmosphere. The products of mental wellness within the concept of resiliency include: basic body/ mind physiotherapies, conflict management, psychosocial and life- coaching, work- life balance and harmony of the individual and society, positive psychology and spiritual healing practices for resilience empowerment and flourishing.

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Session 15: Tourists' Behavior and Motivation

A matter of culture - how cultural differences shape skiing motivation, behaviour and destination choice

Author(s):

Ulrike Pröbstl-Haider - University of Natural Resources and Life Sciences, Vienna, Austria

Nina Mostegl - University of Natural Resources and Life Sciences, Vienna, Austria

Author keywords: skiing, cultural differences, destination choice, motivations, choice model, stated preferences

Recent developments in European alpine ski resorts point towards the merge of small- and medium-sized ski resorts into larger units, which are able to feature more and longer runs, different modes of transportation (e.g. train connections, ski links, etc.) and a variety of other activities besides skiing. Despite a likely increase in the efficiency of management and marketing activities, the important question remains if these merged resorts, as mostly assumed, are essentially more attractive to the skiers themselves and if this attractiveness holds up in a cultural comparison. Therefore, this presentation explicitly looks at differences in the decision making of German, Italian and Austrian skiers in regards to their selection of ski resorts. The findings are based on a representative online questionnaire (1500 representatives from each country) on skiers' motivation for skiing, the important aspects concerning their trips and their destination choices, which were explored through a choice experiment (CE). The analyses revealed clear and significant cultural differences, particularly regarding the skiers' company, their motives for skiing, their level of expertise and frequency of skiing, their mobility behavior and interest in the expansion of public transport, their perception of climate change and their destination choices.

A common feature of the countries is their keen interest in a region-specific culinary selection and a rather small-structured gastronomy which suggests congeniality. The study suggests that future ski resort management and related marketing strategies should not be limited to the size, but rather to the best possible adaptation to the desired target group/country. New campaigns, targeting topics such as group offers, family services, promoting health, local travel opportunities, or summer/winter cross-marketing need to be developed accordingly.

Examining outdoor recreation barriers, constraints, amenity preferences, and communication and outreach needs of the Latino/Hispanic community in and around the Denver metro region, Colorado

Author(s):

Sam Martin - Colorado State University, USA

Alan Bright - Colorado State University, USA

Natalie Ooi - Colorado State University, USA

Author keywords: recreation access, recreation barriers, tourism, latino recreation participation, hispanic recreation participation, age cohort participation, residency generation participation

Demographic shifts in the U.S and the state of Colorado indicate a rapidly growing Latino and Hispanic population. Local open space agencies need to be cognizant of this change and work towards increasing Latino and Hispanic use in their parks to ensure long term support of their programs and land base. To better cater to the growing Latino and Hispanic population, open space agencies require a better understanding of: potential barriers and constraints that are limiting park and open space use; preferred amenity needs; and how to best communicate and reach out to this section of the community. A two-stage, mixed-methods research project centered around on the Denver metro region was undertaken that identifies and evaluates possible barriers and constraints to outdoor recreation, park amenity preferences, and the communication and outreach preferences and needs of the Latino and Hispanic community within the context of county open space. Descriptive and univariate analyses of the above mentioned variables identified significant differences among first, second, and third generation Latino/Hispanic U.S residents, and among different age cohorts.

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Session 15: Tourists' Behavior and Motivation

Alternative outdoor activities in Alpine winter tourism

Author(s):

Bruno Abegg - University of Innsbruck, Austria

Leandra Jänicke - University of Innsbruck, Austria

Mike Peters - University of Innsbruck, Austria

Alexander Plaikner - University of Innsbruck, Austria

Author keywords: alternative winter sports, mountain outdoor activities, motives and expectations of tourists, Tyrol, Austria

Skiing and snowboarding are the most prominent activities in Alpine winter tourism. However, alternative outdoor activities (e.g. winter hiking, snowshoeing etc.) gain in importance. An increasing number of winter tourists combines skiing/snowboarding with other activities, or does not ski/snowboard at all. While there is some scientific literature on the skiers'/snowboarders' market, little is known about the people participating in alternative outdoor winter activities. The objective, therefore, is to learn more about the recreationists participating in these alternative activities, in particular: what is their activity profile, what are their motives, and what are their expectations and needs?

To investigate these questions, we conduct quantitative (survey) and qualitative (focus groups) research. For the survey, we will 1) collect e-mail addresses of outdoor recreationists and 2) ask them to fill in an online questionnaire. Questionnaires will be statistically analyzed (descriptive and analytical statistics). We will focus on outdoor recreationists in the Province of Tyrol, Austria, and aim for a sample of 500+ participants. The focus group sessions will take place in Tyrolean winter destinations (hotels). Aim of these sessions is to get additional qualitative information and to deepen our understanding of the winter recreationists' experiences, motives, expectations and needs.

Currently, we prepare the survey and therefore findings are not available yet. However, research design is completed and the empirical work starts in mid-December 2017 lasting until March 2018. We expect to produce robust findings, to get a better understanding of this "neglected" winter tourism segment, and to make a contribution to improve the respective offers within winter sports destinations.

The attitude of Guadeloupeans towards the national park

Author(s):

Nina Engelhardt - University of Natural Resources and Life Sciences, Vienna, Austria

Author keywords: relation to nature, national park, ethnicity perception, attitude acceptance

The success of protected areas highly depends on its appreciation and acceptance by the local population. The study at hand was conducted in Guadeloupe, which is a French overseas department located in the Caribbean. Because of the former colonial status of the island the constellation of the population is heterogeneous. The opinions of the different ethnic groups on the local nature and the national park was inquired through a survey with included 500 respondents. Furthermore, the interviews of 15 experts on the topic served as additional source of information. Both research methods tried to identify whether the national park of Guadeloupe is perceived as a national treasure and mean to enhance the national identity.

The study reveals that the local nature is perceived differently by the various ethnic groups based on their cultural and historical background. Respondents born in Guadeloupe are characterized by a positive attitude towards nature in general and recognise it as a matter of course, however they do not care much about conservation. Respondents born in France perceive the nature of the island as something extraordinary. They spend more time in nature and support its conservation. Therefore this ethnical group had very positive attitudes towards the national park.

The study shows that there is no common appreciation and acceptance of the national park and, or national treasure. In contrast conservation issues are likely to cause additional problems between the various ethnic groups. The perception of the national park among those respondents born in Guadeloupe is overall rather negative.

Session 16: Tourism and Landscape (2)

Nature = setting for the tourism experience?

Author(s):

Judit Sulyok - University of Pannonia, Hungary

Eszter Madarász - University of Pannonia, Hungary

Gyöngyi Hajmási - University of Pannonia, Hungary

Author keywords: natural environment, experience, customer journey, landscape

Nowadays, the natural environment surrounding us does influence our daily life in various aspects. Regarding the recreational activities, including tourism, there is a strong emphasis on being outdoor, on experiencing the natural environment, on enjoying beautiful landscapes. On one hand, we can see a lot of tourism product developments linked to nature (like protected areas, visitor centres of national parks, green areas etc.), and on the other hand, the destination's natural values – unique in all of the cases – can result an added value for tourism experience (e.g. a wine cellar terrace with a panoramic view). Acknowledging the advances in tourism research and the increasing role of tourists' power, namely the influence of contents generated by travellers to the decision-making of future visitors, the research seeks to map the natural environment's role in tourism experience. The destination in focus – Lake Balaton (Hungary) – is an appropriate area for the analysis, as the region's tourism attraction is strongly based on the landscape itself. With the aim of integrating 'nature' into the tourism experience, a comprehensive database (around 1300 TripAdvisor reviews linked to the Lake Balaton and to its attractions) of travellers' review has been analysed. The results show a fundamental role of outdoor activities and experiencing nature, and help to map the potential links between landscape/natural environment and tourism services, attractions. On the longer term, this can support more successful future developments that meets the visitor needs. Another important implication is that the integration of the landscape results a unique, differentiating value for destinations. By this, instead of developing 'copy cat' destinations, areas with an appealing natural environment can identify their brand values and build a sustainable future for next generations.

The meaning of wilderness for national park tourism

Author(s):

Stefan Türk - German Sport University Cologne, Germany

Simon Rahe - inspektour GmbH, Germany

Author keywords: national park tourism, wilderness, perception, thrill-seeking society, nature experience, methodological triangulation

Particularly national parks are said to be the embodiment of unspoilt nature. But even the oldest German national parks do not exist for more than 50 years, what means that the landscape was impaired anthropogenic over several hundred years. Contrary to the Yellowstone National Park for example, it is impossible for German national parks to be dominated by wilderness. At the same time the visitor behaviour is hardly regulated especially in the sensitive near-natural areas. Not only for the tourism industry the question arises if a planned nature-encounter in German national parks even enables the visitors to make an immersive nature experience.

Therefore the visitor's perception of nature as well as the resulting nature experience is analysed. In order not to influence the sensitive construct of perception, articles posted on blogs, travel portals and other internet platforms after a stay in a national park are mainly focused. The articles are examined by a quantitative content analysis and a qualitative hermeneutic text analysis. The evaluation reveals that indeed national parks seem to be a guarantor for a comprehensive nature experience. Even if these experiences are mostly described positive, only a few of them are experienced euphoric, and real enthusiasm is rarely detectable. And visitors perceive agri- or silvicultural as well as horticultural landscapes to be unspoilt nature, too. In the context of the social evolution this assumed discrepancy can be explained with a subjective different perception, a varying focus or the level of knowledge of each of the perceptive persons.

A wilderness marketing tourism meets the demand of our thrill-seeking society without any doubt. But due to the current medial staged wilderness there is a risk to create unrealistic expectations. A constructive development of corresponding touristic products needs to be orientated on the fact that German national parks just started on their way into more wilderness.

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Session 16: Tourism and Landscape (2)

Landscape for tourism: generating a linked amenity greenway system

Author(s):

Amy Purvis - University of Guelph, Canada

Sean Kelly - University of Guelph, Canada

Author keywords: tourism, amenity, greenway, revitalization, rural development, amenity migration, rural landscapes, sense of place, quality, economy

North American rural communities face significant challenges in promoting economic development and encouraging continued economic growth. The economy of the rural landscape began to change in the 1990's with the restructuring of the agricultural sector, loss of manufacturing and the loss of educated workers to large urban centers. Tourism based development strategies were then implemented by rural communities; marketing local natural resources, culture, and history as amenity towards creating tourist destinations. Communities are now in competition. For many, tourism is a seasonal entity and not a stable rural economic strategy. This study aims to explore an integrative approach to assessing amenity classification systems and considers the application of a greenway system approach to create a unified, holistic network and sense of place as a strategy towards rural economic development. Places with high quality of life and sense of place, diverse culture, and unique natural and built amenities, are where people want to live. This attracts people, who then attract business and investment. Greenways are a means to preserve history, protect ecologically significant lands, educate the public and create a sense of stewardship while connecting diverse neighborhoods and strengthening sense of place. A set of design guidelines were synthesized from content analysis of greenway best practices, amenity characteristics and quality of life attributes then applied to the design of a case study site- the United Counties of Leeds and Grenville, Ontario. The design was evaluated by five key experts to assess the guidelines and application. The research results will demonstrate how a holistic, integrative greenway system will provide a land-based approach to creating purposeful linkages, community nodes and authentic experiences; attracting both tourists and new permanent residents to the region. Thus, building a sustainable economy and cementing rural quality of place.

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Session 17: Governance and Policy, Pro-Poor Initiatives

Assessing the effectiveness of pro-poor tourism policy in Enshi, China: a view from local residents

Author(s):

Huafang Qiao - Central China Normal University, China

Shuangyu Xie - Central China Normal University, China

Author keywords: effectiveness, pro-poor tourism policy, Enshi, local residents

The purpose of this study is to: assess the effectiveness of pro-poor tourism policy performed at 25 villages in Enshi, China from a view of local residents; and what influence the formulation and effectiveness of pro-poor tourism policy? The present study is based on questionnaires from, and interviews with residents and governors at Enshi Tujia and Miao Autonomous Prefecture, Hubei Province, China. Of the 500 questionnaires that were distributed 25 villages, 546 questionnaires were valid with an effective rate of 97.40%.

The difference-in-difference matching approach is a useful tool to evaluating the effects of policies, for example the implementation of pro-poor tourism policy at a particular area in time. The study compares changes over time in a group of villages which were unaffected by pro-poor tourism policy intervention to the changes over time in a group of villages which were affected by the policy intervention, and attributes the difference-in-differences to the effectiveness of the policy.

Contrary to the commonly held belief, there is a difference between different villages according to the same policy, and local residents also have an even totally difference opinions on the same policy. It was been found that effectiveness of pro-poor tourism policy has been positively affected by attitudes about tourism, personal and social skills. Further, based on the interviews, other effect indices have been found which relate to the effectiveness difference.

The study forwards our understanding of pro-poor tourism policy, and provides tourism scholars and governors with a set of suggestions to maximize the effectiveness of pro-poor tourism policy.

Local institutional strategies for enhancing community tourism in Cuzco, Peru

Author(s):

David Knight - Colorado State University, USA

Author keywords: institutions, community tourism, indigenous tourism, Peru, pro-poor, poverty alleviation, capability approach

Pro-poor tourism studies often highlight the need for altering institutional restraints and creating policies that enhance freedoms for the poor. However, few studies have evaluated local-level strategies by which the poor seek to alter such restraints to improve their lives within evolving tourism arrangements. This study applies Jessop's strategic-relational approach to analyze the cases of two tourism associations in Peru's Valle Sagrado (Sacred Valley), qualitatively assessing local-level strategies for addressing specific institutional concerns. Sen's capability approach is subsequently applied to assess the potential for these strategies to improve individual and collective functioning for associations and their members. Findings draw attention to a kind of institutional poverty alleviation that may occur when identifiable institutional limitations are strategically altered by local people, contributing to enhanced functioning. This study suggests that pro-poor tourism studies may benefit from considering poverty alleviation as both an opportunity-dependent and an opportunity-generating process, stressing the interplay between structure and agency as local people maneuver to improve their lives through small-scale institutional change.

Session 17: Governance and Policy, Pro-Poor Initiatives

Residents' perception on and attitude to tourism impact in the key tourism anti-poverty villages: does destination life cycle or development mode matter?

Author(s):

Shuangyu Xie - Central China Normal University, China

Lei Han - Central China Normal University, China

Huafang Qiao - Central China Normal University, China

Author keywords: key tourism anti-poverty villages, resident perception on and attitude to tourism impact, tourism area life cycle, tourism development mode, potential conflict index (PCI), Enshi Tujia and Miao Minority Autonomous Prefecture

Recently, Chinese government has paid much attention and adopted many approaches to alleviate poverty in rural areas. In 2014, Chinese government announced the list of the key Tourism Anti-poverty Villages. The main goal of the Project is to promote rural residents' employment and increase their income by developing rural tourism in those villages. Local residents' perception on, attitude to and participation in tourism development are important to realizing the goal. Therefore, it is essential to study rural residents' perception on and attitude to tourism development in their villages. This article investigated 24 key tourism anti-poverty villages in Enshi, Hubei Province and collected first-hand data about the residents' perceptions and attitudes by face-to-face questionnaire survey. After analyzing the overall situation of residents' perceptions and attitudes, we will deepen the analysis from the following three aspects: firstly, we use Conflict Potential Index (CPI) to analyze and compare the conditions and characteristics of the residents with different perceptions and attitudes; secondly, by using the analysis of variance, we will compare the residents' perceptions and attitudes at different stages of tourism development, and then analyze the causes of any differences, to check the "Anger index" theory or proposition; finally, by using non-parametric test, we will compare and analyze residents' perceptions and attitudes in the villages of different tourism development modes and their causes. We hope to enrich the study on rural residents' perceptions on and attitudes to tourism development, and to clarify the relationship between residents' perceptions and attitudes and residents' individual characteristics, tourism life cycle, tourism development mode. Furthermore, we will put forward some suggestions and countermeasures so as to provide some referent basis for government and enterprises' decision-making on the development of rural tourism.

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Session 18: Sustainability (1)

The importance of tourism equinox for sustainable city tourism

Author(s):

Irfan Arian - IMC FH Krems University of Applied Sciences, Austria

Iker Ünsever - Bogazici University, Turkey

Author keywords: tourism paradox, tourism equinox, city tourism, urban environments, sustainability

The increased number of tourist arrivals in a city gives the appearance of increasing desirability, but parallel with the increased tourism activities, new buildings, new lifestyles, foreign capital and new socio-economic relationships appear rapidly and replace the traditional ones. However, there will be huge amount of social, cultural, economic and environmental problems faced by the local people as well as tourists.

Tourism paradox begins to appear at this stage since the natural and cultural resources are consumed by the travelers. It is the name given to this phenomenon where tourism industry destroys the environment that is necessary for tourism activities. Cities have suffered from uncontrolled tourist development and tourism paradox during the last decades. Therefore the shaping of cities today is important to the locals and especially to the tourists of tomorrow. New approaches to solve this problem and to establish healthy sustainable tourism destinations are becoming more important than ever.

The balance, which does not change and disturbs the social and economic relations and cultural and natural environment is called tourism equinox. It encourages the development of city tourism to sustain local cultures, traditional lifestyles and industries, seeks to utilize resources and the environment in a sustainable way, and aims to generate the local economy by providing opportunities for employment and economic development. Also it demands an awareness of the needs of local people, respect and appreciation for culture and the environment and achieves a balance between development and conservation.

This paper investigates the importance of tourism equinox for sustainable city tourism. It primarily relies on qualitative research to understand the main futures of tourism paradox and equinox taking the physical and environmental aspects of urban environments into consideration. As research methodology a literature review and secondary data were used.

Trends in nature-based tourism: Norwegian and Swedish perspectives

Author(s):

Jan Vidar Haukeland - Faculty of Environmental Sciences and Natural Resource Management, Norwegian University of Life Sciences, NMBU, Norway

Peter Fredman - Faculty of Environmental Sciences and Natural Resource Management, Norwegian University of Life Sciences, NMBU, Norway

Author keywords: nature-based tourism, trends, Delphi method

Nature-based tourism is an increasingly important sector of the Nordic bio-economy, and the potential for further growth is high. Recent research on nature-based tourism supply in Norway and Sweden indicate there are some 3000 service-providers in each country, offering a large number of different tourism products. Contemporary nature-based tourism is, however, subject to significant changes due to social, technological, economic, environmental and political factors, partly reflected through an increased diversification and globalization of this sector. To better understand such changes, this presentation reports the findings from a study of trends in nature-based tourism using a Delphi methodology. The survey, undertaken in 2017-18, targets 70 experts in Norway, Sweden, Finland, Central Europe and Western United States. The current presentation will focus on the Norwegian and Swedish results. The Delphi method is a structured communication technique organized in several iterations where respondents get controlled feedback for each repetition and the researcher is looking for convergence in the distribution of opinions. The first iteration had an open-ended format asking questions about the most significant trends (including associated drivers, challenges and opportunities) and changes in participation in outdoor recreation activities. The following two iterations operated with closed-ended question formats, measuring the significance of identified trends and recreation activities with respect to the nature-based tourism sector. While originally developed for military purposes, the Delphi method is used as a forecasting method in many social sciences, including tourism. The study is part of the BIOTOUR project, a multi-disciplinary research project with the overall hypothesis that an integrated perspective of the nature-based tourism sector will provide a basis for both innovative products and a more sustainable development.

Session 18: Sustainability (1)

Green to gold: beneficial impacts of sustainability certification on tour enterprise performance

Author(s):

André Hellmeister - NHTV-Breda, Netherlands

Harold Richins - Thompson Rivers University, Canada

Author keywords: tour operators, sustainable certification benefits, business case of sustainability practices

A growing number of tourism managers recognize the importance of sustainability to their business success. However, as the majority of tourism enterprises consists of small and medium-sized enterprises, who are generally less likely to invest in sustainability practices due to a lack of financial resources, time and perceived cost-saving opportunities, an industry-wide dissemination of sustainability is hampered. This paper explores the benefits with adapting sustainability practices, providing evidence for the business case of sustainability. While research exists on impacts of relevance to lodging, this study examined sustainability-certified tour enterprises.

The research investigated the perceived impact that the commitment to sustainable practices through certification has on tangible financial aspects (potential benefits of increased revenue and decreased operational costs) and intangible benefits (customer satisfaction and employee satisfaction). The influence of strategic choices of relevance to sustainable practices (extent of commitment, product range, facilities and equipment, and the application of relevant marketing practices) was also explored.

Findings were encouraging, identifying cost-savings, increased revenue, enhanced reputation as well as customer and employee satisfaction. Energy-savings and a greater connection to the community were found to be beneficial practices. Despite its dependency on intact nature and culture, tourism is perhaps still in its infancy in moving towards industry-wide sustainability success. While academic literature has attributed this to the lack of possibilities for action, this study found an indication of a positive relationship between sustainability commitment and financial and non-financial firm performance. Findings extend previous research focusing on larger and more facility-dependent enterprises, forming the notion that sustainability is a beneficial path to follow regardless of company size and budget.

Nature-based invisible tourism in Hungary: case study of Balaton Uppland National Park

Author(s):

Katalin Lorincz - University of Pannonia, Hungary

Author keywords: invisible tourism, ecotourism, sustainability

The primary objective of the Balaton-Uppland National Park (BUNP) - located in Balaton region, the second most visited destination in Hungary - is the comprehensive conservation and protection of natural assets and areas. Besides protection it is also important to interpret the beautiful landscapes, living and non-living natural values and to provide possibilities for the present and future generation for learning and relaxing in nature. Despite its importance in developing visitor centres, nature trails or footpaths, there are few registered or statistically measured movements can be showed.

While invisible tourism has received attention in recent years, although very little is known about the daily registered excursionists, ecotourists or domestic school trip attendants. In the present paper the tourism geographical aspects of ecotourism, slow tourism, thus the primary and secondary school students mobility (educational travel) are analysed. The chosen destination is the Balaton region, where tourism plays an important role in the regional economy and management of Balaton-Uppland National Park.

This research is based on inner statistics (organised tours, forest camps, eco-focused events, development plans) and interviews with BUNP management and stakeholders of Balaton region. It examines the benefits and negative impacts that arise from the tourists and destinations. The paper discusses the concept of invisible tourism among ecotourists (demand side) and tourism professionals (supply side) at Lake Balaton area.

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Session 19: Mountain Tourism

Perceived difficulty of recreational mountainbike trails

Author(s):

Stefan Siebert - German Sport University Cologne, Germany

Johannes Herden - MTB-News, Germany

Author keywords: trail difficulty rating, perception, mountainbike, mountain biking, skill level, mountainbike experience

Mountain biking is a popular activity in outdoor recreation and mountain tourism. Trail difficulty rating systems help visitors to match their own skill level with technical difficulties of recreational trails. Managing risks, preventing accidents and improving the outdoor experience for visitors are central aims of difficulty rating systems. But there is little known about how the perception of trail difficulty is affected by factors like age, sex, personal skill level or mountain biking experience.

This study examines differences in the perception of trail difficulties between different groups as well as differences between self-assessed skill-level and actual skill-level. With a standardized web based questionnaire subjects' (n = 2040) assessed trail difficulty of 30 mountainbike trails (presented by pictures) varying in technical difficulty. Personal skill level was determined by the question whether subjects would manage to ride the trail or not.

Findings show that the perceived difficulty of a trail increases when the skill level of subjects decreases ($p < 0,01$). There were no other factors identified affecting the perceived difficulty. Furthermore, subjects self-assessed riding skills differ from their actual riding skills ($p < 0,01$). While beginners underestimate their skill-level ($p < 0,01$), experienced mountain bikers overestimate their skill-level when mountain bike experience increases ($p < 0,01$). In addition, moderate correlations could be determined between mountain biking experience and self-assessed riding performance ($r = 0,487$) while correlations between self-assessed riding skills and actual riding skills were low ($r = 0,048$).

We conclude that trail difficulty rating systems should not be developed by highly skilled riders solely. Furthermore, besides different grades or symbols, difficulty rating system should provide additional information about the difficulty of a trail to help visitors to match their actual skill level with the trail difficulty.

The relevance of winter atmosphere in alpine destinations

Author(s):

Jannes Bayer - Management Center Innsbruck, Austria

Theresa Leitner - Management Center Innsbruck, Austria

Author keywords: winter tourism, winter atmosphere, Alpine destinations, climate change, future of ski tourism

The success of winter tourism in the Alps is strongly associated with both snowy landscapes and skiing (Müllner, 2013; McGibbon, 2006). In recent years, however, changing climate conditions as well as changing consumer preferences are challenging the traditional winter tourism product (Unbehauen, Pröbstl, & Haider, 2008). According to Siller et al. (2015), snow is still the most important ingredient of a distinct winter atmosphere. However, the question of how to ensure an attractive winter atmosphere without snow has been neglected by both researchers and practitioners.

For this reason, both the perceived relevance of winter atmosphere as well as suitable measures on how to ensure it when there is no guaranteed snow, has been addressed in course of a comprehensive Delphi Study. 33 practitioners and academics from different alpine regions (AUT, FRA, GER, ITA and CHE) were asked to assess the relevance of winter atmosphere for the customer experience in 2030. The respondents agree on the increasing importance of winter atmosphere. The question on how to ensure such an atmosphere, however, was answered differently. Almost one third stated that as a traditional, snow centered winter atmosphere cannot be relied upon, a new image needs to be created. In contrary, another 20% favour technical snow production as a means to satisfy customer's needs. A more diverse approach was suggested by 36% of the respondents who named staging of lightning, Christmas theming and emphasizing cultural heritage such as traditions, authentic culture, food and nature as key components of future alpine winter atmosphere.

Although experts agree on the increasing relevance of a characteristic winter atmosphere in alpine destinations, ideas on how to encounter changing customer expectations and climate change are somewhat vague. Snow remains deeply rooted in the self-perception of alpine destinations and challenges are addressed rather with uncertainty than with offensive holistic strategies.

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Session 19: Mountain Tourism

Sustainable mountain tourism: idealism or possible reality? An exploratory study of Whistler, BC, Canada as a possible approach for future success of sustainability practices within mountain destinations

Author(s):

Ilse van Ipenburg - NHTV-Breda, Netherlands

Harold Richins - Thompson Rivers University, Canada

Author keywords: mountain destinations sustainability, community engagement and behaviour, mountain tourism

With the importance of sustainability within mountain tourism broadly acknowledged and linked, numerous development approaches have been initiated and/or advocated. Within most of these approaches is the intention to achieve sustainability in its broader context within a mountain destination. This exploratory study provides insights as to whether sustainable mountain tourism can be a possible reality or whether it remains as an idealized aspiration and are there further approaches which may enhance the possibility of success.

Whistler, B.C., Canada, has developed an Integrated Comprehensive Sustainability Model (Whistler 2020 plan), which focuses on both community involvement as well as the implementation of sustainability practices. The literature review elaborates on the practices of Whistler and also of European Alpine destinations. The analysis has led to the recognition of the apparent incomplete nature of mountain resort destinations sustainability practices. Though communities are considered of significant influence on the success of sustainability performance, few mountain destinations have specifically implemented measures dealing with community engagement and behaviour.

Augmented by a limited number of in-depth interviews with relevant leaders, surveys were conducted amongst millennial visitors and residents of Whistler with the intention to analyze community engagement and behavior of this age group, and to provide insights of sustainable mountain development. As derived from this study, sustainable mountain tourism is probably more skewed towards idealism as current approaches do not include all aspects and practices for a mountain destination to be truly sustainable. Important conclusions from the research, however, include that community members can guide a mountain destination in their practices, as community engagement and focused behavior may influence a destination to take responsibility and implement significant sustainability measures.

The spatial extent of contribution from ski tourism to regional development in Sweden

Author(s):

Cenk Demiroglu - Umeå University, Sweden

Linda Lundmark - Umeå University, Sweden

Author keywords: ski tourism, regional development, Sweden

Alpine skiing tourism has been a dominant form of tourism developed in Sweden since the early 20th century. According to the Swedish Ski Areas Industry Association, more than 200 ski areas have generated 9.2 million skier days and 1.5 billion SEK worth of skipass sales in the 2016-2017 season, increasing its market size by 46% compared to 10 seasons ago (1 billion SEK in 2007-2008). Most (77.1%) of these revenues are concentrated in two (Jämtland and Dalarna) of Sweden's 21 counties. Moreover, 77.9% of total revenues are captured by only seven ski corporations, with the leading one holding 50% of the national market share. Thus, although it could be said that ski tourism constitutes a major contribution to the Swedish economy, the distribution of its revenues seems to be highly clustered at the institutional and the regional levels. This study increases the scale of the focus on ski tourism development in Sweden by examining the changes in socio-economic development indicators in and around the evolving ski areas, based on spatiotemporal micro data at an ultra-high resolution. The results are compared with those from Lasanta et al.

(2007), who have realized a similar, yet aggregated at the municipal level, study for ski resorts in the Central Spanish Pyrenees. The case study has revealed that whilst municipalities nearest to the ski resorts have encountered positive demographic changes, boosted by labour immigration and the arrival of the so-called "neo-rural" people, and a decline in primary activities such as agriculture and livestock, the opposite has been true for the more distant municipalities. Combined with the facts that these resorts are now controlled by external corporations, rather than the original local holders, and that they are almost entering their decline stages, the authors suggest alternatives to prevent the foreseen unsustainability. Our study seeks to find out if such is also the case for Sweden or whether altering patterns are present.

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Session 20: Sustainability (2)

Addressing anti-tourism through a sustainability-responsibility framework

Author(s):

Tanja Mihalic - University of Ljubljana, Slovenia

Author keywords: anti-tourism, sustainable-responsible tourism, implementation

In 2017 we have seen anti-tourism demonstrations in several venues, such as Barcelona, Venice, Amsterdam and Dubrovnik. In August UNWTO secretary general commented anti-tourism as a "situation that needs to be addressed" (Coldwell, 2017).

After a decades of discussion on sustainable and/or responsible tourism development, tourism researchers are challenged by a new tourism phenomenon. What is anti-tourism? How does it relate to the current academic sustainability tourism discourse?

Many tourism researchers agree that sustainable tourism development concept is widely accepted, yet continue to penetrate tourism business at a too slow rate. Authors argued that sustainability, being a concept, needs a responsible behaviour of all stakeholders in order to meet the conceptual standards. The term "sustainable-responsible" tourism (Mihalic, 2016) is suggested to join the concept and action and demonstrate that the current understanding of responsible tourism action is based on the sustainability concept. Thus, argument actually relates to the low tourism responsibility or low application of sustainability principles in the tourism industry, which "... remains alarmingly unsustainable" (Higgins-Desbiolles, 2010, 117). Is anti-tourism an expected reaction to implementation failure of sustainable tourism policies? The paper aims to provide a theoretical and methodological framework to this research question.

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Collaborative governance and tourism: challenges and opportunities at the destination level

Author(s):

Sabine Sedlacek - MODUL University Vienna, Austria

Dagmar Lund-Durlacher - MODUL University Vienna, Austria

Tanja Tötzer - AIT Austrian Institute of Technology, Austria

Author keywords: collaborative governance, energy transitions, stakeholder approach

Tourism destinations with a strong exposure to climate change are confronted with the need to initiate energy transitions. As a consequence a broad set of regional stakeholders within and outside the tourism sector are compelled to become active. Therefore collaborative efforts are increasingly suggested in order to initiate and coordinate such transitions. The paper focuses on these coordination aspects and uses the insights of a tourism destination, the Pinzgau which is on the one hand famous for its winter tourism in Austria and on the other hand part of the national park 'Hohe Tauern' where nature preservation is the core goal. With the support of the respective LEADER region as well as key-stakeholders of the tourism related sectors a multi-stakeholder forum has been set up in the course of the project. The paper provides insights into the related governance process and analyzes the role of the different involved stakeholders and detect the challenges and opportunities. The conceptual framework of the paper is based on the theory of collaborative governance. For the analysis a sequential mixed methods approach has been applied which included a status-quo analysis of the region, a stakeholder analysis, as well as a detailed inquiry of implemented energy projects. Besides an intensive desk research the team conducted interviews and organized three workshops with different sets of stakeholders. As a result a broad portfolio of challenges and opportunities has been generated including on the one hand side distinctive recommendations for the involved tourism and non-tourism stakeholders and on the other hand side broad governance related recommendations for the involved decision makers at the different spatial levels. The analysis concludes with strengths and weaknesses of the multi-stakeholder and multi-level system which will contribute to a better understanding of how to initiate and coordinate energy transition processes in tourism destinations.

Session 20: Sustainability (2)

Tourists behaviour and sustainability: the power of the context

Author(s):

Jorge E. Arana - Tides. University of Las Palmas de Gran Canaria, Spain

Carmelo J. León- Tides. University of Las Palmas de Gran Canaria, Spain

Author keywords: consumer behaviour, experimental economics, sustainable tourism

Tourism is an industry that has demonstrated a high potential to generate human well-being in many countries and regions of the planet. However, this potential is conditioned by the objective of sustainability, which implies the compatibility of environmental, social and economic aspects. To achieve the goal of sustainability it is necessary to modify the behaviour of tourists as consumers. This paper presents the central ideas revolving around the decisions of tourists in the use of natural resources and the impact on the environment. It is noted that tourism, as a hedonistic industry, does not present enough incentives for tourists to perform environmentally responsible behaviour. For this reason, it is necessary to act from an integrated model of tourist decision, in which economic instruments are combined with the contextual factors conditioning the decision making of tourists. Results are presented on two experiments related to decisions on CO2 emissions that affect climate change and decisions on the reuse towels and linen in accommodation establishments. The evidence provided allows us to conclude that environmental policy instruments can be complemented with instruments that affect the context in decision-making, such as information and social norms, in order to modify the behaviour of tourists towards socially and environmentally more responsible decisions.

Local views of Chinese tourists in Bangkok, Thailand: an analysis of responsible tourism behavior

Author(s):

Jian Gong - Central China Normal University, China

Jing Hu- Central China Normal University, China

Yijin Wu - Central China Normal University, China

Boyang Shu - Zhongnan University of Economics and Law, China

Author keywords: responsible tourism, sustainable tourism, Chinese tourist, Bangkok

Chinese tourists, often anecdotally criticized for their lack of so-called 'responsible tourist' behavior, represented the biggest inbound market 25% among approximately 32.6 million international visitors visiting Bangkok, Thailand in 2016, as well as it becomes the world's leading outbound market over the past few years. However, few tourism studies have systematically assessed host community perceptions of the behavior and impacts (positive or negative) of Chinese tourists within a destination. This study aims to address this gap by examining Bangkok resident perceptions of Chinese tourists in terms of three responsible tourism dimensions: economic, socio-cultural and environmental. Questionnaires were given to residents of Bangkok or surrounding communities at three scenic spot locations in Bangkok (N = 162). Factor analysis indicated that local views of Chinese tourists were predominantly positive with respect to the economic dimension, but predominantly negative towards the socio-cultural and environmental dimensions. OLS regression analysis further indicates that two dimensions (i.e., socio-cultural and environmental) were statistically significant predictors of whether residents viewed Chinese tourist behavior as sufficiently responsible, overall. These findings suggest that Chinese visitors fall short of Bangkok resident expectations in both socio-cultural and environmental dimensions of tourism behavior. At the same time, economic factors appear conspicuously non-significant for predicting the way residents view responsible tourist behavior within a destination, providing practical insights for tourism managers and highlighting areas for future research.

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Session 21: Tourism and the Built Environment

The development and provision of effective niche hotel design best practices: case studies of authentic experiences in lodging in mountain and metropolitan areas in Austria

Author(s):

Gloria Karlein - Salzburg University of Applied Sciences, Austria

Harold Richins - Thompson Rivers University, Canada

Author keywords: hotel design, authentic guest experiences, mountain lodging

This paper aims to reveal the success factors in the provision of authentic experiences in the design of hotel properties, particularly within both mountain and metropolitan areas. In order to determine keys of success of designed hotel businesses, the literature indicates the interrelation of lodging design concepts, the importance of authentic experiences, as well as theming practices in the development and operations of lodging facilities. Within this context a conceptual adapted framework (Pine and Gilmore, 2011) provides a set of attributes of design practices in which authentic experiences are created and aligned with six developed propositions. These propositions and set of attributes are applied to five chosen lodging case studies in mountain and metropolitan areas of Austria, which serve as exemplars for the successful provision of niche hotel design practices.

The results of this paper strive to expand the knowledge regarding the phenomenon of authenticity as well as the approach of authentic experiences within the scope of uniquely designed hotels. Further, the developed framework in the literature gives some indication of the engagement in authentic experiences as well as the successful theming and reveals the keys of success in designed hotel environments. The analysis and evaluation of the case studies serve as model examples for successful niche design practices.

The research findings of this paper indicate that the coherent design concept with an underlying lodging identity is perceived as being important. The five case studies presented in this paper may represent significant examples for building unique and authentic experiences within the distinctive lodging sector within both mountain and metropolitan areas of Austria and may have further implications more broadly in the development of best practices and memorable guest experiences.

Green spaces and urban tourism: a match for success?

Author(s):

Claudia Bauer-Krösbacher - IMC FH Krems University of Applied Sciences, Austria

Margit Kastner - WU Vienna University of Economics and Business, Austria

Author keywords: green spaces, cities, attractions

More than half of Vienna are green spaces of all kinds, making Vienna one of the greenest capitals worldwide (Wien Info, 2016). By supporting people's health and mental wellbeing (Nady, 2016) green spaces are essential for raising the quality of life for local People and tourists alike. Nonetheless, the role of green spaces in the experience of a city break is often underestimated and still not well researched. Therefore, this study aims at investigating the role of green spaces during city breaks.

For this study a mixed methods approach was chosen including I) semi-structured face-to-face interviews with tourists from all over the world (n=158) conducted in Vienna's green spaces in 2016; II) 26 collages about Vienna, Prague, and Budapest created by young people; III) a survey amongst tourists (n= 798) conducted outside green spaces in the three capital cities Budapest, Prague, and Vienna in autumn 2016; and IV) a survey amongst tourists (n= 1295) conducted in Vienna's green spaces in 2016 as well as in 2017.

All findings of the different studies show that visiting green spaces can be considered as an important element during a city break in Vienna. Relaxation and sightseeing are the two main reasons why tourists visit such areas. Overall, green spaces in Vienna are experienced as nice, beautiful, and relaxing areas amidst a hectic city. Green spaces in Vienna primarily stimulate positive feelings and offer a wealth of sensory experiences. All three cities (i.e. Budapest, Prague, and Vienna) are regarded as green cities. However, Vienna is associated with green spaces by a far greater extent whereas especially the vineyards add to the uniqueness of the city.

The findings of this study suggest a number of practical implications. By taking appropriate measures in marketing and by offering new products some of these green spaces might be able to reach a similar status like their cousins in London and New York.

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Session 21: Tourism and the Built Environment

Historic built areas - maintenance and enhancement for tourism use

Author(s):

Oliver Schmid-Selig - University of Natural Resources and Life Sciences, Vienna, Austria

Ulrike Pröbstl-Haider - University of Natural Resources and Life Sciences, Vienna, Austria

The preservation of built heritage needs a model that is environmentally, economically and socially sustainable. The BhENEFIT project focuses on improving the management of historic built areas, combining the daily maintenance of historic heritage with its preservation and valorisation in a sustainable way. The project looks for novel solutions on how to evaluate the use and historical value of built areas and how to optimise building performances, including its energy efficiency. The Austria pilot region is located in the center of Bad Radkersburg. In 1978, the town was awarded with Europe's gold medal for preservation of historical monuments. The old city was protected by water and fortification from all sides, now being a green belt. In the center of Bad Radkersburg, all buildings are listed in the Austrian heritage list. The „landscape“ of the roofs is protected by local, governmental law. If somebody wants to buy one of these houses, he or she has to cope with buying a large building, but facing significant restrictions concerning its entire use.

The city center is intensively used by tourists but also by the local population. There is still a number of shops in the center and working opportunities. The relevance of tourism has increased since some old buildings have been changed into guest houses. Beside the hot thermal water the city profits from bioenergy based on wood chips since 2010. This allows to deliver environmental friendly heating to private owners and enterprises.

The city center is also the cultural heart of the city with various markets during the year and festivals using the center actively. The accessibility is good; limitation exist due to few parking opportunities in the center. However new opportunities for parking have been developed nearby. The center is perceived as very valuable for the city, tourism and for the quality of life for its inhabitants. The presentation illustrates current challenges and presents a tailor-made monitoring system looking at risk management, reuse and energy performance.

Influence of cable car infrastructure on winter and summer recreational activities in the Tatra National Park, Poland

Author(s):

Karolina Taczanowska - University of Natural Resources and Life Sciences, Vienna, Austria

Joanna Hibner - Jagiellonian University in Cracow, Poland

Mikolaj Bielanski - University School of Physical Education, Cracow, Poland

Antoni Zieba - Tatra National Park, Poland

Christiane Brandenburg - University of Natural Resources and Life Sciences, Vienna, Austria

Andreas Muhar - University of Natural Resources and Life Sciences, Vienna, Austria

Szymon Ziobrowski - Tatra National Park, Poland

Author keywords: tourism, cable car, downhill skiing, ski touring, hiking, protected areas, Tatra National Park, Carpathian Mountains, Europe

Cable cars in mountain areas are often associated with winter tourism, in particular with downhill skiing activity. However, cable car operators and touristic regions see large potential in extending their seasonal offers to all-year-round ones (Richins & Hull, 2016) and/or development of further winter activity offers without necessity of adapting the existing infrastructure (Pröbstl-Haider & Lampl, 2017).

The aim of this study was to explore the activity profile and spatio-temporal distribution of visitors in a popular cable car destination - Kasprowy Wierch in the Tatra National Park taking into consideration high summer and winter seasons. Visitor monitoring campaign was carried out in the study area in the winter season 2013 and summer season 2014. The following data collection techniques were applied: 1) automatic counting (Eco-Counter pyroelectric sensors), 2) manual counting; 3) on-site interviews combined with trip diaries and visitor observation 4) GPS-tracking 5) registry of cable car tickets 6) registry of entries to the national park.

The results show that the investigated cable car area attracts large numbers of visitors (third most popular destination in the TNP). The highest visitor load in the area is being observed in the summer season. 80% of visitors used cable car, whereas 20% were using hiking trails to get to the summit and back. Cable car users with return tickets were the most numerous tourist group in the Kasprowy Wierch area (59% among cable car users). In the summer season 2014 on average 3179 visitors per day arrived to KW area. The maximum daily tourist traffic exceeded 7000 visitors. Dominating winter activity is downhill skiing, however interestingly the groomed ski pistes attract large number of ski tourers (68% of the entire ski touring traffic).

The results can be used as a basis for further investigation concerning environmental and social impacts in the Kasprowy Wierch area and may assist management of the Tatra National Park.

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Session 22: Special Experiences

Consumption of place: co-creation and meaningful experience curated through the lens of the wine estate

Author(s):

Linda Lowry - University of Massachusetts-Amherst, USA

Robin Back - Rosen College of Hospitality Management, USA

Author keywords: wine tourism, co-created experience, thematic analysis

Meaningful interactions with others in the servicescape enhance co-created tourist experiences and few venues offer the variety of sensual interactivity inherent in wine estate visitation. Wine tourism is becoming a sophisticated industry in South Africa and premier wine estates offer curated experiences ranging from goat yoga to fine dining and various levels of wine tasting. This paper examines the curated experiences offered by 28 of South Africa's esteemed wine estates. The unit of analysis is the wine estate website as it provides both textual and visual representation of the wine tourism experience. Qualitative thematic analysis is used to interpret both the written and visual data contained on the web sites. This analytical approach captures the nuanced richness of the sensual winescape offered by these wine estates. NVivo 11 software is used to code the data, facilitate the iterative nature of the analysis, and visually represent the analysis and findings. Data suggest that wine estates carefully curate the tourist experience for their visitors and offer co-created experiences for casual visitors as well as wine aficionados. In addition, their websites offer unique experiences that connect visitors to place through pre-trip engagement, a glimpse of the winescape experience, and post-trip Wine Club involvement.

Florida is for the birds

Author(s):

Richard Raid - University of Florida, USA

Author keywords: birdwatching, sustainability, wildlife viewing

More than 117 million tourists were drawn to Florida (USA) attractions during 2017, ranking it as one of the world's top tourist destinations. While many were drawn to Disney World or Busch Gardens, millions traveled to the state to see and enjoy diverse natural ecosystems and wildlife. Avian species rank as one of the largest wildlife attractions. The state markets a well-defined Florida Birding Trail as a means of drawing bird enthusiasts to various regions of the state, as well as sponsoring numerous "birding and wildlife festivals", designed to both educate and entertain. One prime example is the University of Florida's Barn Owl Program, located in the Everglades Agricultural Area of south Florida. The program has evolved into a prime avian attraction, bringing attention and dollars to an economically disadvantaged area. Featured as an environmentally friendly means of sustainable rodent control, the program uses the common barn owl (*Tyto alba*) to manage rodent populations in the primarily agricultural region. The owls serve triple duty, preying on crop-damaging rodents, drawing dedicated birders from across the nation to observe this threatened species, and educating both young and adults about how agriculture and wildlife cannot only co-exist, but benefit one another. The program utilizes barn owl pellets, the undigested remains of a barn owl's diet, to educate the public about predator-prey relationships in a fun manner, and encourages the participation of tourists by recruiting their assistance in building barn owl nesting boxes. Engendering self-esteem that comes from assisting wildlife, the program also offers after-dark "Owl Prowls", providing unique memories that will last a lifetime. Annually featured at the Space Coast Birding and Wildlife Festival, a four-day event that contributes nearly \$1 million to the local economy, the UF Barn Owl Program is just one of hundreds of species-specific birding sites located throughout Florida.

