# BOOK OF ABSTRACTS
## - PAPERS -



## Vienna, Austria. October 3-6.

**Conference Chair:** FH-Prof. Dr. Florian Aubke
**Co-Chairs of the Scientific Committee:** Dr. Xavier Matteucci & Dr. Mariya Katelieva

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# Introductory note

This booklet compiles all the abstracts of the papers presented during the EuroCHRIE Conference held in Vienna in October 2023. The EuroCHRIE Conference 2023 with the title 'Changing Realities – New Opportunities' was an invitation to tourism and hospitality scholars to rethink visitors, hosts and workers' behaviors and practices in the aftermath of the COVID-19 pandemic. The abstracts included here are presented under six thematic tracks namely: digital realities, sustainable realities, educational realities, managerial realities, urban tourism realities, and a general track covering various hospitality and tourism management topics.

After the double-blind peer review process, 88 from the 120 papers initially submitted were selected. The authors of these 88 papers come from 30 different countries (18 different European countries, the USA, Canada, Turkey, Saudi Arabia, Oman, the UAE, South Africa, Senegal, India, Indonesia, Taiwan, and China).

Beside this abstract book of the papers presented during the conference, we have put together two other documents: an *abstract book of posters* and the conference *proceedings* (including full-text papers) as an e-book with ISBN. These documents are available under the conference website. We hope that the work presented here will be inspiring, stimulate exchange and future critical scholarship.

Xavier Matteucci, PhD

Mariya Katelieva, PhD

Co-Chairs of the Scientific Committee

# TRACK 1 – Digital Realities

## 1.1. Exploring groundedness in virtual tourism experiences: Building a conceptual model (ID: 148)

**Keywords***: Groundedness; Connectedness; Virtual tourism experiences; Technology; Well-being

**Authors:**

Wengi Wei **|** University of Massachusetts Amherst, USA
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Technology use and virtual tourism experiences have vastly increased in the past few years. However, the widespread adoption of technology may lead to a sense of disconnectedness, lack of groundedness, and rootlessness. This study aims to explore and establish a sense of groundedness in virtual tourism experiences. Using qualitative methods, the research identifies three dimensions that contribute to groundedness: connection to place, connection to people, and connection to the past. These dimensions are conceptually separate but practically intertwined. This study is the first to explore the concept of groundedness in the context of hospitality and tourism literature, contributing to the growing literature on well-being, technology, and tourism experiences.

## 1.2. Are you Instagram worthy? An analysis of hotel- and user-generated content (ID: 152)

**Keywords**: Instagram; Social media; Hotels; Content analysis

**Authors:**

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Mia Post-Lundgaard **|** Business Academy SouthWest
Oliver Schnittka **|** University of Southern Denmark

Instagram has become a powerhouse within the realm of social media. For the hospitality sector, Instagram offers unique visual storytelling and user generated content capabilities, which in turn provides benefits both to hotels and their (potential) guests. Yet there is a scarcity in research on understanding what type of content created by hotels and users generates excitement and activity (by means of likes) on the platform. This paper, through

a content analysis of 25 different types of hotels, analyzes hotel and user generated content (N= 1,031), revealing what type of content drives likes, both in terms of categories of posts (e.g., videos, images), the content of posts (e.g., physical attributes of a hotel, people, service offerings), and whether the posts are informative or sales-related. Implications for hospitality professionals are provided on how to tailor their Instagram portfolio, as well as avenues for future research.

## 1.3. Progress of Artificial Intelligence (AI) in the event industry – A review of literature
(ID: 153)

**Keywords**: Events; Artificial Intelligence; Robotic; Chatbot; Technology

Authors:
Eudora Bangura | Leeds Beckett University, UK
Miju Choi | Leeds Beckett University, UK
Annette Pritchard | Leeds Beckett University, UK

The paper aims to review the existing literature on Artificial Intelligence (AI) Robotics and Service Automation in the Events Industry. Various databases were searched, and peer-reviewed journal articles from several disciplines were reviewed. Content analysis was conducted, and key attributes of each paper were recorded. A survey of the literature indicated that academic literature on the events industry has not been exhaustive, and there is little critical mention of AI and robotics technology, regardless of its presence in various segments of the events industry. It is at once challenging and uplifting in ways that lead to opportunities in the events industry. However, indications from academia and industry reveal a discernible gap in the event sector. This study investigates real-life applications and its contribution towards enhancing real-life applications in the events industry. The paper proposes to contribute to prevailing theories and developments in the application of AI.

## 1.4. Blending tradition and innovation: how smart technologies transform tourist experiences at heritage sites (ID: 159)

Authors:

Huei-Ju Chen | National Kaohsiung University of Hospitality and Tourism (NKUHT), Taiwan

Myunghoe Kim | National Kaohsiung University of Hospitality and Tourism (NKUHT), Taiwan

Hsin-Yu Hsu | National Kaohsiung University of Hospitality and Tourism (NKUHT), Taiwan

Jyun-Hao Huang | National Kaohsiung University of Hospitality and Tourism (NKUHT), Taiwan

Chia-Hui Chien | National Kaohsiung University of Hospitality and Tourism (NKUHT), Taiwan

The objective of this study was to examine the influence of augmented reality (AR) and virtual reality (VR) technologies on the visitor experience at heritage sites and their subsequent intention to revisit. and their revisit intention. Participants of the study were visitors to the Center of Old Fongshan City History (COFCH), a recently opened historical museum located in Kaohsiung, Taiwan. The Technology Acceptance Model (TAM) was employed to assess the acceptability of AR and VR, including five dimensions: perceived ease of use (PEOU), perceived usefulness (PU), perceived enjoyment (PE), and behavioral intention (BI) to reuse AR and VR. The findings revealed that BI was significantly influenced by PE, followed by PU and PEOU after experiencing AR and VR. These results offer insights into how AR and VR adoption at heritage sites can enhance revisit intentions.

## 1.5. The use of Augmented Reality to enhance students' learning experiences: Active vs. passive learners (ID: 164)

Authors:

Mandy Claudia tom Dieck | Manchester Metropolitan University, UK
Alexandre Prim | Manchester Metropolitan University, UK
David Bamford | Manchester Metropolitan University, UK

The use of augmented reality (AR) and experiential learning go hand in hand. Although AR learning opportunities have been well discussed, there is limited empirical research on the use of AR within higher education settings. Drawing from the Uses and Gratifications Theory (U&GT), this study aims to explore the use of AR for learning satisfaction and engagement, while also examining differences in learning styles. Partial least square (PLS) analysis from 173 students found that hedonic, utilitarian, sensual and modality gratifications influence AR learning satisfaction and engagement. Furthermore, multigroup analysis found differences between active and passive learners with regards to utilitarian (information seeking, personalisation) and sensual gratifications (immersion, presence) and effects on learning satisfaction. This provides explicit implications for tourism and hospitality educators in regards to information provision, content development, implementation of commercial AR examples and the enhancement of experiences through immersive technologies based on different learning styles.

## 1.6. Journey through the Virtual: The role of emotions and attitudes in shaping tourist intentions (ID: 203)

**Keywords**: Virtual Reality; Presence; Emotions; Attitudes; Intentions; Tourist Experience

**Authors:**

Alba Garcia-Milon | Universidad de La Rioja, Spain
Mandy Claudia tom Dieck | Manchester Metropolitan University, UK
Timothy Jung | Manchester Metropolitan University, UK
Rohail Ashraf | Manchester Metropolitan University, UK
Natalia Medrano-Sáez | Universidad de La Rioja, Spain

Virtual reality (VR) has become a valuable tool in the tourism industry which can still be implemented in a wide variety of experiences. Although presence has been widely studied in VR research, the literature on VR in tourism has only recently begun to explore it. This study aims to fill the gap by analyzing the relationship between presence, emotions, and attitudes towards a VR tourism experience and how they can shape intentions. The data was collected through structured personal surveys from 206 potential tourists who had experienced a Christmas Market VR tour. The findings suggest that presence significantly influences positive emotions, and attitudes, which in turn, influence the intention to visit and recommend the real-life destination. These results have implications for destination marketers and suggest the importance of utilizing VR technology in the tourism industry to provide immersive experiences that increase positive emotions and influence tourists' attitudes.

## 1.7. An interpretable machine learning method for hotel demand forecasting (ID: 208)

Authors:
Luciano Viverit | Hotelnet
Daniele Contessi | Hotelnet
Luis Nobre Pereira | University of Algarve, Portugal
Cindy Yoonjoung Heo | The University of Applied Sciences and Arts of Western Switzerland, Switzerland

This paper proposes a new interpretable two-step approach to forecast daily hotel demand based on advanced booking data. First, this approach applies a Principal Components Analysis (PCA) to booking curves of a hotel. Second, a pickup forecasting model is used to forecast daily hotel occupancy. The forecasting performance of the proposed approach was evaluated using real booking data of three European hotels (2018-2022) and using the additive pickup and a clustering-based method as benchmarks. The proposed approach was also evaluated using additional information (i.e., average daily rate) included in orthogonal components: the PCA(ADR) method. Empirical results show that the PCA methods perform better than the benchmarks for all hotels and all forecasting horizons (7, 14, 21 and 45 days). Furthermore, the results indicate that the PCA(ADR) method generates forecasts that are slightly more accurate than the basic PCA, which enhances forecasts with additional business information in a low-dimensional space.

## 1.8. Hybrid events and formats: Values, barriers and competencies towards digitally driven experiences (ID: 212)

Authors:
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The technological evolution has made it possible for many organisations to undergo digital transformation. Like the rest of the world, the Pandemic in Denmark necessitated a new way of creating experience. Live events (e.g., festivals, concerts), performing arts (e.g.,

theatres, musicals, ballets) and art exhibitions (e.g., museums, galleries) converted to digital platforms - when possible, which initiated considerations on new business models. This paper examines potential values, barriers, and competencies in relation to digitally driven experiences, and provides theoretical and practical implications on why and how hybrid formats should be considered and applied in the experience and cultural sector. The study takes a point of departure in qualitative research carried out with Danish agents from the event and cultural industries during 2021-2022. The paper is relevant for organisations working with experience design; for students and academics from the Hospitality industry, in particular the Event management and Performing and Exhibiting arts.

## 1.9. Strategic foresight into the ChatGPT potentials and limitations in the tourism and hospitality sector (ID: 215)

**Keywords**: ChatGPT; Tourism; Hospitality; Artificial Intelligence; Machine learning; Information technology

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One of the most significant recent developments has been the development of artificial intelligence (AI) and machine learning, as well as the prospective applications of these technologies in the tourism and hospitality sector. One of the most recent hot topics is ChatGPT, an OpenAI AI language model. In November 2022, a brand-new AI Chabot named ChatGPT put into the market and quickly garnered one million users. Since then, its applications have swept the globe. The tourism and hospitality industry, one of the largest and most important in the world, is always evolving to meet customers' needs. Unfortunately, there has not been much scholarly research on ChatGPT and its relationship to tourism and hospitality yet. This study aims to investigate the ChatGPT potentials and limitations in the tourism and hospitality sector. This paper conducts a literature review, and collects secondary data sources to attain the study's objectives.

## 1.10. Investigating the effects of digital platform participation on B&B performance: From the perspective of organizational learning theory (ID: 227)

Authors:

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Huan Huang | Zhejiang University City College, Hangzhou, China
Zhenxing Mao | California State Polytechnic University, Pomona, USA

Small and medium enterprises (SMEs) have been regarded as the economic lifeblood of the tourism and hospitality industry, while simultaneously perceived as the laggards that hinder innovation and growth owing to limited capabilities. Through the lens of organizational learning theory, this study endeavours to investigate how participating in digital platforms contributes to tourism SMEs' capabilities building and economic performance. Bed and Breakfasts (B&B), which typifies a common and significant form of tourism SMEs, were selected as focal subjects. Data were collected through a survey of 361 B&B owners in China. The results of this study demonstrate that participating in digital platforms, specifically its intensity and diversity (measured by the number and types of platforms used), through organizational learning, acts as a key driver for marketing capability and subsequently, firm performance for B&B establishments. However, the role of innovation capability as a mediator was rejected. Theoretical and practical implications are discussed.

## 1.11. An experimental study of length and interaction in travel live streaming and their effects on destination visit intention (ID: 259)

Authors:

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Billy Bai | University of Nevada, Las Vegas, USA
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This experimental study examined the impact of the length of travel live streaming (TLS)sessions and interaction with a tour guide on visit intention to destinations. The results showed that interaction with a tour guide significantly influenced visit intention,

with higher visit intention reported among groups with tour guide interaction. Additionally, the positive relationship between session length and visit intention was found to be stronger for tourists who had tour guide interaction. The study's findings support social presence theory and flow theory, indicating that interaction with a tour guide enhances social presence and facilitates a state of flow, leading to a more immersive and satisfying experience and higher intention to visit the destination. These findings have important theoretical and practical implications for TLS providers and tour guides seeking to create engaging and immersive experiences for tourists.

## 1.12. Chatbots in the hospitality business: Customer satisfaction and resistance (ID: 261)

**Keywords**: Artificial Intelligence; Chatbot; Hospitality; Customer satisfaction; Customer loyalty; Customer resistance

Authors:
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This paper aims to discuss, based on a current literature review: (1) how chatbots can be used to increase guest satisfaction, and (2) customer resistance to this technology in hospitality. It is a conceptual-based study where the data was gathered by bibliographical sources and empirical studies. The results found that, despite the fact that chatbots can increase customer satisfaction, providing more efficiency to the service and increasing the whole experience, the acceptance of this new technology is still controversial. According to a number of researchers, guests are still afraid of service impersonality, data safety and eventual technological anxiety caused by gadgets. To avoid this situation, the user should pass through a multi-step process. However, the topic still requires more studies specially applied to different guests, based on age, social status and expectations, and according to the type of business (budget, midscale, upscale hotels).

## 1.13. Conceptualizing virtual travel during Covid-19 through sentiment analysis of online travel experiences (ID: 283)

Authors:

Larissa Neuburger | IMC University of Applied Sciences Krems, Austria
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This paper extends the WOM-literature by making several contributions to the tourism literature. First, this study extends our understanding of tourists' evaluation of virtual travel experiences; second it expands the research of eWOM research or sentiment analysis to the context of virtual experiences and third, it advances the knowledge of Social Impact Theory by way of analyzing social sentiments within the virtual travel context. The results of this study show the importance of online experiences. Tourists' ratings and sentiments towards online experiences on Airbnb were relatively high for all tourism experiences that were chosen and offered online during the time period of this study.

## 1.14. Unmasking the shadows: Investigating the associations between negative social media use and the spread of fake news (ID: 290)

Authors:

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This research paper aims to enhance our understanding of the complex relationship between negative social media use and the dissemination of fake news. To achieve this, the study analyzes a substantial cross-sectional dataset consisting of 350 active social media users. By incorporating social comparison theory, self-determination theory, rational choice theory, and relevant literature on psychology and communication, the research model employed in this study provides a comprehensive framework for investigation. The findings of this research shed light on the significant associations between various psychological factors and the intentional spread of fake news. Specifically, the results establish positive correlations between online trust, fear of missing out (FoMO), and social media fatigue, and the proliferation of fake news.

# TRACK 2 – Sustainable Realities

## 2.1. Changing realities and new opportunities in sustainable destination management: The Fagradalsfjall volcanic eruption in Iceland (ID: 102)

**Keywords:** Destination development; Sustainable tourism; Responsible management; Iceland; Volcano

**Authors:**

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Stephanie Langridge | Reykjavik University, Iceland

The 2021 Fagradalsfjall volcanic eruption in Iceland provides a case study for examining a collaboration between tourism stakeholders where changing realities can occur overnight. With the 2021 eruption of lava in the Geldingadalur Valley, a random place on the landscape became an instant tourist destination. This research highlights the social aspects of sustainability and investigates the issues and opportunities in the development and management of this destination. Stakeholder perceptions of the management process are collected through semi-structured interviews. The results are analysed within a responsible and sustainable tourism framework by a constant comparative method of interview text. According to stakeholders, the management of the Fagradalsfjall site, while positively perceived initially, needs to improve on the issues of authority, responsibility, safety, funding, and access, in order for ongoing sustainable and responsible management of the site to occur. This research has implications for emergent tourist sites in Iceland and beyond.

## 2.2. Evaluating the crisis resistance progress from supply-demand perspectives (ID: 107)

**Keywords:** Crisis resistance; Crisis phase; Supply-demand; Covid-19; Macao

**Author:**

Zhaoyu Chen | Macao Institute for Tourism Studies, Macau S.A.R.

Current studies on impacts of COVID-19 pandemic to tourism industry mainly cover the supply perspective by offering the insights on the measures in coping with the pandemic. Tourists and locals as key consumers to the tourism industry, their opinions are not fully examined in one study, especially when locals are the key source of market to a destination

during the crisis. While, crisis management has to be examined in a continuous monitoring process, with most studies on pandemic focus on during-crisis phase. Using a qualitative approach, this study comprehensively reviews the crisis resistance progress through consolidating both supply and demand perspectives in three stages (pre-, during- and post-crisis). The findings can provide consolidated insights for both tourism suppliers and customers to understand how these relevant stakeholders are affected by, respond to and recover on crisis during the different stages of the pandemic.

## 2.3. Residents' subjective well-being at tourism dependent destinations: Roles of sense of community and trust (ID: 113)

**Keywords:** Subjective well-being; Residents; Trust; Sense of community; Social environment; Tourism impacts

**Authors:**
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Christina Chi | Washington State University, USA; University of Johannesburg, South Africa
Giacomo Del Chiappa | University of Sassari, Italy

Building upon bottom-up spillover theory of subjective well-being and social exchange theory, the paper examines the effects of sense of community, social environment, positive tourism impact, and negative tourism impact on residents' subjective well-being and support for tourism in a tourism-dependent destination. Findings suggest a prominent role of sense of community in predicting residents' subjective well-being and their support for tourism. Social environment and positive tourism impact also affect residents' subjective well-being and support for tourism. The research examined the mediating role of residents' subjective well-being in the proposed model. The findings showed the significant moderating effects of trust in local tourism authority. The study provides empirical evidence of factors influencing residents' subjective well-being in tourism-dependent destinations and introduces residents' trust at the micro level as an important moderator. Theoretical implications are provided for literature in tourism development, and managerial implications are alluded to for tourism-dependent destinations.

## 2.4. Small tourism: Local, localism, neolocal, and a view toward regeneration (ID: 136)

**Keywords:** Small tourism; Regenerative tourism; Local tourism; Sustainable tourism; Creative tourism

**Author:**
Kathleen Scherf | Thompson Rivers University, Canada

*Adventures in Small Tourism* presents academic studies and personal stories about small tourism. Small tourism, especially creative tourism, not only reduces the actual and potential negative impact of guests on local culture but actively seeks to strengthen and revive local communities by weaving together the experiences of guest and host. Participatory, respectful, and celebratory methods and manners of tourism, rooted in community and cultural networks, has the potential to strengthen cultural bonds, support economic development, and increase sustainability. Focusing on the provision of small-scale creative tourism experiences, *Adventures in Small Tourism* explores possibilities for local empowerment through community-based tourism. With stories and studies from Italy, Portugal, Colombia, Japan, Australia, and beyond, this collection tells stories of visitors and residents coming together to co-create place in walks and workshops, gastronomy and art, festivals, markets, and more. This is a book that dares to ask what the future can be.

## 2.5. Sustainability education for hotel personnel in Switzerland (ID: 166)

**Keywords:** Sustainability training; Hospitality; Housekeeping personnel; SDG awareness

**Authors:**
Peter Varga | École Hotelière Lausanne, Switzerland
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Sustainability is omnipresent in today's business discussions. One crucial aspect of hotels' sustainable efforts is the degree to which hospitality stakeholders are engaged in it. Still, engagement is second to awareness, which is a key factor among hotel personnel. An increasing number of studies have focused on clients' behaviour, management practices, and sustainable marketing, among others. Yet, relatively little interest has been given to practical training for hotel operational personnel in the field of sustainability. This applied research paper intends to explore this area in the Swiss hospitality context. Results show

that most of the surveyed hotels do not train operational personnel about SDGs, even though hotels consider it important to achieve tangible results in the field of sustainability.

## 2.6. An evaluation of the environmental, social, and corporate governance assessment (ESG) criteria adopted by ESG rating agencies: A hospitality industry perspective (ID: 179)

**Keywords:** ESG; Rating agencies; Scoring criteria; Hospitality; Materiality

**Authors:**

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Despite the growing interest and critique of environmental, social, and governance (ESG) rating agencies and their business models in academic literature, there remains a need to investigate ESG rating agencies methodologies for measuring corporate sustainability. To fulfil this research gap, this study applied the United Nations Sustainable Development Goals (SDGs) and five other theoretical frameworks from literature to explore how ESG rating agencies, relevant to the hospitality industry, measure environmental, social, and corporate governance performance. The study's sample feature ESG rating agencies that provide ESG scores for the top 10 largest hospitality companies. The results from this qualitative inquiry reveal that the level of transparency amongst ESG rating agencies differs, the raters use different ESG criteria to measure sustainability, follow different data collection processes, and analyse different companies and industries. These findings have important implications for ESG rating agencies, the hospitality industry, and ESG regulators.

## 2.7. Luxury consumers' behavior towards sustainability: Has anything changed since Covid-19? The case of the Maldives (ID: 187)

**Keywords:** Sustainability; Mindfulness; Luxury; Consumer behavior; Covid-19; Environment

**Author:**

Evangelia Marinakou │ Bournemouth University, UK

This study focuses on luxury consumers' behavior towards sustainability after the pandemic. The Maldives was used as the context of the study due to its luxury provision and efforts for sustainability. Mixed-methods approach was used to collect data from European tourists who have visited the Maldives and stayed at luxury resorts, and managers from a tour operator selling the destination. The study also used secondary data provided by the tour operator to provide support to analysis and triangulate the key findings. Findings reveal that luxury consumers are more sensitive to sustainability and the protection of the environment after the pandemic. After the pandemic, tourists in the sample have become more mindful and care about their own environmental footprint. Additionally, the participants in the study are willing to pay premium for using environmentally sustainable services and products and prefer organisations that demonstrate proof via accreditations for implementing such practices.

## 2.8. Unboxing event sustainability operations: Habituating commitment, branding governance and planning for legacy (ID: 192)

**Keywords:** Event design; Sustainable development; Branded governance; Event legacy; Ethics.

**Authors:**
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This paper aims to contribute to understanding 'the work behind', and the design of, sustainability operations at events. Our object of study is the ongoing global event, The Ocean Race 2023, and the relation to its local Stopover Events. By analysing empirical data from both own interviews and sustainability related documents from The Ocean Race-organisation, we identify key parts of best practice within the event industry. By drawing on this data and relevant theory, we argue for the urgency of such operations and propose three scalable core disciplines: Habituating commitment, Branding governance, and Planning for legacy.

## 2.9. Laying the Foundations for the Development of a Composite Indicator of Destination Interfirm Coordination (ID: 196)

**Keywords:** Tourism destination; Coordination; Conceptual Framework

**Authors:**

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While coordination has been extensively investigated in the economic literature, it has yet to garner the same level of attention in tourism and hospitality research. Therefore, this study proposes a conceptual framework for investigating destination interfirm coordination in a holistic manner, bridging the existing fragmented knowledge on the subject. Accordingly, this study draws from both tourism management and tourism economics literature to cover all stages of the coordination process and its underlying mechanisms. Its six constituent dimensions relate to proximity, associationism, competitive advantage, comparative advantage, co-production, and contextual factors. This thorough understanding of coordination may serve as a foundation for further research on the topic. From a practical perspective, it may help individual businesses identify their strengths and weaknesses, thus supporting them in increasing their performance and competitiveness. Finally, by operationalizing the concept of coordination, this contribution seeks to support decision-making processes at the business, network, and destination levels.

## 2.10. Achieving sustainable tourism growth through wine tourism: An exploratory study investigating Ankara as potential epicenter (ID: 216)

**Keywords:** Sustainable tourism growth; Gastronomic tourism; Wine tourism

**Authors:**

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Tourism has historically been significantly important to Turkish economy. Due to the effects of COVID-19 and its resultant economic effects combined with a series of devastating earthquakes, Turkey now should explore alternative forms of tourism, with more sustainable nature. Being at the crossroads of civilizations for thousands of years,

"Anatolia" has a very rich potential in gastronomy related tourism. Recent developments in wine tourism have also shown development of new wine routes in the country. In this scope, Ankara with its strategic location, infrastructure and unique wineries could be a new epicenter in developing sustainable tourism growth for the region. The present study aims to develop strategic suggestions that will contribute to the potential growth and support the expansion of the Turkish wine business. Best practices of Ankara region wine producers will be researched, exemplified and recommendations will be developed for sustainable wine tourism growth.

## 2.11. How to successfully sell plant-based protein products in a carnivore state: Case of Oklahoma, USA (ID: 218)

**Keywords:** Vegan restaurants; Service quality; Product quality; Satisfaction; Restaurant survival

**Authors:**

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The current study examined factors essential to successfully selling plant-based products in foodservice settings in the market with predominantly carnivorous preferences like Oklahoma, USA. The study employs qualitative approach as well as a survey method to evaluate: (1) factors essential to the successful operation of a vegan restaurant in a predominantly carnivorous market (2) factors that make those plant-based products attractive to carnivorous customers vs. non-carnivorous customers. Several successful vegan restaurant business operators were interviewed about the factor facilitating their success. Observations of business practices and social media postings related to the vegan restaurants were be used for triangulation of information obtained from the interviews. Additionally, customers of the participating restaurants were surveyed to identify what attracts them to those businesses. The results pointed on key success factors for restaurants that want to incorporate more plant-based products as well as the factors that are critical to customers.

## 2.12. In search of purpose: Components of an ethically meaningful customer experience (ID: 220)

**Keywords:** Ethical consumption choice; Meaningful experience; Corporate social responsibility; Experiencescape; Purpose

**Authors:**

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Customer experiences and their subcomponents have been conceptualized in the form of experiencescapes, but the notion of what makes an experience meaningful or ethical is still unclear. Ethical purchase is a well-studied field in terms of modelling instigators and decision-processes, but the recently proposed concept of ethically meaningful customer experiences (EMCE) could offer a novel way for hospitality guests to experience purpose through a meaningful experience that builds on social and environmental sustainability. This paper investigates the components of EMCEs through a qualitative design and contributes to theory and practice by exploring customer experience aspects that contribute to EMCEs that could be designed into a hospitality experience.

## 2.13. Sustainability reporting in the GCC hospitality industry (ID: 224)

**Keywords:** Sustainability; Sustainability reporting in hospitality industry; Barriers in Sustainability reporting

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The hospitality industry in the Gulf Cooperation Council (GCC) region plays a crucial role in the economy of the region. With the increasing awareness of the environmental, social, and economic impacts of the hospitality industry, sustainability reporting has become an important tool for organizations to communicate their sustainability performance and demonstrate their commitment to sustainability. This paper aims to analyze sustainability reporting practices in the GCC hospitality industry by examining the drivers and barriers to sustainability reporting, the types of sustainability disclosures, and the quality of disclosures. The study uses an archival analysis of ten sustainability reports and ten interviews with hotel operators and sustainability experts to provide insights into the sustainability reporting practices of the GCC hospitality industry. The paper identifies

internal and external drivers of sustainability reporting, including stakeholder pressure, regulatory requirements, and competitive advantage.

## 2.14. Redistribution of tourism - a synergy between over and undertourism? (ID: 232)

**Keywords:** Overtourism; Undertourism; Carrying capacity; Tourism congestion management; Tourism redistribution; Destination development

### Author:

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This paper studies the opposite phenomena of overtourism and undertourism. It compares the case of Copenhagen, which has experienced overtourism, with Region Zealand, which in recent years has had less tourism development than other Danish regions. The opposite challenges of the two neighbouring destinations could be solved by redistributing the tourism. Therefore, in this paper it is investigated how and whether such a tourism redistribution is possible and desirable, and under which conditions it could be realistic. It is conducted as a longitudinal qualitative case study as part of a project in which key tourism actors attempt to redistribute the tourism. Despite being impacted by some major external conditions, the study finds that such a strategy can be hindered by three factors which are mobility, movement and motivation. It also concludes on the applicability of the concepts of over- and undertourism.

## 2.15. Dynamic capabilities perspectives on sustainability-oriented innovation: The Dutch hotel industry (ID: 234)

**Keywords:** Business models; Dynamic capabilities; Hotel industry; Microfoundations; Sustainability-oriented innovation

### Author:

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Hotels increasingly pursue sustainability-oriented innovations—a complex process that demands the deployment of dynamic capabilities. Yet little scholarly attention has focused on the nature of dynamic capabilities and their microfoundations in this industry setting. With a qualitative case study approach, the current study establishes that hotels prefer to deploy sensing and seizing dynamic capabilities, supported by path-dependent

microfoundations. Path dependence on microfoundations can become so perverse that hotels cannot move to the level of reconfiguring their dynamic capabilities, as is necessary to redesign business models in support of sustainability-oriented innovations. This study, therefore, adds to a nascent conversation about the nature of the dynamic capabilities that hotels can and should deploy when pursuing sustainability-oriented innovations. Furthermore, it clarifies how microfoundations and barriers affect the evolution of the dynamic capabilities needed for sustainability-oriented innovations. Finally, this study offers practical insights for overcoming the path dependence of dynamic capabilities for sustainability-oriented innovations.

## 2.16. Understanding tourism commercialization in historical towns: A psychological essentialism perspective (ID: 242)

**Keywords:** Commercialization; Historical towns; Perceived essence; Attitude; Nostalgia

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Nowadays historical towns are facing challenges in preserving their unique identity and cultural heritage under the growing tourism commercialization. This research adopts a psychological essentialism perspective to understand the consequences of commercialization and its underlying mechanism. Results from one field survey and two experimental studies demonstrate that commercialization has a negative effect on tourist attitude, visit intention, and word-of-mouth (WOM) intention towards historical towns and this negative effect is mediated by essence loss. Furthermore, our results show that the negative effect of commercialization on historical towns is moderated by individual nostalgia-proneness. These findings highlight the critical roles of essence loss and nostalgia-proneness in the consequences of historical towns commercialization and bring important implications for the sustainable development of historical towns.

## 2.17. Luxury tourism and sustainability: An oxymoron or viable future? (ID: 246)

**Keywords:** Luxury tourism; Sustainability; Eco-tourism; Experience economy; Environmental policy; SDGs

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This best-practice case study approach illustrates how luxury tourism and sustainability can be a viable partnership. The paper discusses the development of 'luxury' from a materialistic perspective towards an experience economy with reference to the concept of sustainability and related agreements relevant to the tourism industry. The case study on properties in Costa Rica, South Africa, the Maldives, Vietnam, and French Polynesia focuses on philosophy, facilities, energy and waste consumption, food and beverage, and conservational and educational activities and alignment to the United Nations Sustainable Development Goals. The focus is on the properties and not applicable to the whole tourist journey and experience. All properties understand luxury as based on experiences and involvement in nature. Measures to mitigate environmental impact and foster conservational and educational activities are mainstream practices. Comparing the cases with academic literature on luxury, sustainability, ecotourism and environmental policies underlines that sustainability driven luxury tourism is possible.

## 2.18. Nature-connectedness in hospitality and tourism : A systematic review and directions for future research (ID: 262)

**Keywords:** Nature-connectedness; Nature; Pro-environmental behavior; Wellbeing; Biophilic design; Systematic literature review

**Authors:**

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Eric SW Chan | The Hong Kong Polytechnic University, HK, China

Nature connectedness is an innate-driven, human emotional, cognitive, and physical continuum of manifold relationships to a part of nature or ecosystem. Recognizing the vitality of nature connectedness, the current literature is linked to environmental psychology, mental health, well-being, and business has become essential. However,

nature connectedness in hospitality and tourism is relatively new and disorganized. To provide the structure of current body of knowledge and offer directions to the furute research, the present study reviewed the existing tourism and hospitality literature generated between 2018 and 2022. Applying thematic analysis technique via VOSViewer, this study presents three distinctive themes: (i) nature connectedness as environmental conservation, (ii) a source of well-being, (iii) a design philosophy. The findings organize the literature in a way that can improve theoretical consensus. Based on each theme, this study proposes directions to the future research.

## 2.19. Impacts of the climate crisis on tourist attractions in Lower Austria (ID: 268)

**Keywords:** Climate change; Tourist attractions; Adaptation; Mitigation

**Authors:**

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Attractions are of great importance for tourism in Lower Austria. However, the attractiveness and visitor experience of these sites are influenced by climate change, which is associated with rising temperatures, dry periods, and more frequent extreme weather events. To determine the possible threats, consequences and opportunities arising from climate change, 34 semi-structured interviews were conducted with different stakeholders from the attraction sector in Lower Austria ranging from historic castles to national parks. The findings show that attractions are affected differently depending on factors such as location, type, and their individual characteristics. Reflecting the complexity of the attraction sector, the study reveals a multitude of measures for adaptation and mitigation showing that attractions recognize the need for action at different levels and for taking responsibility.

# TRACK 3 – Educational Realities

## 3.1. Career self-management behavior influenced by career planning attitudes: A comparison of two time points (ID: 138)

**Keywords:** Career self-management; Career self-management behavior; Career optimism; Career adaptability; Perceived knowledge

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Career self-management is a behavioral variable deserving of university attention. Using online surveys of undergraduate students in hospitality classes at two time points, this empirical study finds that positive career planning attitude (i.e., career optimism, career adaptability, and perceived knowledge of the job market) facilitates career self-management behavior (i.e., networking behavior, visibility behavior, self-initiated developmental behavior, and job mobility preparedness). Key findings include that career optimism and career adaptability are greatly associated with self-initiated developmental behavior, while perceived knowledge of the job market is more associated with networking behavior and visibility behavior. We found no salient differences in relationships among latent variables in our hypothesized model across years. This study extends the existing literature regarding university students' career planning and management by adding specific information in the context of hospitality and the COVID-19 pandemic.

## 3.2. Integrating machine learning in hospitality and tourism teaching (ID: 145)

**Keywords:** Machine learning; Education; Tourism and Hospitality; Forecasting

**Authors:**
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Machine learning is a growing field in the hospitality and tourism industry with undeniable potential. Yet, the topic in the hospitality literature is still emerging, and scholars have been calling for more theoretical research. What is particularly missing, according to academics, is a well-grounded machine learning theory specifically tailored to hospitality management. This paper aims to partially fill that gap by providing a practical introduction to machine learning for hospitality and tourism students and researchers new to the field. In the first part, the article presents the main theory behind machine learning and its terminology. In the second part, the paper presents a practical application of the theory via a case study. The case study shows unequivocally that machine learning is very efficient but requires a good understanding of the theory and this theory needs to be tailored specifically to hospitality and tourism.

### 3.3. The use of Augmented Reality to enhance students' learning experiences: Active vs. passive learners (ID: 164)

**Keywords:** Augmented Reality; Kolb's experiential learning cycle; Satisfaction, Gratifications; Engagement; U&GT, Tourism

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Alexandre Prim | Manchester Metropolitan University, UK
David Bamford | Manchester Metropolitan University, UK

The use of augmented reality (AR) and experiential learning go hand in hand. Although AR learning opportunities have been well discussed, there is limited empirical research on the use of AR within higher education settings. Drawing from the Uses and Gratifications Theory (U&GT), this study aims to explore the use of AR for learning satisfaction and engagement, while also examining differences in learning styles. Partial least square (PLS) analysis from 173 students found that hedonic, utilitarian, sensual and modality gratifications influence AR learning satisfaction and engagement. Furthermore, multigroup analysis found differences between active and passive learners with regards to utilitarian (information seeking, personalisation) and sensual gratifications (immersion, presence) and effects on learning satisfaction. This provides explicit implications for tourism and hospitality educators in regards to information provision, content development, implementation of commercial AR examples and the enhancement of experiences through immersive technologies based on different learning styles.

### 3.4. Students' behavioural engagement as a moderator between characteristic variables and student performance in hospitality online courses: Using data from LMS reports (ID: 172)

**Keywords:** Hospitality online learning; LMS log data; Characteristic variables; Student engagement; Student performance

### Authors:

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Alan Yen | Ball State University, USA
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This study aims to explore the impact of characteristic variables on student performance in the context of online learning. The variables include individual characteristics (such as gender), academic characteristics (such as grade level), course characteristics (such as core requirement), and context characteristics (such as behavioural engagement). Additionally, the study tested whether behavioural engagement (measured by content engagement score) plays a significant role in moderating the relationship between characteristic variables and student performance (measured by final grade percentage).To test the proposed hypotheses, the study used data from LMS (Canvas) reports and conducted multiple regression analyses and hierarchical multiple regression analyses using data collected from 188 students who took fully online hospitality courses. The main results showed that behavioural engagement significantly moderates the relationship between characteristic variables (gender and course requirement) and student performance. Based on the findings, the study discusses theoretical and practical implications.

### 3.5. Hope through 'HOTS': Providing international support to a Ukraine university using the Hotel Operations Tactics and Strategy (HOTS) simulation platform (ID: 178)

**Keywords:** Gamification; Ukraine; Applied-learning; Decision-making; Cooperation

### Authors:

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Oleg Shevchenko | Kyiv National University of Technologies and Design , Ukraine

Gamification is an established method of delivering applied real world learning. This paper will discuss and report a collaboration between Sheffield Hallam University staff and their counterparts at the Kyiv National University of Technologies and Design in the Ukraine to deliver a learning experience through Zoom using the Hotel Operations Tactics and Strategy (HOTS) simulation platform. This was a new learning experience for the Ukrainian students who enjoyed working in teams to make strategic decisions and appreciate the complexities of managerial decision making. In doing so they had the opportunity to work internationally with students and staff in the UK in real time.

### 3.6. Diversity, equity, and inclusion in the hospitality and tourism education: How well are we preparing the leaders of tomorrow? (ID: 217)

**Keywords:** Diversity; Equity; Inclusion; Hospitality and tourism education; Curriculum

**Author:**
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The hospitality and tourism industry has been involved in expensive lawsuits for all kinds of discrimination, exclusion, and inequalities on a global scale. The need to promote diversity, equity, and inclusion is extremely important. So, what are we doing as hospitality and tourism educators to address that and bridge the gap? The purpose of this paper is to examine the extent to which American hospitality and tourism universities achieve that goal and how well they are addressing DEI issues in their classes and curriculum. It aims to get academicians to take a good, hard look at their curricula and reassess what is important to be successful in this industry, what the priorities and the needs of the industry are, and act accordingly. It is our responsibility to provide the industry with students who will honor our industry and the institutions they graduate from through their responsible, decision-making, attitudes, and behavior.

### 3.7. Pedagogical innovation: Toward a framework of immersive learning experiences
(ID: 223)

**Keywords:** Augmented and virtual reality; Immersive learning experience framework; Transformative learning; Student reflection; Pedagogical innovation

**Authors:**

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Danny Han | Zuyd University of Applied Sciences, The Netherlands

While the popularity of immersive learning environments is on the rise, their use still lacks an empirically proven, pedagogical framework. Our aim is to investigate one potential candidate, the Immersive Learning Experience (ILE) -framework. In this paper, we present the background, design, and intended goals of a pilot study that will be conducted during April-May 2023. The study explores the ILE framework and provides first insights into its applicability and use. It will serve as the next step toward systematically embedding immersive learning environments in the hospitality and tourism pedagogy and offers practical implications for education and industry.

### 3.8. Education that fits: Gaps, educational entrepreneurship models and new perspectives in hospitality and tourism education (ID: 235)

**Keywords:** Skill gap; Entrepreneurial education; Incubators; Venture creation programs

**Authors:**

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Olga Larina | César Ritz Colleges Switzerland, Switzerland
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With the intensification of innovative solutions in hospitality and tourism, a gap between the education value proposition and the needs of entrepreneurs and startups becomes more flagrant. The purpose of this study is to review the literature, through a narrative literature review, to preliminary explore this gap, identify the most urgent inconsistencies, and explore some alternative strategies to close the existing gap to adjust curricula to the unmet needs of entrepreneurial skills and technology transfer in hospitality and tourism. In the paper, the role of universities as enablers of entrepreneurial education (EE) and technology transfer has been briefly analyzed. A larger focus is on of incubators (including

University Business Incubators) as an alternative. Findings reveal the existence of unmet needs in developing entrepreneurial skills and technology transfer also in incubators. For this reason, the authors suggested the opportunity to explore a third alternative: i.e., venture creation programs in hospitality and tourism.

### 3.9. Exploring transgender equity within diversity and inclusion statements in the hospitality industry (ID: 260)

Author:

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This study examines the current state of transgender-inclusive work environments in the hospitality industry, focusing on the equity and inclusivity of transgender employees. By conducting a qualitative content analysis of diversity and inclusion reports from 26 NYSE and NASDAQ-listed hospitality companies, we aim to shed light on the industry's efforts in this critical area. Drawing upon a conceptual framework developed for this study, we analyse the reports to identify key themes related to transgender equity. Our findings reveal seven major themes that contribute to a transgender-inclusive workplace: the presence of a company-wide diversity council, transgender-inclusive awareness programs, transgender-specific policies, support mechanisms for transgender employees, provision of transgender-specific health coverage, the establishment of trans employee resource groups, and engagement with transgender-inclusive suppliers. However, our analysis also indicates a lack of clear transgender equity policies within the LGBTQ+ reports, suggesting that the industry has yet to fully grasp the essential components of a transgender-inclusive workplace.

### 3.10. Speed dating with tourism family firm entrepreneurs to foster enterprising literacy
(ID: 271)

**Keywords:** Family firms; Entrepreneurship; Competences; Entrepreneurship education

Authors:

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The Erasmus+ project EICAA (Entrepreneurial and Intrapreneurial Competences Assessment Alliance) developed a digital platform for the assessment and development of entrepreneurial competences. With the EICAA Competence Monitor, the platform provides a tool, which can be used by educators and business trainers to determine the status quo of the entrepreneurial competences of their students and employees (questionnaire-based). The platform recommends teaching and training interventions to improve entrepreneurial skills, based on the EICAA Competence Development Kit. This paper draws out a user case, depicting how the platform can be used in higher education to design and run a university course for Master students in management with a focus on tourism family business entrepreneurs. It puts the EICAA digital platform to the test, whereby pros and cons are outlined, including suggestions for flexible adaptations and further improvement.

# TRACK 4 – Managerial and New Work Realities

## 4.1. The intersection of Talent Management and career development strategies for post COVID-19 in the narrative accounts of hotel employees (ID: 104)

**Keywords**: Talent Management; Career development; Career theories; Post-Covid-19 strategies; Hospitality industry

Authors:
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The paper explores how employees and managers of three-, four- and five-star hotels in the UK build sound TM and career development strategies for resilience, career adaptability, work agility and effective crisis management after COVID-19 pandemic. The theoretical underpinning for this research comes from the management and career literature. The study adopted an inductive qualitative approach and narrative approach were adopted as a frame of reference for this research. In total 15 narrative interviews with employees and managers in three-, four- and five-star hotels were collected. Data saturation was achieved by the 15th narrative interview. Thematic analysis by Braun and Clarke (2006) combined with NVIVO 12 analysis were conducted to get in-depth of research findings. The findings explore how sound strategies for TM and career development are interrelated in the hospitality industry after COVID-19 pandemic.

## 4.2. Hospitality employees' performance pressure in new work realities: The role of work meaningfulness and proactive performance (ID: 116)

**Keywords**: Work meaningfulness; Performance pressure; Shame; Social self-preservation theory

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Hospitality employees encounter increasing performance pressure in order to reach the bottom-lines and survive in the current challenging business environment. Drawing upon

social self-preservation theory, we aim to examine the influences of performance pressure on employees' emotional experience of shame, and subsequent service recovery performance. Furthermore, we propose two contingencies, namely perceived work meaningfulness and proactive performance, that alter the relationship between performance pressure and shame. The findings indicate that performance pressure can significantly reduce service recovery performance via the induced shame. Moreover, this relationship is mitigated by the high (vs. low) level of work meaningfulness and the high (vs. low) level of proactive performance.

## 4.3. Mentorship and sponsorship: Advancing women's careers in the post-pandemic environment (ID: 119)

**Keywords**: Mentor; Sponsor; Women; Pandemic; Career-advancement

**Authors:**

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Before the COVID-19 pandemic, one of the fastest-growing groups within the United States was women in business. The pandemic has stalled and, in many cases, reversed this growth, especially for female hospitality and tourism industry leaders. Mentoring and sponsoring relationships are critical to the promotion of women into leadership positions. This study will assist the industry in getting women back on and up the career ladder. This is a qualitative study using the Delphi methodology. The subjects were a diverse group of successful women, in high-level leadership positions in the hospitality and tourism industry. This research offers a pathway to identify and encourage female leaders to mentor and/or sponsor aspiring female leaders.

## 4.4. Exploring servant leader influence on empowerment: Insights from social exchange theory (ID: 122)

**Keywords**: Servant leader; Empowerment; Hotels; Social exchange

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Denis Harrington | SETU Waterford, Ireland

Felicity Kelliher | SETU Waterford, Ireland

Servant leader influence is argued to impact positively on multiple organisational and employee outcomes. New work realities posit both the importance of empowerment allied to critical reflection on empowerment challenges. Though considerable research has been undertaken into the nature of and impact of servant leadership in hotel organisations, research investigating servant leader influence on empowerment is limited. A critical review of servant leadership literature highlights both opportunities and barriers to servant leader influence. A social exchange theory perspective is used to frame a conceptual framework of servant leader influence on empowerment in the hotel context, constituting a theoretical contribution. Contributing to management practice, the framework offers hotel managers a tool for assessing and developing servant leader influence. The tool offers policy makers insight into the nature of servant leader influence. The paper is limited to a literature review, and future empirical research is underway to further develop the research.

## 4.5. Shades of grey in tourism research: A systematic literature review of generational diversity in air transport workforce (ID: 133)

Keywords: Generations; PRISMA; Generational differences; Grey literature; Airlines; Air transport

Authors:

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Dimitrios Stergiou | Hellenic Open University, Greece
Anderas Papatheodorou | University of Aegean, Greece
Anna Farmaki | Cyprus University of Technology, Cyprus

Over the past 20 years, a great deal of tourism research has been devoted to air transport because of the industries' interlocking system and inextricable linkage. Yet, the workforce remains a neglected research domain. This paper engages tourism research with this line of inquiry by offering the first literature review of air transport workforce as it relates to tourism through the lens of generational research.

## 4.6. Clarifying the conceptual work values space for Millennials in tourism research: A systematic literature review (ID: 135)

**Keywords**: Work values; Millennials; PRISMA 2020; Systematic literature review; Basic human values; Generational diversity

### Authors:

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Based on a systematic review of the literature (n = 24), this article captures, describes and documents the disparate conceptual work values space for Millennials in the tourism settings. It does so in the context of helping practitioners and academics retain this cohort, which has an interminable representation in the tourism industry. Moreover, it demonstrates a "start from the theory" approach, which applies basic human values theory in the tourism work settings.

## 4.7. The influence of human resources practices and organisational climate on innovative behavior at work (ID: 139)

**Keywords**: Human resources practices; Organizational climate; Innovative behavior at work

### Authors:

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El Hadji Sarr │ Université Jean Moulin, Lyon, France
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This study aims at improving an understanding of the relationship between different human resources management (HRM) practices, to determine the HRM practices that mostly influence innovative behavior at workplace. Previous research focuses on individual differences of the variables of work environment and how they influence employees' innovative behavior. Our study focuses on the effects of the conditions of the working environment on innovative behavior of employees. We conduct field study in both Senegal and Turkey in the Banking, Agro-food and Higher education sectors. We collect data from these different sources to reduce potential bias and broaden our understanding of the issue. Our findings show that a working system in the presence of innovative organizational climate, with a high degree of engagement promotes employees'

innovative behavior at work because it supports employees' capacities, motivation, and opportunities to participate, or by shaping their perception.

## 4.8. People management in Permacrisis: Challenges and opportunities for the global hospitality industry (ID: 146)

**Keywords**: Global hospitality industry; People management; Permacrisis

**Author:**

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A prolonged period of global crises and contingencies known as permacrisis has caused major disruption to the global hospitality industry. The existing conditions have triggered several structural changes in the broader area of Human Resources Management. This paper investigates five people management areas that have been affected by permacrisis namely: staff shortages; talent management; managerial resilience; work-life balance and employee wellbeing; and fair work and worker exploitation-related issues. These areas should draw the immediate attention of the global hospitality industry's key stakeholders and policymakers. It is argued that these areas are the fundamental elements for the creation of a blueprint that will bring hospitality back on track on the road to recovery. In addition, a number of actions required for the industry's recovery are identified.

## 4.9. Cultivating an organizational climate that promotes leadership diversity inclusion: A new construct conceptualization and scale development (ID: 150)

**Keywords**: Inclusive climate; Scale development; Leadership

**Authors:**

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Currently lacking is a standardized scale designed to measure employees' perceptions of the extent to which their organization provides an inclusive climate based on policies that promote the acceptance of demographically diverse leaders. The current study fills this gap by developing an instrument that measures Perceived Inclusion Climate for Leadership Diversity (PICLD). PICLD is conceptualized as the degree to which organizational members believe that organizational policies encourage and foster the

acceptance of leaders who are demographically diverse. The current study adopts Hinkin et al.'s (1997) guidelines for scale construction, which was carried out in four separate phases: (1) qualitative component (interviews), (2) face validity check, (3) content validity check and (4) nomological network testing. In total, the new PICLD Scale has 12 measurement items. Hypothesis testing results reveal that PICLD has a positive relationship with organizational justice, and organizational justice mediates the relationship between PICLD and engagement.

## 4.10. Investigating predictors of employees' environmental activist and non-activist behaviors (ID: 151)

**Authors:**
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Kamshat Mussina | Florida State University, USA
Kavitha Haldorai | Florida State University, USA

Drawing on the value-belief-norm theory, this study aims to investigate how individual values, beliefs, and norms shape pro-environmental behavior, specifically, employees' environmental activist and non-activist behavior. Value-belief-norm theory has important implications for the hospitality industry, which relies heavily on natural resources and can have significant environmental impacts. By employing a cross-sectional design, data were collected from 504 employees from the Kazakhstan hospitality industry. The findings validated the VBN theory's causal chain has direct effects on both environmental activist and non-activist behavior in the Central Asian context. The study emphasizes the need for analyzing environmental activist and non-activist behaviors separately. The theoretical and practical implications are explained.

## 4.11. Working parents' burnout during covid19 pandemic: Clinical examples and managerial implications in hospitality and tourism (ID: 154)

**Keywords**: Stress; Burnout; Remote working; Leadership; Engagement; Human resources management

**Author:**

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This paper aims to contribute in a qualitative way to the existing studies on employees' job-stress and burnout, by briefly illustrating real examples in hospitality and tourism, derived from the author's clinical practice. The goal is to reflect and learn from the pandemic crisis experience as some of the stress-factors continue to affect businesses in the current post-pandemic. The study presents three different cases of working parents who have all experienced severe stress and lack of company support during the Covid19 pandemic and lockdown months ending in neglection and maltreatment of their children. Parents also displayed difficulties focusing on job tasks, poor performance, negative attitude with colleagues, and disengagement from the company. Managerial implications particularly for tourism and hospitality are provided.

## 4.12. Exploring the multi-level relationships between customer mistreatment, emotional exhaustion and service failures with mediation-moderation setting (ID: 175)

**Keywords**: Customer mistreatment; Service failure; Emotional exhaustion; Emotional labor

**Authors:**

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This study utilized the stressor-emotion model and a longitudinal design to investigate the relationship between customer mistreatment and emotional exhaustion and service failure. Additionally, the study explored whether emotion regulation strategies can buffer the negative consequences of customer mistreatment. Specifically, the study tested the direct effects of customer mistreatment on employee emotional exhaustion and service failure, as well as whether emotional exhaustion mediates the relationship between customer mistreatment and service failure. A total of 217 paired samples of service employees and customers were analyzed in the study. The findings revealed that deep

acting by employees can mitigate the relationship between customer mistreatment and emotional exhaustion, as well as the relationship between customer mistreatment and service failure. Furthermore, the study adopted a mediation moderated model to confirm that deep acting moderates the indirect relationship between customer mistreatment and emotional exhaustion and service failure.

## 4.13. Brand innovation, brand relationship, brand commitment, quality of customer interaction, and behavioral intention in hotels (ID: 180)

**Keywords**: Hotel; Brand innovation; Brand relationship; Brand commitment; Behavioral intention; Customer interaction

**Author:**

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Branding in the hotel industry is vital in promoting a positive guest business relationship. Branding leads to trust and loyalty and consequently to repeated purchase behavior, and it can help the organization differentiate from its competitors. This study examines the connection between brand innovation, brand relationship, brand commitment, behavioral intentions, and quality of customer interaction in the hotel industry. The results provide compelling evidence for the proposed relationships between brand innovation and the other four variables. This is the only study focusing on the effect of brand innovation on these variables in the hotel industry.

## 4.14. Exploring the mediating role of team resilience in the relationship between team characteristics (potency, creativity and psychological safety) and team effectiveness (ID: 182)

**Keywords**: Team resilience; Team potency; Team creativity; Team psychological safety; Team effectiveness

**Authors:**

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The goal of this paper was two-fold: first, it answers to the call to shed light on the antecedents of team resilience; in this paper team potency, creativity and psychological

safety were included. Second, it investigates the mediating role of team resilience in the relationship between team characteristics and team effectiveness. With the outcomes we hoped to find leads to enhance team resilience in hospitality educational teams. The outcomes suggest that team characteristic relate to team effectiveness, with team resilience as a mediator. To enhance team resilience in hospitality educational teams, we suggest to work on strengthening team characteristics.

## 4.15. The temporal and spatial Impact of the 2016 Great Smoky Mountains wildfire disaster on short-term rentals (ID: 201)

**Keywords**: Natural disaster; Short-term rentals; Time-series analysis; Geographic information systems

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This study mainly investigates wildfires' short-term and long-term impact on short-term rentals across different regions. Based on the time series data regarding short-term rentals in the Great Smoky Mountains, this study applies anomaly detection to outline the trends, seasonality, and abnormal performance of short-term rentals using the monthly data of Airbnb and Vrbo from 2014 to 2019. The results reveal the wildfire disaster's positive impacts on the revenue of short-term rentals during the disaster. For the post-disaster period, the short-term rental performance shows the complex changes that first occurred in seasonal drops and holds a similar trend with the local tourism business. In addition, the findings unveil that the proximity of short-term rentals to the wildfire areas increased the impact of the wildfire disaster.

## 4.16. Assessing the trade-off decisions when considering competing hospitality job offers: Does "fit" still matter? (ID: 213)

**Keywords**: Job choice; Person-job fit; Person-organization fit; Salary; Recruitment

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This study explores the trade-off decisions individuals make when choosing between competing job offers based on the person-environment (PE) fit theory. While single-attribute comparisons have been well documented in previous studies that person-job (PJ) fit may outweigh other factors, the multi-attribute comparisons have not been extensively studied. In the wake of the great resignation and quiet quitting, the main results show that individuals place a high emphasis on the overall fit rather than any combination of fit and salary when considering multiple offers. The findings expand the current understanding of individuals' psychology and behaviors in recruitment and broaden the application of PE fit theory in research. Additionally, practitioners should consider different ways to attract talents to fill vacancies, as individuals are looking for a "total package" goes beyond a higher starting salary with other attributes.

## 4.17. Talent management coopetition networks in hospitality SMEs – Case studies from Germany and Austria (ID: 240)

**Keywords**: Coopetition; Talent management; Network; Innovation; Hospitality industry

Authors:

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Considering the labour intensity, high turnover rate, hard hit by Covid-19 and related exodus of employees in other industries, innovative concepts for new work realities in the hospitality industry are needed. A potential innovative solution in talent management for hospitality SMEs is the establishment and application of a talent management coopetition concept. In cooperation with competitors SMEs bear common talent management practices, like co-attracting, co-developing and co-retaining talent as a new approach determining the continuous staff shortages. This article examines the application of talent management coopetition concepts on the example of talent management coopetition networks (TMCN) in Germany and Austria in hospitality SMEs and reveals the lack of conceptual and empirical research considering operationalised TMCNs. It adds to the body of knowledge about innovative talent management concepts and coopetition in the hospitality industry.

### 4.18. Diversity management in the hospitality industry: A systematic literature review and meta-analysis (ID: 243)

**Keywords**: Diversity; Diversity management; Systematic literature review; Meta-analysis

Authors:
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Dustin Maneethai | University of Houston, USA
Heyao Yu | Pennsylvania State University, USA

The changing nature of work and the need for effective diversity management have become more prominent over the past few decades. Organizations that effectively manage diversity experience benefits like improved employee productivity, job satisfaction, and financial performance. Additionally, diversity management practices also play a critical role in attracting and retaining talented employees. Therefore, this study aims to understand diversity, diversity management, and strategies for effective management by conducting a qualitative systematic literature review and quantitative meta-analysis. The qualitative review will identify theoretical frameworks of diversity research in the hospitality and service industry and explore how psychological mechanisms operate between diversity management and employee outcomes. The meta-analysis will inform the development of a nomological network for diversity research in the service context. Lastly, the study will propose research agendas to advance theory and inform the industry on effective diversity management strategies for a changing and growing workforce.

### 4.19. When feeling safe is not enough to voice: Is emotional energy the missing key? (ID: 244)

**Keywords**: Voice behavior; Emotional energy; Psychological safety climate; Proactive motivational model

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Organizations often seek ways to motivate their employees to make positive contributions to the organization. Drawing on the proactive motivational model and social information processing (SIP) theory, the purpose of this study is to explore the effects of hotel employees' emotional energy on supportive voice and constructive voice and the moderating role of psychological safety climate. The proposed model was tested using data collected from hospitality and tourism employees through Prolific (n = 390). The results indicate that emotional energy has a direct positive influence on supportive and constructive voice, and psychological safety climate moderates the relationship between emotional energy and constructive voice but not supportive voice. This research contributes to the voice behavior literature by looking at the specific voice behaviors and provides additional empirical evidence for the proactive motivational model.

## 4.20. Systematic racial discrimination and lack of black workforce representation at mid and senior management and leadership level in the UK hospitality industry: Exploring barriers to career advancement and impacts to wellbeing (ID: 253)

**Keywords**: Workplace discrimination; Leadership; Wellbeing; Black hospitality workforce

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Studies on workplace racial discrimination in Hospitality are not new. Yet they have so far tended to focus on "what is happening," while largely disregarding the "why" and "how" especially from the perspective of the affected workforce categories. Racial workplace discrimination, its potential causes, attributions, and effects on the psychological and professional wellbeing of the affected workforce need to be examined holistically to create a better and safer work environment and for organisations to be able to effectively capitalize on talent development and retention. A qualitative survey approach was deployed to explore the "lived experiences" of 22 former and current UK hospitality employees at mid and senior management/ leadership level in the UK Hospitality industry. Findings indicate that systemic racial discriminatory practices are still perceived as wide ranging and widespread. Furthermore, findings show they are having a significantly affect the psychological and professional well-being of the affected individuals and community.

## 4.21. Re-imaging Irish food and beverage operations post covid-19 (ID: 284)

**Author:**

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The outbreak and spread of Covid-19 have had a devastating impact on the tourism industry in Ireland and across the world. The hospitality sector, in particular the food and beverage sector has proved it is resilient, resourceful, and ready to thrive in the future. This paper will evaluate the literature on the impacts of Covid-19 and provide some concepts that can be adapted by food and beverage operators in Ireland and internationally on changes post Covid-19, changes that may influence and help operators survive and improve and meet the challenges of the industry. Elements of ethnographical analysis was carried out. Operational concepts were identified that were considered to be of benefit to food and beverage operations. In addition, the need to consider sustainability and in-house training programmes are recommendations for food and beverage operators and the limitations of the research are highlighted.

# TRACK 5 – Urban Realities

## 5.1. Overview of Macedonian legal requirements for providing accessible tourism services and facilities (ID: 115)

**Keywords:** Accessible tourism; Legal requirements; Standards; Implementation

Author:

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This paper will be focused on many relevant documents that are in relation to the universal accessibility of people, in different levels and different aspects. Accessibility of tourism services and facilities is one of the key aspects of modern time and research in tourism and hospitality. Methodologically, the based approach is to analyze significant documents, beginning on higher world level, from the most important organization in the world – United Nations and its different organizations and bodies, its commitment to the topic, then on continentally-European level, different instruments of the EU, then, the most important ISO standards that are related to the accessibility in tourism, and the last but not least, on Macedonian level, where much of these standards are accepted and some of them implemented, but more should be done in the future.

## 5.2. Evaluating the complexity of street event co-creation: The case of Patras carnival (ID: 170)

**Keywords:** fsQCA; Co-creation; Destination image; Carnival; Complexity

Authors:

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Eleni Michopoulou | University of Derby, UK
Christina Karadimitriou | University of Patras, Greece

Major street events substantially influence the image of the host destination. In several cases, a specific destination is mostly recognisable and known because of the organisation of a street event, which is something that it is also related with the co-creational aspects of the event. Drawing from a sample of 400 street event adult participants, this research

examines the complexity aspects of co-creation in the carnival of Patras and its influence upon the destination image of the host city. The complexity aspects are examined through the employment of fuzzy-set Qualitative Comparative Analysis. The findings revealed three sufficient configurations (co-creational involvement and satisfaction; co-creational event image; experience-satisfaction nexus) that can affect the host city's (Patras) destination image. The paper also discusses a number of managerial implications and contributes to both theoretical and methodological domains.

## 5.3. Relieving xenophobia through fostering resident self-affirmation: Anti-Asian hate crime in the U.S. context (ID: 238)

**Authors:**
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While xenophobia and race-based hate crimes significantly affect tourism, scant research has been conducted on the topic. A few studies examined the phenomenon, but the viewpoints have been mainly on tourists' travel intention, leaving a research void on the residents' standpoint. Furthermore, the investigation has been predominantly done in the European context and the negative association between xenophobia and travel intention. This study fills the research gap by bringing resident's perspective into the investigation. Building on the self-affirmation theory, this research proposes that resident's identification and collective self-esteem towards the city can enhance their welcoming nature toward foreign travelers. The conceptual model is tested in the context of New York City, which has recently experienced a surge of anti-Asian hate crimes. The findings of this research highlight a need for public policy marketing targeting residents of tourist destinations to enhance their welcoming nature and ultimately foster inclusive and sustainable tourism.

## 5.4. A framework for tourism driven resident benefits, towards a better understanding of how tourism can benefit local residents (ID: 266)

**Keywords:** Resident benefits; Framework; Sustainable tourism; Experience; Positive Impacts

Authors:

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Evelien Visser | NBTC | Nederlands Bureau voor Tourisme en Congressen, The Netherlands
Jan Huizing | Hotelschool The Hague, The Netherlands

This paper examines how tourism can drive resident benefits. It aims to develop a conceptual framework that outlines the various ways in which local residents can benefit from tourism. It focuses on resident benefits as a goal in itself rather than support for tourism and aims to provide a comprehensive framework rather than measuring specific types of benefits. A literature review is used to define resident benefits and to identify key dimensions and determining factors. The proposed framework encompasses three main value dimensions: economic, living environment and social; furthermore, the framework allows for distinguishing between perceived or actual; and between individual or collective. The framework contributes to further conceptualisation of resident benefits and how tourism can be a positive contributor to a destination or community. It assists tourism policymakers in demonstrating the value of tourism-driven resident benefits and creating effective interventions that can influence perceived value.

# TRACK 6 – General

## 6.1. The experience of pandemic precarity among female tourism and hospitality migrant workers in Macao (ID: 109)

**Keywords:** Pandemic precarity; Female migrant workers; Covid-19; Macao

Author:

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This research investigates female tourism and hospitality migrant workers' experiences of pandemic precarity. Data were collected through semi-structured phenomenological interviews with 41 female migrant workers in Macao. The results indicated female migrant tourism and hospitality workers experienced more job losses during the pandemic. Furthermore, most of the participants were unable to receive assistance regarding unemployment insurance, medical insurance, childcare, or basic necessities, which are common welfare for local residents. Additionally, two types of pandemic precarity were identified from the data: economic precarity and social precarity. Two themes related to economic precarity developed from the narratives of the female migrant workers: income uncertainty and job unpredictability. Participants attached more importance to the social precarity and its associated themes: the burden of responsibility, geographical prejudices, and insufficient emotional support.

## 6.2. Behavioural mode and performance of hospitality firms during the start-up phase: The case of Senegal (ID: 112)

**Keywords:** Entrepreneurship; Hospitality; Effectuation; Causation; Performance; Senegal

Authors:

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Ababacar Mbengue | Université de Reims Champagne Ardenne, France
Cheikh Oumar Baldé | Université de Ziguinchor, Senegal

This research tests the hypothesis that the adoption of a hybrid (effectual-causal) entrepreneurial behavioral mode in the start-up phase produces a better performance than that of an effectual or causal mode for companies in the hospitality sector in Senegal. A behavioral re-reading of a theory is first presented. It specifies the links between

entrepreneurial behaviour (effectual, causal, hybrid, etc.) and firm performance. An empirical study of 157 entrepreneurs is then carried out. A multivariate analysis of covariance (Mancova) including a typology constructed from validated measurement scales of causation and effectuation as well as several control variables (age, gender, age of the company) confirms the research hypothesis and reveals several significant relationships between these control variables and firm performance. The theoretical and practical implications of this result are then discussed.

## 6.3. The dividends of delight: Assessing the financial effects of customer delight on hospitality firms (ID: 118)

**Keywords:** Customer delight; Customer satisfaction; Financial performance; Hotels; Restaurants

**Authors:**
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Jongwon Lee | University of Central Florida, USA

The effects of customer delight are often measured in relation to loyalty, word-of-mouth, and behavioral intentions. However, less is known about the impact of delight on financial performance. The present study gathered survey data on the levels of customer delight from 685 customers and compared it to financial data from the Center for Research in Security Prices, CRSP/COMPUSTAT. The researchers analyzed the data using MANOVA and canonical correlations. Results exposed a significant difference in net profit margin based on customer delight. Nevertheless, other financial measures did not show significant variation based on the levels of delight. The results from canonical correlation analysis revaled a significant correlation between satisfaction and delight combined and the financial performance measures (cash flow margin, net profit margin, b-beta, and ROA) combined.

## 6.4. Hotel rate parity as a monopoly of transaction (ID: 131)

**Keywords:** Hotel rate parity; Most favorable nation; Competition law; Monopoly; Transaction cost

**Authors:**

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This research delineates the conflict of hotel rate parity and key clauses of competition laws in both Europe and the U.S. We trace the origin of hotel rate parity to the principle of most favored nation (MFN) in international trade agreements. We show that rate parity challenges two pillars of competition law. Under rate parity agreements, it is travel intermediaries–not hotels–that demand rate parity, which comes down to the dominance of travel intermediaries over small and independent hotels. The courts view MFN status as a hindrance to competition and therefore in violation of competition law. The trend and message in Europe are clear: the clause will be most likely to be judged as not complying with EU competition law and its national equivalents. In the U.S. though, a lack of case decisions precludes us from reaching any conclusion about the fate of the MFN clause.

## 6.5. New consumer expectations and opportunities in today's attraction business (ID: 155)

**Keywords:** Attractions; Experience uniqueness; Memorability; Wellbeing; Revisit behavior

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Robert J. Harrington | Washington State University, USA
Michael Ottenbacher | Heilbronn University, Germany

Today's attraction industry provides a variety of experience opportunities for consumers. This study looked at an amusement park venue to determine the relationship among its amenities and experience uniqueness on memorability of the experience, a sense of wellbeing and revisit behaviors. Results using SEM revealed that the attractions in this

venue impacted experience uniqueness perceptions, uniqueness served as a mediator for memorability with direct effects of food offerings on memorability. Both uniqueness and memorability perceptions impacted a higher sense of wellbeing. Attractions and experience uniqueness perceptions had the largest impact on word-of-mouth and revisit behaviors. These finding build on the memorable experience and co-creation literature that indicate an opportunity for creating evangelists of an experience and revisit behaviors is driven by unique offerings, creating perceptions of wellbeing, and creating value-in-memories. These aspects are required to create a competitive advantage in the changing services landscape, creating new realities and opportunities.

## 6.6. Impact of regulatory focus disposition on trust beliefs towards online review websites (ID: 157)

**Keywords:** Regulatory focus theory; Trust beliefs; Trip Advisor; Expedia

Authors:
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Seyhmus Baloglu | University of Nevada Las Vegas, USA

This study examined how trust beliefs (including integrity, benevolence, and ability) are formed based on customers' regulatory focus disposition and their attitudes toward their most used online review websites(ORW) in hospitality industry. The results revealed that trust beliefs together with promotion regulatory focus affect booking intention. However, when the differences between two types of ORWs were examined, those with a prevention regulatory were less likely to make a reservation on community-based ORW (TripAdvisor); and those with a promotion regulatory focus were more likely to increase their booking intention on the transaction-based ORW (Expedia). Positive attitudes toward ORW were more important for community-based ORW to develop trust beliefs than for transaction-based ORW. The study contributes to a better understanding of online consumer decision-making of hotel bookings.

## 6.7. Rethinking the concept of destination personality (ID: 174)

**Keywords:** Brand personality; Destination personality; Residents' perspective

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Destination personality, a set of human characteristics associated with a destination, is a vital factor in forming a unique image of a destination, ultimately affecting tourists' destination choices and travel decisions. Despite the recent attention to this topic in tourism research, destination personality remains an under theorized concept. This research note proposes a new conceptualization of destination personality, taking into account prior studies on this topic. The new conceptualization of destination personality provides directions for researchers wishing to extend the societal benefits of tourism.

## 6.8. Discovery the mutual relationships among dynamic capabilities and intellectual capital: The moderating roles of service innovation (ID: 176)

**Keywords:** Dynamic capability; Absorptive capabilities; Intellectual capital; Service innovation

**Authors:**

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Tai-Yi Yu | Ming Chuan University, Taiwan
Yung-Chuan Huang | Ming Chuan University, Taiwan
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The travel agency industry has been greatly impacted by the COVID-19 pandemic, with many agencies facing economic pressures and the need to adapt to the new business environment. In order to survive and thrive in this competitive industry, travel agencies must leverage their intellectual capital and develop dynamic and absorptive capabilities. This paper explores the mutual relationships among these concepts and their implications

for travel agencies post-COVID-19. The results show that dynamic capability may have indirect influence intellectual capital through absorptive capabilities. Further, the mutual relationships among sub-dimensions of dynamic capabilities and intellectual capital were investigated. Additionally, the moderate role of service innovation was discovered that strengthen the relationships among dynamic capability and structural capital. Furthermore, it also found that service innovation positive and significate influences the relationship between absorptive capabilities and relational capital. Theoretical and managerial implication are discussed in the final section.

## 6.9. An aggregate analysis of Airbnb quality attributes: A Penalty-Reward approach (ID: 199)

**Authors:**
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Radesh Palakurthi | University of Memphis, USA

Shared Economy is a growing concept in modern times, and it is having a radical impact on the lodging industry. Airbnb is considered the leading model for short-term rentals within the shared economy sector, with a presence in more than 220 countries. The primary purpose of this research is to perform an empirical analysis of the relative importance of the standard quality attributes used to evaluate the service quality of Airbnb properties by their guests. This research paper uses PRCA (Penalty-Reward Contrast Analysis) model to assess Airbnb's guest satisfaction scores by considering six quality attributes (Accuracy, Cleanliness, Check-in, Communication, Location, and Value). The research categorizes the quality attributes into Basic, Performance, and Excitement factors using the individual quality attribute scores and the overall guest quality ratings. This research shows that the guest satisfaction ratings in Tennessee were generally high, ranging from 9.0 to 9.8 on a 10-point scale.

## 6.10. A study of consumer behaviour: Non-complaint behaviour and complaints barriers of dissatisfied customers in the hospitality industry (ID: 204)

**Keywords:** Consumer behaviour; Complaint barriers; Non-complaint behaviour; Dissatisfied customer; Hospitality industry

**Author:**

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Service failures are inevitable in the hospitality industry. Some dissatisfied customers will proactively voice their complaints to the service provider. Yet, research shows that half of the dissatisfied customers prefer to remain silent. Non-complaining customers not only stop patronizing, but also spread negative word-of-mouth, which can damage a hospitality organisation's image and reputation. Therefore, this paper aims to gain a deeper understanding of the non-complaint behaviour of dissatisfied customers and the complaint barriers that exist in the hospitality industry. Twenty semi-structured interviews were conducted with dissatisfied customers who experienced poor service but did not complain. Findings show that the complaint barriers that prevented dissatisfied customers from complaining include constraints related to the situation, service provider and marketplace, individual circumstances, resources and social barriers. Understanding the non-complaint behaviour and complaint barriers of dissatisfied customers is critical for hospitality organisations to implement interventions to encourage more dissatisfied customers to provide proactive feedback.

## 6.11. An exploration of brand identity-image congruence: A case study of hotel rebranding (ID: 207)

**Keywords:** Rebranding; Repositioning; Hotel brand; Brand identity; Brand image

**Author:**

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The primary purpose of this study is to investigate the consistency between brand identity and brand image after hotel rebranding. Using the mixed method with multiple data sources, this study explored the repositioning effect of Hotel K through the analyses of brand identity and brand image based on three brand elements: functional, symbolic, and experiential. Hotel K has developed several leisure-related attributes (facilities, products, and services) to strengthen the leisure experiential element. However, it is found that brand image of Hotel K after repositioning has changed only slightly. This is because the

brand identity of Hotel K is most significant in historical relevance, forming its identity significance, which is deeply rooted in consumers' minds and is difficult to change in the short term.

## 6.12. From the galley to gourmet: The evolving dining choices of cruise passengers since the return of cruising (ID: 229)

**Keywords:** Big data analysis; Text mining; Customer satisfaction; Post-pandemic consumer choices; Cruise dining

### Authors:
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Mats Carlbäck | Örebro University, Sweden
Henrik Vejlgaard | Copenhagen Business Academy, Denmark

This study investigates the impact of the COVID-19 pandemic on dining preferences and satisfaction levels among cruise passengers. The analysis of this study uses the text-mining techniques applied to a large set of post-cruise online reviews. Further, drawing from restaurant Experience Accounting analytical framework, we investigate how experience areas may have changed in weight and importance, based on their value to passengers. Our findings indicate a significant shift in cruise ship passengers' dining preferences, with a move away from basic, utilitarian meals and towards a focus on high-quality cuisine, personalized service, and a diverse range of options. These changing expectations represent a significant opportunity and challenge for hosts in the hospitality industry. Our implications aim to provide insights for the cruise industry to optimize resource allocation across multiple onboard food and beverage outlets and their marketing appeals, as well as guide the restaurant industry into the new normal.

### 6.13. Second-hand RVs motivators and advice-seeking behavior. An example of the Italian Market (ID: 241)

**Keywords:** RVs; Second-hand purchase; After sales advice seeking behaviour

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Recently many tourists discovered or re-discovered the campervan life. These days many RV lovers turn to the second-hand market to get RVs. The choice of getting second-hand RVs might be due to budget restrictions, and a lack of new RVs. However, many RV lovers purchase them because they are old van enthusiasts who enjoy the sense of nostalgia. Despite this, even for devoted owners the restoration challenge can cause frustration. The paper analyzes the common problems experienced when driving and dwelling in a second-hand RV. This is qualitative and exploratory research, Facebook by Meta© posts were analyzed. Findings show that owners have an emotional relationship with their vans usually based on recreational components. Owners of RVs want to purchase second-hand vehicles for the experience, but they also seek for advice and support from the wider RV community to solve restoration and mechanical challenges.

### 6.14. Swedish Fika – Much more than a cup of coffee (ID: 245)

**Keywords:** Fika; Commensality; Meal practice; Health; CAMS; Tourism; Internationalisation

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Swedish Fika is more than a cup of coffee and a way of meeting. It is deeply rooted in cultural, inherited values with signals on a relaxed atmosphere and non-hierarchical organizational structures. It also creates large opportunities for Sweden as a tourism destination and for exporting products linked to the notion of Sweden. Yet, it has many different characteristics and carry variances related to a) the meal, b) the context, c) the time of the day, and d) with whom you have a fika. This paper discusses various dimensions of fika to create knowledge on how values are created in fika in terms as a cultural meal practice and its relation to sensory taste. tourism and branding. The paper thereby is a

broad introduction to fika as a research field and contributes to past research through hypothesising about fika as a multidisciplinary research interest.

## 6.15. Living in a bubble: How power impacts customer entitlement and complaint behaviors (ID: 249)

**Keywords:** Customer entitlement; Power; Complaint behavior; Service failure; Personality

**Authors:**
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Consumers are having more issues than ever with companies' goods and services, and a greater percentage of them are actively seeking retaliation for their complaints. Marketing slogans such as "the customer is always right" create a definite imbalance of power in the connection between hospitality service providers and customers. Particularly, entitled consumers hold ideal expectations for any service encounters. This paper examines how power dimensions impact customer entitlement, and their complaint behaviors in a service failure context and how customer personality traits mediate the relationship between customer entitlement and complaint intentions. The results confirmed direct effects of power dimensions on customer entitlement, and the impact of customer entitlement, in turn, on complaint intentions.

## 6.16. Working with Flash sale platform? A case study from Switzerland (ID: 251)

**Keywords:** Flash sale platform; Multiple-sided platform; Cannibalization; Channel transparency; Daily deals

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The use of Flash Sale Platforms (FSPs) can be seen as an attractive means for hospitality merchants to acquire and retain new customers and generate ancillary revenues. However, these potential benefits come at the cost of steeply discounted prices, high commissions, and the potential cannibalization of non-FSP customers. Previous research has proposed certain performance indicators and frameworks but has not empirically investigated the impact of FSPs on merchants' performance. This longitudinal case study compares FSP and non-FSP customers on key performance indicators. The results show that the FSP guests contributed lower revenues, had shorter lengths of stays, and longer lead times than their non-FSP counterparts. Hoteliers should bundle ancillary services to earn higher revenues per transaction. Small business owners with a limited perishable capacity should consider contribution margins by different distribution channels when designing distribution strategies. Small business owners can conduct similar analyses to make data-driven business decisions.

### 6.17. Navigating complex relationships in tourism destination governance: A system theory approach to understanding residents' quality of life and trust (ID: 263)

**Keywords:** Tourism governance; Quality of Life; Trust; System theory; European countries

Authors:

| | |
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This study examines the complex relationships between political, economic, governance, societal factors, and tourism levels on the quality of life of the residents and their trust in government over time. The study highlights the positive impact of growing tourism levels on residents' quality of life. In terms of improving trust in government, the study finds that emphasis on sustainability and safety and security are the only statistically significant factor. Furthermore, the study reveals the significance of regional differences matter in determining the quality of life of residents and trust in government. Furthermore, trust in governments was found to be significantly different between developed and emerging nations. The results suggest that improving residents' quality of life requires a focus on quality over quantity in tourism development. These findings can inform policies and strategies aimed at promoting social and political stability and improving the well-being of residents in tourism destinations.

### 6.18. Understanding the influence of third-party social support in accommodations on loneliness and perceived healing of guests undergoing medical procedures (ID: 265)

**Keywords:** Airbnb; Community; Social Support Theory; Hotel; Loneliness; Medical travelers; Social atmosphere

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Research on the psychological significance of the social support associated with an accommodation to a guest undergoing medical services and its influence on their coping and healing remains underrepresented. In this study, multi-group structural equation modeling tested the effect of third-party social support dimensions on coping and healing. Findings point to the need to foster socially supportive environments with opportunities for guests to socialize. Moreover, programs to promote a more hospitable and social atmosphere among accommodation providers can enhance positive emotions and reduce guests' loneliness, which is of particular importance to those who are undergoing treatment for more critical medical conditions, including cancer, major heart procedures and for whom, often, have extended stays.

### 6.19. Understanding the potential of singing as a niche tourism product (ID: 281)

**Keywords:** Niche tourism; Singing; Singing tourism; Niche tourism marketing

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This qualitative study aimed to explore the potential of singing as a niche tourism product. Through semi-structured, in-depth interviews with 12 participants of three different stakeholder groups (singing tourism providers, regular customers, and potential customers), the study found that singing can indeed serve as a viable niche tourism product. Therefore, singing tourism differentiates itself from other tourism products through the uniqueness of singing and it has a distinct and actionable product design. Singing customers are special but accessible through below the line marketing activities

which aim to communicate with their target audience directly and effectively such as through social media or search engine marketing. The demand for singing tourism is small but increasing and consequently promising for being a profitable and successful niche tourism product.

## 6.20.  #Oatmilkgate: A social media discourse analysis (ID: 282)

**Keywords:** Social media; Tourism marketing; Destination stakeholders; Discourse analysis; Social debate

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Social media have significantly changed tourism marketing in that consumers emerged as brand and content co-creators. Although research on social media communication has increased over the last years, studies on what discourses among multiple stakeholders next to customers are triggered by destination social media campaigns are scant. By conducting a content analysis, this study investigates in which debates a destination image videoclip results. Specifically, a video of the Austrian destination Tyrol was chosen, which awoke attention, because the main figure orders a café latte with oat milk instead of traditional cow milk. Analyzing 3.473 social media comments to the video and to medial reactions to it shows that the campaign results in three major discourse lines. First debates on products and their label (milk, milk substitutes), second their production system (agriculture, milk industry) and third actors and values creating frameworks for these products and production processes (politicians, lobby, farmers).