FHWien der WKW
University of Applied Sciences for
Management & Communication

BOOK OF ABSTRACTS

- POSTERS -

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 posters 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 five thematic tracks namely: digital realities, sustainable realities, educational realities, managerial realities, and a general track covering various hospitality and tourism management topics.

After the double-blind peer review process, 28 from the 36 extended abstracts initially submitted for poster presentation were selected. The authors of these 28 posters come from 14 different countries (various European countries, the USA, Turkey, Taiwan, and Japan).

Beside this abstract book of the posters presented during the conference, we have put together two other documents: an *abstract book of papers* 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

How to cite an abstract in this document:

Author's Last Name, First Initial. (2023). Title of abstract [abstract]. EuroCHRIE Conference 2023. 3-6 October, in Vienna, Austria.

TRACK 1 – Digital Realities

1.1. Implementation of service robots in Swiss hospitals and hotels: An Investigation of the barriers to use (ID: 171)

Keywords: Hotel Management, Hospitals, Hospitality Management, Service Robots, Technology

Authors:
Thorsten Merkle | ZHAW Zurich University of Applied Sciences, Switzerland
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Lisa Braun | ZHAW Zurich University of Applied Sciences, Switzerland
Tania Kornsteiner | ZHAW Zurich University of Applied Sciences, Switzerland
Benedikt Umbricht | ZHAW Zurich University of Applied Sciences, Switzerland

This poster reports on an ongoing research project aimed to make an empirical contribution to the barriers to use robots in the hospitality service industry. Specifically, the barriers perceived by customers for the use of service robots in two different hospitality service situations, namely in hospitals and hotels, are to be identified in order to gather some insights for the further development of combined/enhanced human-robot services.

1.2. Enabling the potential of technologies: explainable smart tourism (ID: 197)

Keywords: Value Co-Destruction, Smart Destinations, Innovation Management, Information Management

Authors:
Katerina Volchek | Deggendorf Institute of Technology, Germany
Barbara Neuhofer | Salzburg University of Applied Sciences, Austria

The potential of smart ecosystems relies on interconnectivity and interoperability. Collaboration within a smart tourism destination remains challenging due to the lack of resources, the increasing knowledge gap about the contemporary ecosystems and the required skills and practices between destination stakeholders. This conceptual study aims to identify ways to make the ecosystems understandable to all their stakeholders. It uses a combination of deductive and inductive reasoning to develop a theoretical framework and validate it accordingly. The study proposes the principle of an explainable smart tourism ecosystem. It argues that smart destinations should initially be designed so that each stakeholder has access to relevant information that provides them with an understanding of the planned value formation process. Such an understanding would enable them to benefit from smart tourism destinations while minimising the risks of failure.

1.3. Competences and skills among small and medium sized tourism businesses at a rural destination post-covid – the case of Destination Limfjorden, Denmark (ID: 275)

Keywords: Destination development, Rural tourism, Destination Management Organisation, Competences and skills, SME

Authors:
Lars Falk | University College of Northern Denmark, Denmark
Jan Halberg Madsen | University College of Northern Denmark, Denmark

This contribution brings into focus a well-known challenge in Denmark and other tourism destinations: Small and medium sized rural tourism businesses are challenged by the level of managerial and staff competences and skills especially regarding guest service, networking, and the use of data. A national and local funded project running from 2022-2024 aiming at solving the aforementioned challenges in the tourism SMEs at a north-western coastal destination in Denmark. This contribution serves as an introduction to the project and the methods used to a) identify and analyse the competences and skills among the small and medium sized businesses, b) develop activities to improve the competences and skills, and c) the implementation of a local tourism academy managed by the local DMO Destination Limfjorden.

TRACK 2 – Sustainable Realities

2.1. European tea traditions – Unique and unexpected experiences at your doorstep (ID: 219)

Keywords: Heritage tourism, Tea culture, Regional tourism, Sustainability, Entrepreneurship

Authors:
Hartwig Bohne | Dresden School of Management, Germany
Lysbeth Vink | Hotelschool The Hague, The Netherlands

This poster is part of a collaborative piece of research that seeks to identify the tea consumers' interest in the social experiences of different European tea traditions as well as the touristic potential of tea plantations. Not only the cultural aspects of drinking tea but also the entrepreneurial opportunities by visiting tea plantations can provide consumers with more knowledge about the different European habits and effects on heritage tourism. The authors discovered that traditional tea ceremonies are different in different parts of Europe, and that also the (re)establishment of tea plantations in Europe have different effects on regional tourism. The analysis of consumers' current knowledge of sustainability and hospitality, using interviews and semi-structured questionnaires, determined potential opportunities for cultural heritage and unique and unexpected experiences on sustaining economic growth. The authors were able to make several recommendations for the various tea plantations and hospitality industries based on their interviews.

2.2. The effect of resident-tourist green value co-creation on tourists' carbon offset intentions in rural tourism destinations (ID: 254)

Keywords: Resident-tourist green value co-creation, Carbon offset intention, Rural tourism destination, CRS

Author:
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Rural tourism has become more and more popular with the improvement of life quality. The increasing number of tourists who travel to rural destinations bring pressure on the local natural environment and the high tension with the local communities. This study aims to (1) explore how tourists' perceived resident-tourist green value co-creation influences their perceived destination social responsibility and carbon offset intentions, (2) test the moderating effect of proximity of carbon offset programs in the relationship between tourists' perceived resident-tourist green value co-creation, perceived destination social responsibility and carbon offset intentions, and (3) provide useful suggestions to rural destination management practitioners to improve the tourists' awareness of carbon offset and green behavioral intentions.

2.3. The Tourism's contribution to the United Nation's Sustainable Development Goals: examples from the literature (ID: 206)

Keywords: Sustainability, SDGs, Tourism

Authors:
Ipek Kalemci Tüzün | Baskent Univesity, Turkey
Colin Johnson | San Francisco State Univesity, USA
Mehmet Ergül | San Francisco State Univesity, USA

Due to the nature of tourism, sustainability and tourism are intertwined. The ecosystem in which tourism actions take place is very important in achieving sustainable development goals (SDGs). With a responsible tourism approach, supporting the development of tourist destinations, respecting the natural, cultural and social environment, and harmonizing relevant business strategies will be instrumental in achieving the SDGs. The actions taken within the field of tourism play an important role in realizing the sustainability criteria. Within this context, the current study provides a clear view from the literature on the integration of sustainability, corporate social responsibility and (SDGs) into tourism business activities. The main aim is to develop an understanding of sustainability, social responsibility and the emergence of tourism operations' contributions to the SDGs.

2.4. The impact of sustainable ingredients in food offerings: The case of barley, an "ancient grain". A research proposition (ID: 248)

Keywords: Sustainability, Hospitality and tourism education, Food & Beverages

Author:
Giuseppina Menconi | Cesar Ritz Colleges, Switzerland

The quest for more green and sustainable activities in the hospitality sector is constantly evolving. This work aims to reflect on how hospitality professionals can strengthen the profile of their businesses in the market by proposing new greener alternative ingredients in their food offerings supporting such decisions with detailed nutritional and environmental information. This could result in an efficient instrument to develop marketing campaigns aimed to attract more customers. In this work, the author is proposing, as an example, the case of barley – an ancient grain and an alternative ingredient to brown rice.

TRACK 3 – Educational Realities

3.1. MapsTell – An engaging educational tool for facilitating behavioral change in classroom and online teaching and learning - The fun way (ID: 142)

Keywords: MapsTell, Teaching and Learning, Educational Tool, Behavioral Change, Fun in Learning

Authors:
Beverley R. Wilson-Wünsch | IU International University of Applied Sciences
Ulf Brackmann | IU International University of Applied Sciences, Germany

This paper aims to examine the validity and reliability of MapsTell, a behavioral tool used to facilitate behavioral change in classroom and online learning settings. Two hypotheses have been proposed to be tested: 1) MapsTell is an engaging educational tool that can facilitate behavioral change in classroom settings, and 2) MapsTell is a reliable tool to facilitate online teaching and learning in a fun way. Data will be collected from educators and their students attending the IChrie and EuroChrie 2023 conferences in Phoenix, Arizona and Vienna, Austria, respectively, using a self-developed survey and a rating scale, along with the MapsTell tool. Practitioners and students that have done the MapsTell training and assessment have reported overwhelming positive experiences using the tool. Validation of these oral comments can be verified, and further the versatility and usability of the instrument in this and follow-up studies can be tested.

3.2. Teaching hospitality students about big data literacy and sustainability through experimentation (ID: 163)

Keywords: Big data literacy; Sustainable marketing; Education intervention; Hotel industry

Authors:
Jeou Shyan Horng | Shih Chien University, Taiwan
Chih Hsing Liu | National Kaohsiung University of Science and Technology, Taiwan
Sheng Fang Chou | Ming Chuan University, Taiwan

Tai Yi Yu | Ming Chuan University, Taiwan
Ya Hui Elegance Chang | Shih Chien University, Taiwan
Da Chian Hu | Shih Chien University, Taiwan

This study developed a comprehensive curriculum on sustainable marketing through big data for hospitality students, integrating theoretical and practical components with a problem-solving approach. The experimental group of 44 sophomore students who received this curriculum showed significant improvements in Big Data literacy, sustainability knowledge, and marketing expertise, compared to the pretest and control groups of 90 freshman students who received traditional instructor-led lectures. The experimental group also won second place in a National Big Data Sustainability Marketing Competition, demonstrating the efficacy of the curriculum. The study is grounded in the theory of change and can guide educators in teaching sustainable marketing through big data.

3.3. Can a senior living management course positively change students' perspectives of older adults and working in senior living? (ID: 230)

Keywords: Senior Living (SL), Hospitality curriculum, Hospitality career, Older adults, Allophilia

Authors:
Karen Byrd | Purdue University, USA
Jae Eun Park | Purdue University, USA

Senior Living (SL) has been characterized as the intersection of hospitality and healthcare and potential employer of hospitality and tourism (HTM) graduates. However, little is known about HTM students' perspectives of older adults and of working in this unique hospitality sector. To understand students' perceptions, a hospitality-centric SL course in an HTM undergraduate program was provided at a U.S. university. Enrollees were asked about their attitudes toward older adults and expectations of working in SL careers during the semester's first (pre) and last (post) week of the course. Results of this pilot study revealed that attitudes toward older adults for enthusiasm, affection, engagement, and kinship changed in a positive direction. Additionally, various expectations of working in SL improved during the semester. Findings have HTM curriculum and career development implications.

3.4. Theory utilization in hospitality real estate research: an empirical study of leading academic journals (ID: 256)

Keywords: Theory utilization, Hospitality real estate, Dressman typology, Smith-Lee taxonomy

Author:
Khoa Tang | The Pennsylvania State University, USA

This article explores the importance of theory in hospitality management and real estate research. Theory is crucial in explaining, predicting, and understanding phenomena under study, and serves as the foundation of any academic research, particularly in the social sciences. However, the use of theory in hospitality real estate research has been insufficiently explored. Therefore, this study aims to identify the theories used in hospitality real estate research by conducting a qualitative content analysis on empirical academic work from top hospitality management and real estate journals. The analysis will examine the connection between the characteristics and nature of identified theories and how they are applied in academic scholarship. This study will provide insights into how theory is being used in hospitality real estate research and contribute to the creation of new knowledge in the industry.

3.5. Pioneering sustainable education with a certification (ID: 255)

Keywords: Sustainability education, Change management, Certification

Authors:
Johanna Wagner | La Belle EDuC, France
Malu Boerwinkel | Zuyd University, The Netherlands

This poster shows how a dedicated accreditation can support the integration of sustainability in a hospitality curriculum at different stages of the accreditation process with the example of the Hotel Management School Maastricht Bachelor in Hospitality Management as a pioneer program of the EDuC Label.

TRACK 4 – Managerial and New Work Realities

4.1. Managing human resources in the post COVID-19 hospitality industry: an AI-powered approach to talent management (ID: 105)

Keywords: Hospitality Industry, Artificial Intelligence, Human Resources, Talent Management, Recruitment, Retention

Author:
Georges El Hajal | NHL Stenden University of Applied Sciences, Netherlands

This poster presentation aims to provide a comprehensive approach to tackling staff shortages and improving the overall employee experience in the Dutch hospitality industry. This presentation is part of a PhD research project that seeks to formulate a regionally adapted framework for developing attraction and retention strategies for the hospitality industry. The author explores the intersection of Talent Management and artificial intelligence (AI)-powered technology to provide insights into how AI technology can be integrated into the hospitality industry's recruitment and selection, employee engagement and performance management, training and development and decision-making. The author concludes that using AI-generated data and insights can inform decision-making in talent management, leading to improved employee satisfaction, engagement, and performance.

4.2. Hospitality and tourism human resource challenges due to covid-19 (ID: 110)

Keywords: Hospitality human resource management, Hospitality crisis management

Author:
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The current pandemic has had a tremendous effect on job loss, family financial hardship, and global economic recession. These issues are also affecting the hospitality and tourism industry globally, such as hotels, restaurants, airlines, and travel related companies. Businesses have no choice but to cut hours, pays, and furlough employees due to massive

revenue loss. However, what effective emergency business strategies/alternatives have hospitality and tourism organizations practiced to reduce employee job losses and increase business revenues? The purpose of the study is to investigate how hospitality and tourism companies are reacting to COVID-19 challenges in terms of minimizing the impacts on employee job losses and maximizing business revenues. In other words, what effective business models have been created for current challenges and future preventive business strategies.

4.3. A woman's journey to the top: A case of US hotel executives (ID: 132)

Keywords: Hospitality leadership, women leaders, hotel top management, organizational barriers, glass ceiling

Author:
Michelle Russen | California State University, San Bernardino, USA

Women in hospitality account for approximately half of all employees but their makeup in the upper echelons remains at 31% globally and 26% in the United States. The hospitality industry and aspiring leaders must understand the enablers and barriers faced by women while climbing the career ladder. The purpose of this research was to outline the journey women leaders face when attempting to move up within the hotel industry to provide recommendations for the industry to better enable women to make it into leadership and move through the echelons in an equitable way to men. Constructivist grounded theory methods are used to recruit women executives in the hotel industry for semi-structured interviews and analyze the data. Website scraping, memoing, and literature analysis were used to triangulate the interview data through constant comparison. Interviews are still being conducted and will continue until the point of saturation.

4.4. Contemporary restaurant structure and the representation of self (ID: 165)

Keywords: Autoethnography, Dining room professionals, Restaurant work, Representation of self

Authors:
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This is an ongoing autoethnographic study of what it means to work as a dining room professional in an evolving restaurant scene. The study strives to understand how service takes shape in these venues and the relation between service and the conceptual framing of the restaurant, and the professionals who apply for these jobs. Using Goffman's concepts of scene performance and representations of Self, this study anticipates showing how professionals negotiate in the social environment to create belonging and community, both to the guests and the colleagues. This has important value in how service interactions take shape depending on the venue, but it also shows the relevance of the professionals' socializations in relation to culinary interests, which further has significance for the overall development of the work in the restaurant industry.

4.5. The intersection of food insecurity, employee well-being, and work performance among foodservice workers (ID: 167)

Keywords: Foodservice, Restaurant, Food Insecurity, Well-being, Work Performance

Authors:
Karen Byrd | Purdue University, USA
Susan Gordon | Purdue University, USA

Food insecurity (FI) impacts millions of people worldwide. Ironically, due to the precarious nature of their work, foodservice workers are not immune to this situation. However, little is understood about the scope of FI among this workforce, how the industry's employment practices and conditions may influence FI, and downstream effects of this public health issue on these employees. Therefore, this study utilizes the ecological model as a framework to assess the scope and workplace factors influencing U.S. foodservice workers' FI and how it manifests in employee well-being and work performance. Results will provide a comprehensive understanding of the paradox of hunger among foodservice workers. The findings can inform future foodservice industry policies and interventions aimed at reducing FI in this workforce and subsequently creating a more productive and thriving workforce.

4.6. Gender equality in the hotel sector: what does the industry say it does? (ID: 226)

Keywords: Diversity, Female leadership, Gender equality, Male-dominated professions

Author:
Jin Cao | University of West London, UK

Gender inequality in the workplace is not a new phenomenon and the hotel industry appears to be working to reduce it. However, there is still a scarcity of women in the leadership of hotel groups, especially in positions that are perceived as male-dominated: general manager, executive chef, chief engineer and chief security officer. This poster aims to present the findings of the first stage of a wider study exploring whether women seeking a career in these roles experience gender inequality, the type of discrimination they face, the coping strategies they deploy and the interventions needed to address this issue. This first stage looks at the industry position by employing a template analysis of the annual reports of sixteen major international hotel groups looking at organisational leadership (top-level commitment), policies and benefits, external engagement, and specific support for women. The findings will help in designing the interview stages that will follow.

4.7. Crisis Leadership in Hospitality and Tourism (ID: 228)

Keywords: Crisis leadership, Leaders, Sensemaking, Sensegiving, Hospitality and tourism industry

Authors:
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Manuel Alector Ribeiro | University of Surrey, UK

The hospitality and tourism industry is particularly vulnerable to crisis situations, ranging from natural disasters to pandemics. During such times, effective leadership is crucial in guiding organizations through the crisis and minimizing the negative impacts. This study aims to explore the role of leaders' sensemaking and sensegiving in crisis management from an organization's perspective in the context of hospitality and tourism. It will focus on the role leaders play in successfully managing a crisis situation. An inductive approach is adopted and semi-structured interviews will be utilized to investigate hotel leaders' sensemaking and sensegiving processes. The empirical findings of this study are

expected to contribute to the crisis management literature by shedding light on the importance of leadership and leaders' role in crisis management. Moreover, this study will provide practical recommendations for hospitality and tourism leaders to enhance their sensemaking and sensegiving skills during crises.

TRACK 5 – General

5.1. External factors challenging the restaurant business (ID: 123)

Keywords: Restaurant business, PESTEL analysis, External environment, Discourse analysis

Authors:
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Jonna Koponen | University of Eastern Finland, Finland
Raija Komppula | University of Eastern Finland, Finland

In this research we studied the external factors of business environment (PESTEL factors) and how they are seen in Finnish restaurant industry. As data we had Finnish trade journal 'Vitriini', which is the mouthpiece of association of hospitality and tourism industry in Finland. We used discourse analysis as a method because it seemed a suitable tool for discovering how certain issues are experienced within the industry. The aim of this study was to investigate how the external factors affecting the hospitality industry have been presented in discourses in the industry trade journal, and how these discourses have changed during the time. From data rose up two main discourses which were seen challenging the industry: alcohol discourse and taxation discourse.

5.2. Food safety concerns and intention to attend at festivals (ID: 128)

Keywords: Festival, Food safety, Consumer's perception, Intention to purchase

Authors:
Elizabeth Graham | James Madison University, USA
Tony Kim | James Madison University, USA

Festivals including food-related events have always been an important part of the culture in the United States. While people visit these festivals for many different reasons, food is often a driving force for people visiting festivals. Festival attendees look forward to the food they can find at festivals, and there have also been some concerns about the safety

of the food served. Therefore, the purpose of this study is to understand consumers' perceptions and intentions to attend to their concerns about food safety at festivals. By conducting a self-administered survey at the festival, the results of this study will help festival coordinators understand what draws consumers to or away from festival food. This study will also help festival coordinators to plan for future events with a better idea of what attendees look for in the food they consume at festivals.

5.3. Perception and reality of restaurant cleanliness in a post-COVID world (ID: 143)

Keywords: Restaurant, Cleanliness, Consumer perception, food service, ATP

Authors:
Tony Kim | James Madison University, USA
Haeik Park | Purdue University Fort Wayne, USA
Karen Byrd | Purdue University, USA
Jing Ma | University of Delaware, USA
Sheryl Kline | University of Delaware, USA

It is essential for restaurants to provide safe foods and offer a clean and sanitized environment for their consumers to dine in. With the COVID-19 pandemic, consumers generally pay more attention to personal hygiene, sanitation, and cleanliness. The present study explored how consumers perceived the cleanliness of restaurants and compared it with the actual cleanliness based on ATP testing during the COVID-19 pandemic. Furthermore, perceptions and actual cleanliness were compared with the touch frequency of a surface. Two different data collection methods were used to collect data regarding perception and touch frequency as well as the actual cleanliness of the front of the house areas. The results showed that consumers perceived the restaurant surfaces as generally clean, and they touched the most surfaces frequently. However, the actual cleanliness was not consistent with the consumers' perceptions.

5.4. A Study on the Process of Value Co-Creation with Customers in Hotel Company (ID: 161)

Keywords: Exchange value, Physical evidence, Encounter service, Customer satisfaction, Value-in-context, Value co-creation

Authors:
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Jinman Kim | Teikyo University, Japan
Tomomi Hanai | Teikyo University, Japan
Kosei Yamada | Chiba University of Commerce, Japan

In recent marketing research, customers have been increasingly valued not only as consumers of products but also as co-creators of value for products alongside companies. This interest in creating value with customers has also been growing in the service industry. Particularly, research on value co-creation through interaction between companies and customers has become active. This study aimed to clarify the process of value co-creation between hotel companies and customers. For this purpose, a survey was conducted targeting individuals who have stayed at hotels, and 399 valid responses were collected. As a result of the analysis based on the research framework, it was found that there were positive causal relationships between "exchange value", "physical evidence", "using basic services", "encounter service", "customer satisfaction", and " value-in-context ". It was also revealed that there was a positive causal relationship between the effects of " value-in-context " and "value co-creation" extracted from the guest's consumption process.

5.5. Understanding of Consumer Situational involvement and intention to purchase foods at state fairs in the USA (ID: 183)

Keywords: State fair, Enduring involvement, Situational involvement, Intention to purchase, Food safety

Authors:
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Tony Kim | James Madison University, USA
Jungln S. Bae | East Carolina University, USA

State fares are one of North America's favorite events held every year in most states in the USA. There are many things that people enjoy at each fair. However, eating a variety of foods at state fairs is one of the reasons to visit the fairs. After COVID-19, consumer consumption behaviors have changed. This study will explore and identify the situational involvement factors regarding consumers' intention to purchase foods at state fairs in the USA. Then, this study will test the relationship among enduring involvement, situational involvement, and intention to purchase. Lastly, this study will test a moderation effect of food safety knowledge between involvement variables and the intention to purchase

variable. The results of this study will help better understand consumers' involvement factors and consumption behavior in the new normal era.

5.6. Are all businesses the same? (ID: 200)

Keywords: Servicescape, Segmentation, Schema congruity theory, Congruency, Customer type

Authors:
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Seoki Lee | The Pennsylvania State University, USA
Amit Sharma | The Pennsylvania State University, USA

During financial crises, businesses often take risks and seek new customers from non-core segmentation for survival. It may satisfy immediate needs but could lead to lower future revenue potential. Applying Schema Congruity Theory and using experimental study, the authors aim to demonstrate that simply having customers not aligned with the primary customer segmentation in the servicescape could lead to lower repurchase intention. The effect is mediated by self-congruency, which refers to the degree to which consumers think the image of the business is with their self-image. The current study theoretically contributes by adding the "who" factor to the stream of research on servicescape that deals mainly with human interactions, broadening the literature on extrinsic cues of servicescape and further expanding on the literature on self-congruence. For the practitioners, it provides directions on dealing with the new business types when the next crisis arises.

5.7. Competitive Pricing in the Hospitality Industry (ID: 202)

Keywords: Hotel industry, Revenue management, Competitive pricing

Authors:
Sandra Janković | University of Rijeka, Croatia
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Research literature on revenue management emphasizes benchmarking as an important tool for integrating competitor pricing information. To remain competitive, hotels should keep an eye on their competitors' pricing behavior to increase the hotel's overall revenue and optimize their KPIs. This study examines the relationship between pricing strategy and the hotel's position in terms of RevPAR, TRevPAR, and occupancy compared to competitors for 536 hotels over a 5-year period. The objective of this research is to evaluate the opportunities for competitive pricing in the Croatian hospitality industry and to examine the impact of competitor pricing on relative hotel revenues to determine whether increasing or decreasing prices relative to competitors contributes more to RevPAR and TRevPAR growth. The research results show that hotels that set their prices higher than their competitors have lower occupancy as a result, but at the same time experience higher RevPAR and TRevPAR.

5.8. Looking beyond reputation: towards the development of a new approach to an airport's social evaluation (ID: 225)

Keywords: Legitimacy, status, reputation, social evaluation, airport

Author:
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Research on strategic management highlights the critical role reputation plays in the survival and expansion of organisations. However, no models or frameworks currently address cognitive and sociopolitical legitimacy and status as key elements of social evaluations used to measure reputation. A systematic literature review will be used to identify items for the scale development and questions for semi-structured interviews. The item-sorting exercise for the scale development and semi-structured interviews will be held with key airport stakeholders and form the qualitative part of the research project to produce the final refined list of potential items that will be sampled from the wider population through a quantitative survey. The survey results will then be analysed and evaluated against existing measures such as Elsbach's (1994) legitimacy scale and the reputation quotient developed by Fombrun, Gardberg, and Barnett (2000).

5.9. Influence of the individual's interest vector on the evaluation of travel experience (ID: 120)

Keywords: Travel experience, Self-consciousness, Highly sensitive person, Mindfulness

Authors:
Tomomi Hanai | Teikyo University, Japan
Kaoru Yarhiro | Otusma Women's University, Japan
Hisako Konno | Teikyo University, Japan

Travelers experience and evaluate various stimuli during their trips. This study focused on how individuals perceive external and internal stimuli during their travel experiences. Three types of interest vectors were assumed for the tendency of individuals to perceive stimuli: toward the individual's inner world (self-consciousness), toward the outer environment (highly sensitive person), and toward the experience itself (mindfulness). A survey of 700 participants in Japan was conducted, and the results showed that the higher the vector toward an individual's inner world, the higher the evaluation of the travel experience. Regarding the vector toward the outer environment, for those who were sensitive to trivial matters, the travel experience was not relaxing, perhaps because of its intensity. However, those with high aesthetic sensitivity evaluated the travel experience positively, saying that they experienced many things and grew through the travel experience.