



FREIE UNIVERSITÄT BOZEN

LIBERA UNIVERSITÀ DI BOLZANO

FREE UNIVERSITY OF BOZEN · BOLZANO

Competence Centre in Tourism Management and Tourism Economics (TOMTE)

Consumer Behavior in Tourism Symposium 2008

Bruneck / Brunico, South Tyrol, Italy · December 11–13, 2008

Program*

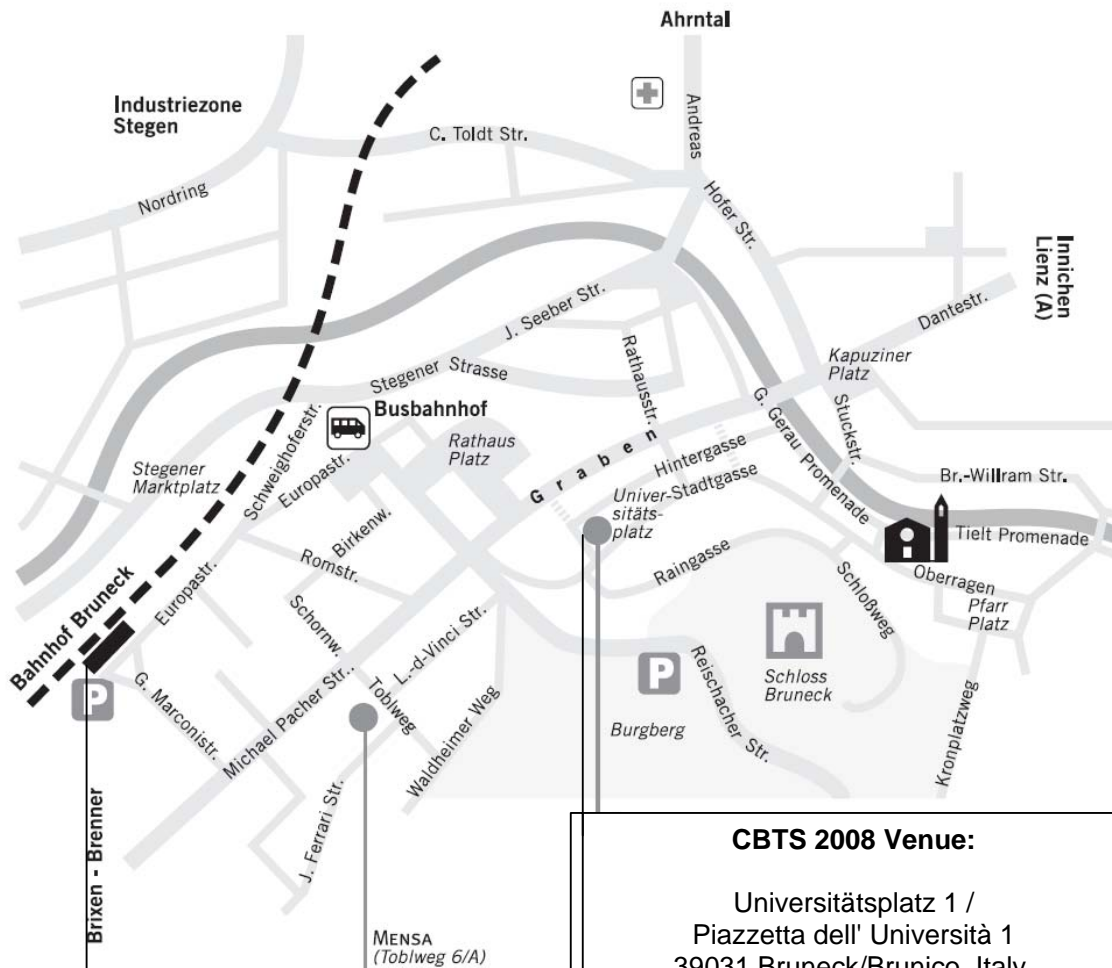
Conference Website:

<http://www.cbts2008.unibz.it>

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Venue and Contact Information



Bruneck / Brunico Train Station

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arranging your trip,
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Rubric on left navigation panel:

‘Travel and Accommodation’

CBTS 2008 Venue:

Universitätsplatz 1 /
Piazzetta dell' Università 1
39031 Bruneck/Brunico, Italy

Phone: +390-474-013600

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CBTS 2008 Website:
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The CBTS 2008 registration desk
can be reached at
(only between December 11-13, 2008):

+39-320-922-4252



CBTS 2008 Organizing Committee:

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Oswin Maurer

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CBTS 2008 Program Committee:

Michael Bosnjak

Free University of Bozen-Bolzano, School of Economics and Management,
Bozen/Bolzano, South Tyrol, Italy

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Management, Lismore, Australia

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College of Business, Blacksburg, VA, USA

Lindsay W. Turner

Victoria University, School of Applied Economics,
Melbourne, Australia

Werner W. Wittmann

University of Mannheim, Department of Psychology II,
Mannheim, Germany



Keynote Speeches:

Thursday, December 11, 2008, 14.30 – 15.30:

Perry Hobson

*Director of The-ICE, Australia Southern Cross University,
School of Tourism and Hospitality Management, Lismore, Australia*

"Consumer behavior in tourism: Research trends and future directions"

Friday, December 12, 2008, 9.00 – 10.00:

Lindsay W. Turner

Victoria University, School of Applied Economics, Melbourne, Australia

"A conceptual model of tourism consumer behavior"

Friday, December 12, 2008, 14.00 – 15.00:

M. Joseph Sirgy

*Virginia Polytechnic Institute & State University,
Department of Marketing, Pamplin College of Business, Blacksburg, VA, USA*

"Tourism and well-being: A consumer behavior perspective"

Saturday, December 13, 2008, 9.00 – 10.00:

Bozidar Klicek

University of Zagreb, Faculty of Organization and Informatics, Varazdin, Croatia

"Using mobile technology in tourism"

Saturday, December 13, 2008, 12.15 – 13.00:

Werner W. Wittmann

University of Mannheim, Department of Psychology II, Mannheim, Germany

"Event-evaluation in tourism"

CBTS 2008 Chairs:

Michael Bosnjak, Oswin Maurer



**Thursday
December 11, 2008**

Opening address (14.00 – 14.30)

<p><u>Keynote Speech: Perry Hobson (14.30 – 15.30)</u> "Consumer behavior in tourism: Research trends and future directions"</p>
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Poster Session 1 (15.30 – 16.30)

An examination of multi-attraction travel behaviour and its effects on visitor satisfaction

Ana M. Caldeira, *University of Aveiro, Dept. of Economics, Management and Industrial Engineering, Aveiro, Portugal*
Elisabeth Kastenholz, *University of Aveiro, DEGEI, Aveiro, Portugal*

Factors determining the use of the internet by ecotourists: A logistic regression model

Maria J. Carneiro, *University of Aveiro, Department of Economy, Management and Industrial Engineering, Portugal*
Elisabeth Kastenholz, *Univ. Aveiro, Dept. Economy Manag. Ind. Engineering, Portugal*
Celeste Eusébio, *Dept. Economy Manag. Ind. Engineering, Portugal*

Mobile Technology: The availability of mobile advergames in Tourism Marketing

Evrin Celtek, *Anadolu University, School of Tourism and Hotel Management, Eskişehir/TURKEY*

Leisure constraints and people with disabilities: A conceptual framework

Eugenia Lima Devile, *Polytechnic Institute of Coimbra, College of Education, Portugal*
Elisabeth Kastenholz, *University of Aveiro, Dept of Economics, Portugal*

Telic self-concept dimensions in consumer behavior revisited: Exploring the role of the "undesired self" in tourism

Michael Bosnjak, *Free University of Bozen-Bolzano, South Tyrol, Italy*



**Thursday
December 11, 2008**

Paper Session: **Image and Self-Congruence** (16.30 – 18.00, Chair: Serena Volo)

Destination attributes choice behavior and sense of self

Geoffrey I. Crouch, *La Trobe University, School of Business, Melbourne, Australia*

Expanding the concept of self-congruity: A tourism application

Michael Bosnjak, *Free University of Bozen-Bolzano, South Tyrol, Italy*

Sarah Hellriegel, *University of Mannheim, Psychology II, Mannheim, Germany*

M. Joseph Sirgy, *Virginia Tech, Dept. of Marketing, Blacksburg, VA, USA*

Oswin Maurer, *Free University of Bozen-Bolzano, South Tyrol, Italy*

Escape and fantasy: Affective images as antecedents to travel motivation

Carlos P. Marques, *CETRAD - Centro de Estudos Transdisciplinares para o Desenvolvimento, Vila Real, Portugal*

Cultural proximity as a determinant of destination image? The case of rural tourists in North Portugal

Elisabeth Kastenholtz, *University of Aveiro, Departamento de Economia, Gestão e Engenharia Industrial, Portugal*

Paper Session: **Alpine Tourism** (16.30 – 18.00, Chair: Oswin Maurer)

Differences in travel behaviour of tourists and locals in alpine regions: A qualitative Analysis

Alexandra Brunner-Sperdin, *University of Innsbruck, Department of Strategic Management, Marketing and Tourism, Austria*

Sabine Müller, *University of Innsbruck, Department of Strategic Management, Marketing and Tourism, Austria*

The Alpine Pearls holiday

Desiree Verbeek, *Tilburg University, Telos, The Netherlands*

Bertine Bargeman, *Tilburg University, Telos, The Netherlands*

Market barriers of outdoor sports in the Tirolean Alps

Anita Zehrer, *Management Center Innsbruck, Innsbruck, Austria*

Günther Lehar, *Management Center Innsbruck, Innsbruck, Austria*

Birgit Frischhut, *Management Center Innsbruck, Innsbruck, Austria*



**Friday
December 12, 2008**

Poster Session 2 (12.00 - 13.00)

Travel decision making processes in families

Mike Peters, *University of Innsbruck, Dept. of Strategic Management, Marketing and Tourism, Innsbruck, Austria*

Stefan Märk, *University of Innsbruck, School of Management, Austria*

Thomas Tausch, *University of Innsbruck, School of Management, Austria*

Hiking as a relevant wellness activity - discussing results of an exploratory study of hiking tourists in Portugal

Aurea Rodrigues, *Universidade de Aveiro*

Elisabeth Kastenholz, *Universidade de Aveiro*

Apolonia Rodrigues, *Genuineland*

Commercial Mix, Seasonality and Daily Hotel Performance: the Case of Milan

Ruggero Sainaghi, *IULM University - Milan – Italy*

Silvia Canali, *IULM University - Milan - Italy*

D.I.Y. Tourist

Romita Tullio, *Università della Calabria, Dipartimento di Sociologia, Rende (CS) – Italia*

Perri Antonella, *Università della Calabria, Dipartimento di Sociologia, Rende (CS) – Italia*

The influence of intangibility on consumer perception and decision processes in the field of touristic health services

Tanja Hanslbauer, *University of Applied Sciences, Munich - Department of Tourism, Germany*



**Friday
December 12, 2008**

**Keynote Speech: M. Joseph Sirgy (14.00 – 15.00)
"Tourism and well-being: A consumer behavior perspective"**

Paper Session: Quality-of-Life, Well-Being Research (15.30-17.00, Chair: Joseph Sirgy)

Tourism-specific quality of life: Approaches, tools and results

Lazlo Puczko, *Xellum Ltd., Budapest, Hungary*

Roland Manyai, *Tourism Department, Ministry of Local Government, Budapest, Hungary*

The role of traveling in the forming of Hungarian society's happiness

Tamara Ratz, *Kodolanyi Janos University College, Szekesfehervar, Hungary*

Gabor Michalko, *Hungarian Academy of Sciences Geographical Research Institute, Budapest, Hungary*

Nature and wildlife tourism experiences: Feelings of well-being and restoration

Susanna C. Curtin, *Bournemouth University, School of Services Management, Dorset, UK*

Paper Session: Food, Wine, and Nature Tourism (15.30 - 17.00, Chair: Oswin Maurer)

An Examination of motives to choose local food at a tourist destination

Yeong Gug Kim, *University of Surrey, School of Management, Guildford, Surrey, UK*

Anita Eves, *University of Surrey, School of Management, Guildford, UK*

Caroline Scarles, *University of Surrey, School of Management, Guildford, UK*

Exploring wine tourism experiences: An attitudinal approach

Evangelos Christou, *University of the Aegean, Dept. of Business Administration, Chios, Greece*

An investigation of the visitor satisfaction construct in the nature-based tourism sector – definition and explanation!

Martin A. O'Neill, *Auburn University, Hotel and Restaurant Management, Auburn, Alabama*

Martin MacCarthy, *Edith Cowan University, School of Marketing, W. Australia*

Multi-destination travel and its potential relevance for rural tourism in Europe

Aurea Rodrigues, *Universidade de Aveiro, DEGEI, Portugal*

Elisabeth Kastenholz, *Universidade de Aveiro, DEGEI, Portugal*



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Fakultät für
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Economia

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