BOOK OF ABSTRACTS OF THE INTERNATIONAL CONFERENCE ON TOURISM (ICOT2016)

New Challenges and Boundaries in Tourism: Policies, Innovations and Strategies

Naples, Italy, 29/6-2/7 2016

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INTERNATIONAL CONFERENCE ON
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Tourism: Policies, Innovations and Strategies

Naples 29 June – 2 July 2016

Organised by:

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CONFERENCE AIM

Tourism is a hypercompetitive sector constantly revolutionized by deep changes, both on the demand side (i.e., transformations in leisure and work, in distribution of income and development of new technologies) and on the supply side. These changes, which reflect the great uncertainty that characterises tourism worldwide, have been manifested at different scales including the individual, the business, the tourist resort, the destination or the national tourism system. The changes have been bound together in complex patterns that are evident throughout the tourism sector, whether in transport, entertainment or hospitality. Understanding how such changes affect tourism policies and planning and responding promptly to them and to the needs of a diverse global marketplace is an essential practice required by policy makers, the business sector, academics and practitioners.

Destinations and businesses have been both catalysts and recipients of change in the ways they have innovated in order to survive. Such innovation has sought to improve the competitiveness of businesses and destinations through the reduction of costs, increases in productivity, improved quality of products and service and the introduction of new products. In the future, the success of tourism businesses and destinations will continue to rely on planning and adaptation to continuing change in the demand and supply sides. Therefore, this conference will focus on change and response through policies, innovation and strategies. Some of the principal questions to be addressed are:

- What have been/will be the most significant changes in tourism demand and supply?
- How do these changes affect policy making and planning?
- What are the challenges in implementing tourism policies and strategic planning?
- What have been/will be the destination/policy responses/methods to change in tourism?
- Which technologies/strategies are used by tourism enterprises to attract/inform new and potential customers?
- What innovative tools, policies and strategies do destinations use in order to stay competitive?

Bearing all these in mind, this conference aims to add to this debate by stimulating discussion and exchange of ideas between tourism professionals, academics, researchers, policy-makers, consultants, practitioners, government officials and postgraduate students from all tourism-related fields.
Conference Topics

The conference will focus on a broad range of topics related to tourism, including (but not limited to):

- Innovation in Tourism
- Tourism Development, Policy and Planning
- Tourism Sustainability
- Public Administration of Tourism Development
- Local Government Role and Responses to Tourism Development
- Community Responses to Tourists and Tourism
- Collaboration and Cooperation between Stakeholders
- Theoretical Perspectives on Tourism
- End Users Engagement in Tourism Policy Making
- Economic/Social/Environmental/Cultural Impacts of Tourism
- Tourism Education and its Role in Managing Tourism Development
- Alternative and Special Forms of Tourism
- Niche Tourism: Issues and Trends
- Industry’s Role in Managing Growth
- Destination Marketing
- Information Technology in Tourism
- Tourism Research and Methodology
- Globalisation Effects
- Challenges and Best Practices of Hospitality and Tourism Marketing and Management
- Tourism Mobilities
- Transportation and Tourism
- Authenticity and Commodification
- The Future of Tourism
- The Effects of Crime, Terrorism, Safety and Security
- Managing Human Resources in Hospitality and Tourism
- District Management and Tourism Clustering
- Evolution and Transformation of Booking and Distribution Channels
- Social Networking and New Forms of Tourism
COMMITTEES

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- Marcantonio Rusi, University of Palermo, Italy

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• Dimitrios Styliadis, Middlesex University London, United Kingdom
• Matina Terzidou, University of Surrey, United Kingdom
The relationships among socio-demographic characteristics, behaviours and motivations of festival attendees: A study in Urla international grape harvest festival

This study aimed at examining the effects of socio-demographic characteristics and behaviours (purpose, frequency, length of stay, company, time of decision making, information sources etc.) of festival attendees on their motivations to attend the festival. During data collection, a survey method was employed. Using purposeful and convenience sampling approaches jointly, the questionnaires were administered to 293 attendees of Urla International Grape Harvest Festival in Izmir. Ultimately, 271 questionnaires were analyzed due to incomplete or unreturned forms. In the analysis section, firstly the scale for festival motivations which was constituted by items borrowed from the relevant literature was checked for validity and reliability using factor analysis results and Cronbach’s Alpha values. Following factor analysis, a two factor solution for festival motivations of study participants was revealed, and the two dimensions were labelled as cognitive, and socio-psychological and physiological motivators. The Cronbach’s Alpha values of the factors were also satisfactory. Secondly, the descriptive information about participants’ socio-demographic features and their behaviours with reference to festival attendance was obtained with analysis of frequency and percentage distributions. Finally, analysis of variance and t test were performed in order to test the prescribed relations among the study variables. The analyses revealed significant differences in respondents’ motivations for attending the festival with reference to gender, age, education, profession, length of stay, and information sources. More specifically, while gender, age and education were leading to significant differences in cognitive motivations of respondents, education, profession and length of stay significantly differentiated their socio-psychological and physiological motivations. An investigation of the effects of various information sources (family, friends, travel agency, brochures, newspapers, magazine, radio, television and internet) demonstrated that only two had a significant impact on motivations. More specifically, newspapers affected the both dimensions of motivations, while television had an impact merely on socio-psychological and physiological dimension.