



Welcome

International Competence Network for
Tourism Research & Education
7th Annual International Conference



International Competence
Network of Tourism
Research and Education



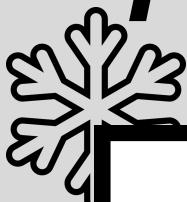
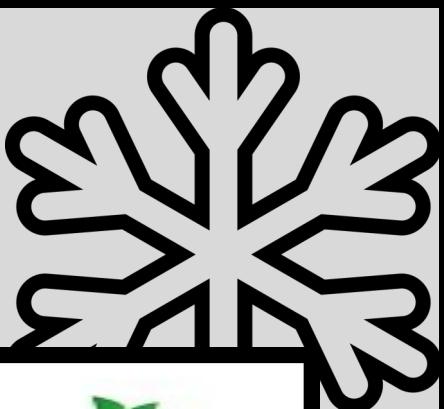
HAAGA-HELIA
University of Applied Sciences

November 6-9, 2013

HAAGA-HELIA

PorvooCampus

Sponsors



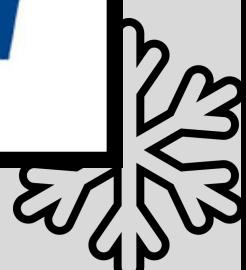
Cafe Rongo



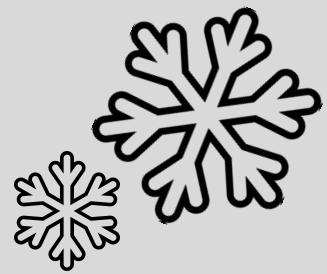
Coffee House



Smarket



Information



Address's

HAAGA-HELIA Porvoo Campus

Taidetehtaaankatu 1
06100 Porvoo, Finland
+358 (0)40 488 7444 Porvoo Campus

<http://www.porvoocampus.fi/en>

Internet Access Code on Campus:

Access name: Laurea Visitor
Password: wlanv1s1tor

Hotel Pariisin Ville

Jokikatu 43
06100 Porvoo, Finland
+358 (0)19 580 131



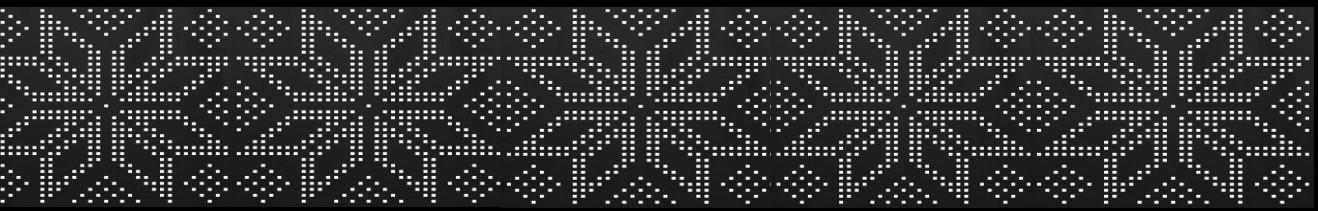
Hotel Onni

Kirkkotori 3
06100 Porvoo, Finland
+358 44 5348110

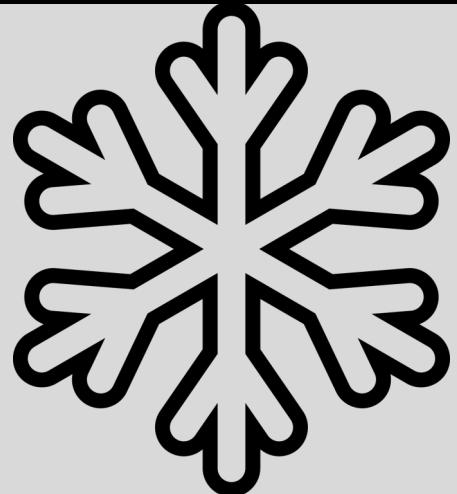


Porvoo Hostel

Linnankoskenkatu 1
06100 Porvoo, Finland
019 5230012

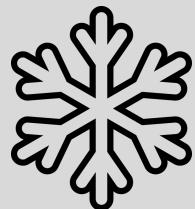


Program



Wednesday 6th November

17.30 – Town walk & get-together, Rakuunarykmentti



Thursday 7th November

8.30 – 9:00 Registration in the lobby of campus

9.00 – 9.30 Welcome: Lauri Tuomi, Vice president R&D, HAAGA-HELIA UAS . Room 2423

9.30 – 10.30 Keynote: Service Design as a Value Creation Tool: Application to Destination,
Frédéric Dimanche, Professor, SKEMA Business School, France. Room 2423

10.30 – 11.15 Activity & Coffee Break. Room 1421b

Activities related to wellness and relaxation

11.15 – 12.30 Paper session 1: Destination Branding, Chair: Ingunn Elvekrok

Mexico's Tourist Brand, Alex Scherer, Alejandro Nieto, Erick Rebatel Liebano & Zaira Aviño

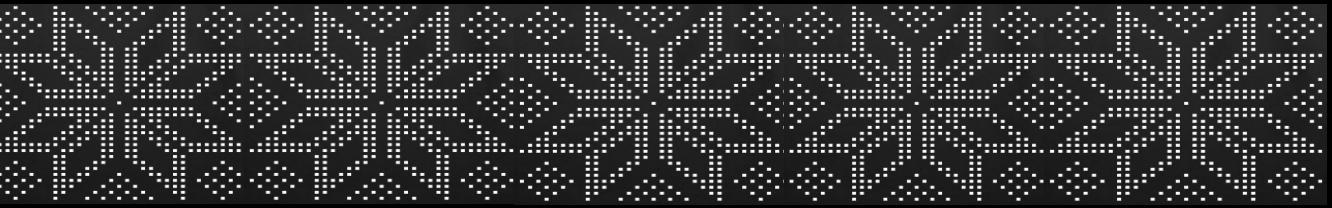
International Image of Helsinki as a Tourist Destination, Eva Holmberg & Katri Heikkinen.
Room 2423

12.30 – 13.30 Lunch

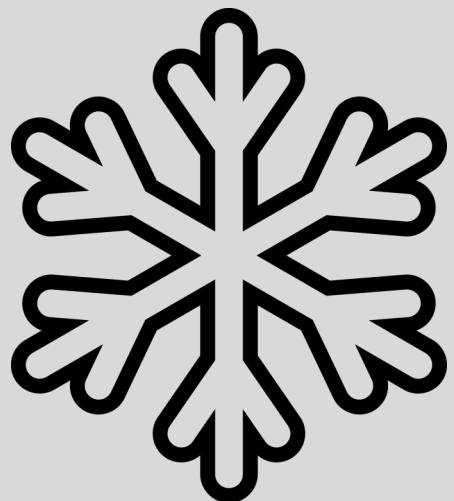
13.30 – 14.30 Keynote: Service Design through Inquiry Learning

Marika Alhonen & Sirpa Lassila, Senior lecturers, HAAGA-HELIA UAS. Room 2423





Program



14.30 – 15.15 Activity & Coffee Break. Room 1421b

Activities related to wellness and relaxation

15.15 – 16.30 Paper session 2: Authenticity vs. artificiality, Chair: John Hull

Authentic Concepts: Effects on Tourist Satisfaction, Ingunn Elvekrok & Marit Gundeseth

The Artificial Surf Reef at Mount Mayganui, New Zealand. A Study of Stakeholder
Perscptions, Michael Lück. Room 2423

19.00 – Conference dinner at HAAGA-HELIJA Porvoo Campus

Friday 8th November

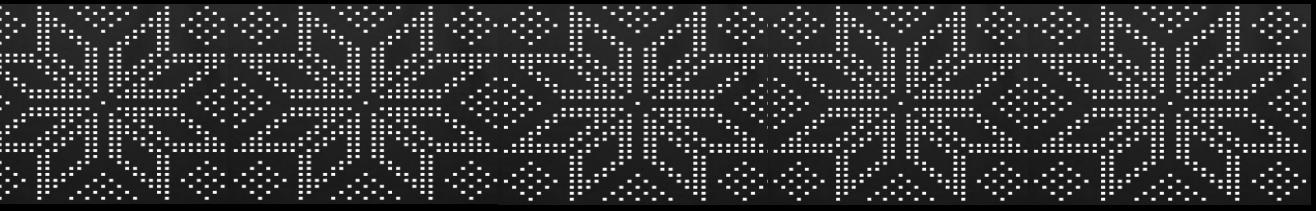
9.00 – 10.00 Keynote: On-going Research Projects at the Finnish Tourist Board, Kristiina Hietasaari,
Research and development manager, Finnish Tourist Board. Room 2423

10.00 – 10.30 Coffee Break. Room 1421b

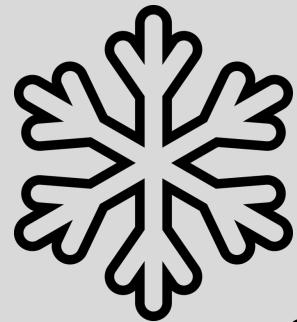
10.30 – 12.00 Paper session 3 What is the Value in Exhibiting at an Exhibition, Peet van der Merwe &
Melville Saayman

Strategic Auditing in Tourism – External or Internal? Add Mezzanine Analysis,
Gudrun Mahlau. Room 2423





Program



12.00 – 13.00 Lunch

13.00 – 14.00 Annual General Meeting. Room 2423

14.00 – 15.00 Keynote: Demanding Customer Encounters, Teemu Kokko, Vice president, HAAGA-HElia UAS. Room 2423

15.30 – 16.45 Paper session 4: Regional Development, Chair: Michael Lück

Impacts of Recreation Planning on Shuswap Lakes, British Columbia, Canada, John Hull

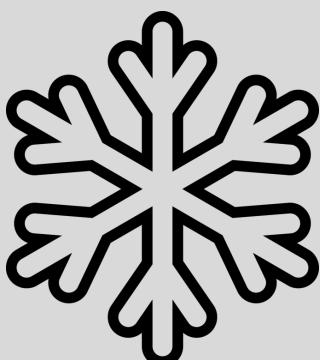
Measuring tourism Streams in Helsinki-Uusimaa Region, Jarmo Ritalahti. Room 2423

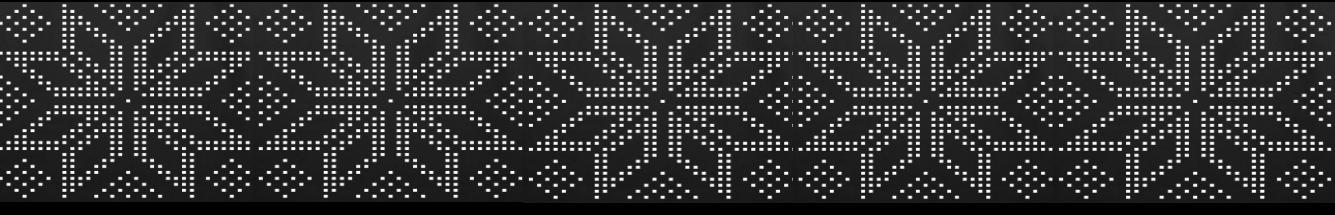
16.45 – 17.00 Closing words: Jarmo Ritalahti & team, HAAGA-HElia UAS

19.00 - Dinner

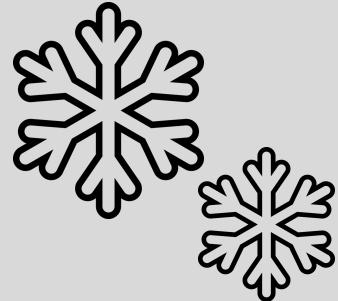
Saturday 9th November

9:00-17:00 Post Tour (Helsinki)





Abstracts

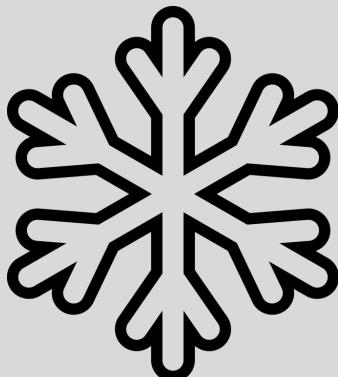


The Recreation Optimization Model (ROMM): A Tool for Understanding the Impacts of Recreationists on the Shuswap Lakes of British Columbia

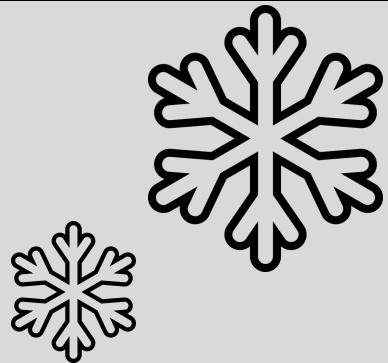
Dr. John S. Hull, Associate Professor, Thompson Rivers University, jhull@tru.ca

Sydney Johnsen, Research Associate, Thompson Rivers University, sydney.johnsen@gmail.com

In 2008, the key stakeholders of the Shuswap Lakes Integrated Planning Process (SLIPP) identified the need for a Recreation Management Plan. A growing number of recreationists, participating in an increasingly broader range of activities was giving rise to a variety of recreation related environmental and social issues around the Shuswap Lakes in the province of British Columbia, Canada. In order for the region to remain a “competitive and preferred travel destination,” attractive to both visitors and residents, a framework was needed to thoroughly and efficiently explore the issues and identify effective ways to manage and minimize the impacts of the growing outdoor recreation sector. The Recreation Optimization Management Model (ROMM) is a research tool that has been developed to systematically understand increasing, mixed recreational use on large lakes in a complex sociopolitical and economic environment. This presentation will summarize the situational context and the primary data results from an online survey of recreational users conducted in 2012 to identify key issues and to inform strategic planning and management to minimize the negative impacts of outdoor recreation in the region.



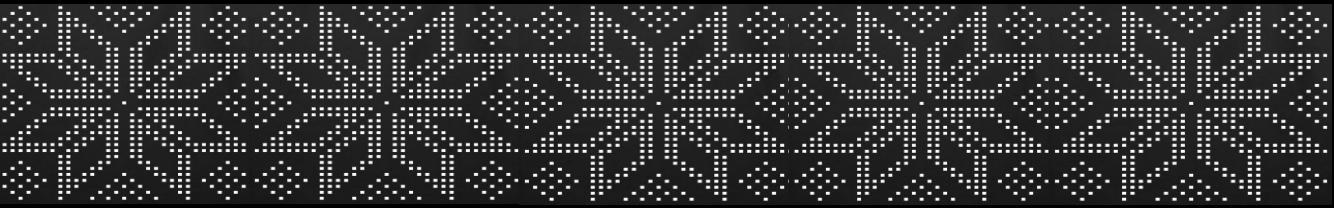
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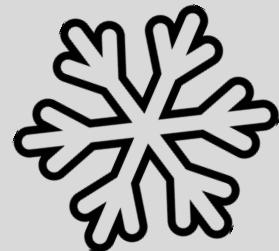
“The Balanced Scorecard as an instrument for strategic management and quality development in museums”

Prof. Dr. Anja Wollesen
FH Westküste (Heide)

As key offers of the educational market, leisure industry and cultural tourism, museums are embedded into a complex environment of cultural policy requirements, social standards, visitor expectations, competitors and other business-specific, organizational and structural factors that influence and determine their courses of action. The dynamic changes to competition as well as the increasingly difficult conditions of public financing models for cultural institutions make necessary a fundamental realignment in the sense of professionalization and focus on quality in museums. This dissertation considers the question of whether the Balanced Scorecard (BSC) can be a suitable instrument for strategic management and comprehensive quality development of museums and cultural institutions. The BSC is considered an established management and control instrument for private businesses, to which, among other things, great success has been attributed for systematic goal setting and implementation in strategic actions. In the study, the possible capabilities of the BSC for quality-oriented development are worked out in comparison with the establishment quality management systems of TQM, the DIN EN ISO certification and the EFQM model. The BSC then appears to be potentially (more) suitable to be used in cultural institutions as it offers, in contradiction to the TQM systems considered, greater flexibility and design freedom for countering the very heterogeneous and complex situations of cultural businesses. In a method test with six museums and cultural institutions from Schleswig-Holstein, the appropriateness of the BSC is tested, its suitability assessed and the actual benefit for cultural businesses evaluated on



Abstracts



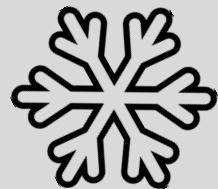
WHAT IS THE VALUE IN EXHIBITING AT AN EXPO?

Prof. M. Saayman and Prof. P. van der Merwe

North-West University

TREES (Tourism Research in Economic Environs and Society)

Potchefstroom Campus



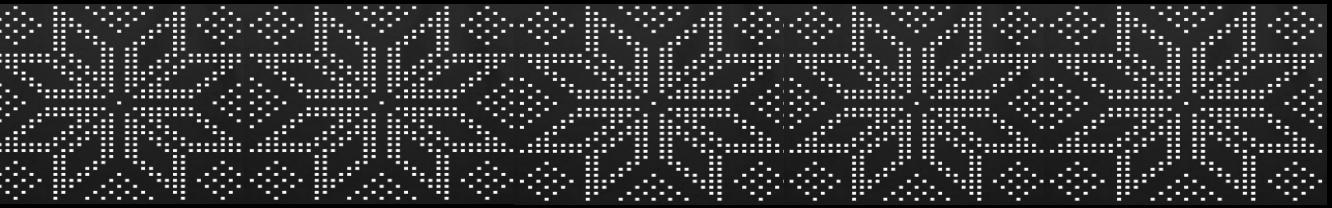
Purpose

To determine and compare the value and benefits that exhibitors derive from exhibiting at two major events (exhibitions).

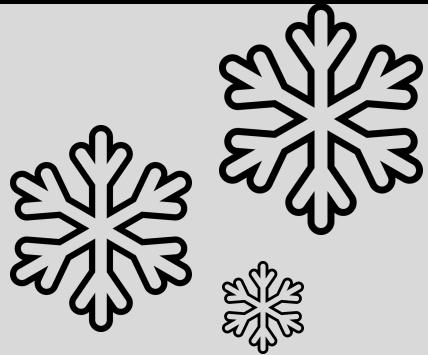
Theoretical perspective

The literature review clearly indicates events are on the increase since it has several benefits for those hosting it, such as create income for a country, city or region, create job opportunities, address seasonality, develop infrastructure to name a few. An area that the literature review is silent on is firstly research concerning exhibitions and secondly, the motives and benefits that exhibitors derive from exhibiting at an event such as an exhibition. In addition, what value is then generated by exhibiting? The value could include economic, marketing, networking etc. Once organizers and exhibitors understand these benefits and its associated value it could lead to improved management and marketing of such events as well as empowerment. The underlying theoretical framework will be in the field of entrepreneurship given the fact that many of these exhibitors are entrepreneurs and event management.





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Methodology

Two events (exhibitions) has been surveyed by means of a structured questionnaire. The events under investigation are Huntex the largest hunting expo and the second event is the largest Wedding Expo in South Africa. A complete sample was used although not every exhibitor were willing to participate. Despite the latter 115 questionnaires that was used in the statistical analysis were received at Huntex and 159 at the Wedding exhibition. A Factor analysis and an ANOVA will be used in the statistical analysis.

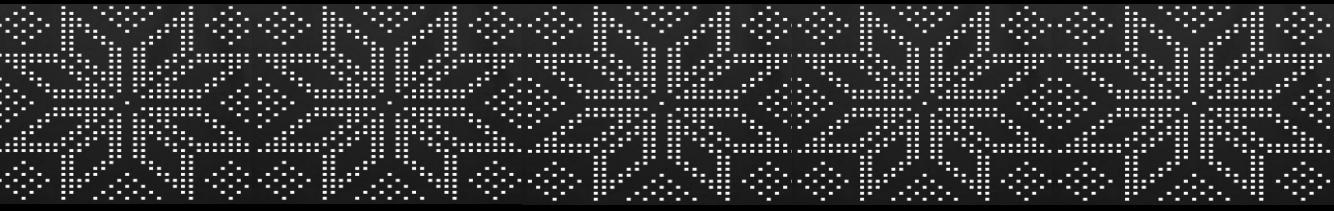
Findings

The statistical analysis has not been done yet however preliminary findings show that the key value of exhibiting at these expo's are in terms of economic (in other words a significant increase in sales) and networking. It is also envisaged that the value and benefits will differ from one event to the next.

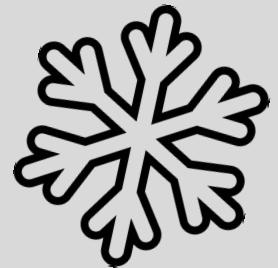
Conclusion

This research is one of the first of its kind not only in South Africa but internationally. It addresses an important aspect since expo's are on the increase however little research in this field has been conducted. Results and findings will not only help event organizers but also training programs since in order to benefit fully it requires certain skills and this research will identify these skills.

Key words: Entrepreneurship, tourism events, SME's, Hunting tourism, Wedding tourism



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AUTHENTIC CONCEPTS: EFFECTS ON TOURIST SATISFACTION

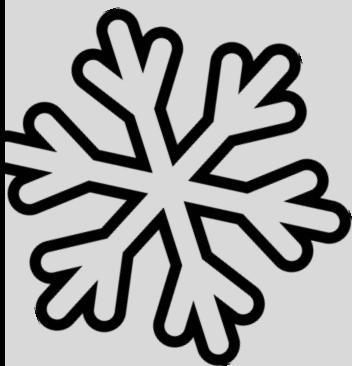
by

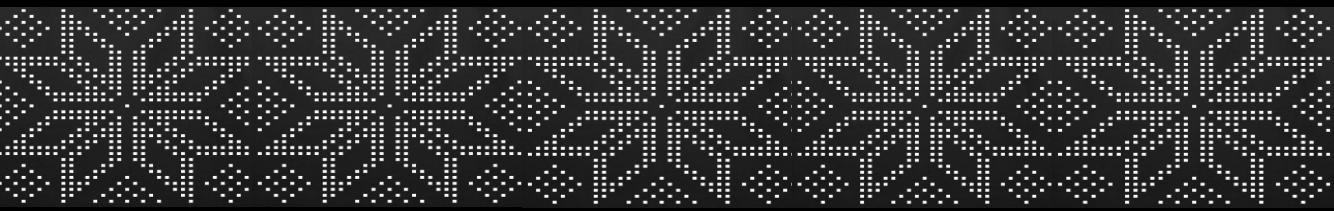
Marit G Engeset and Ingunn Elvekrok

Increasingly, tourism businesses introduce authentic concepts to address tourists' search for authentic and natural experiences. This research investigates how such concepts influence tourists' experiences. A field experiment was carried out at four mountain lodges where two authentic concepts – a local meal concept and a storytelling concept were offered to some tourists but not others. Results showed a significant moderator effect of each of the two authentic concepts on the relationship between attribute satisfaction and overall satisfaction; when tourists experienced the authentic concepts, the influence of food and service satisfaction on overall satisfaction became stronger. These results indicate that introducing authentic concepts may strengthen the importance weight tourists place on relevant aspects of experience during evaluation.

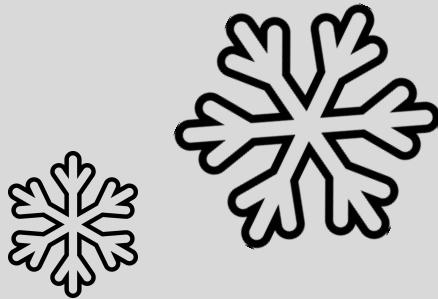
Keywords

authentic concepts, tourist satisfaction, attribute satisfaction, overall satisfaction, behavioral intentions, moderation analysis





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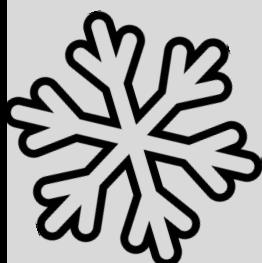
Measuring Tourism Streams in Helsinki-Uusimaa Region

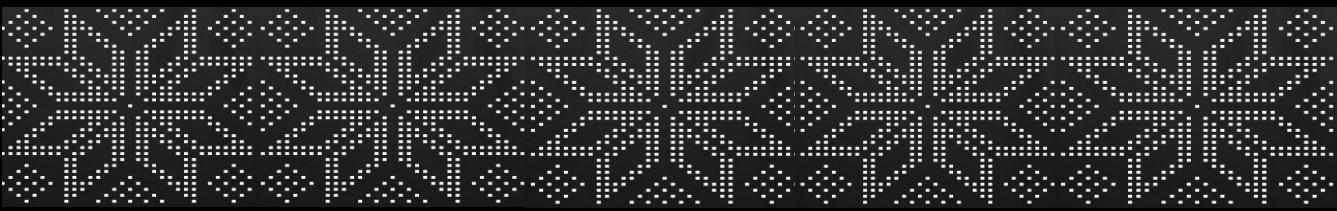
HAAGA-HELI

Jarmo Ritalahti

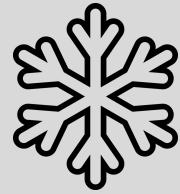
While tourism research has paid a great deal of attention to motivational studies and reasons for destination selection, there is a lack of empirical research of the travel behaviour and mobility patterns of visitors. The objective of this study is to identify and measure the spatial and temporal travel patterns of visitors to Uusimaa region in Finland. In this regard, the study aims to increase understanding of the travel routes and sites visited on a regional level. The method used for the empirical part of the study was distribution of mobile devices to overnight visitors and analysing the results of GPS tracking in connection with a questionnaire. The results of the study were available in November 2012 and they provide tourism stakeholders in the region with insights into innovative co-operation and partnership possibilities as well as practical improvements in the quality of tourism services available.

Keywords: tourist mobility; tourist mobility measurement; destination management





Abstracts



INTERNATIONAL IMAGE OF HELSINKI AS A TOURIST DESTINATION



By Katri Heikkinen and Eva Holmberg

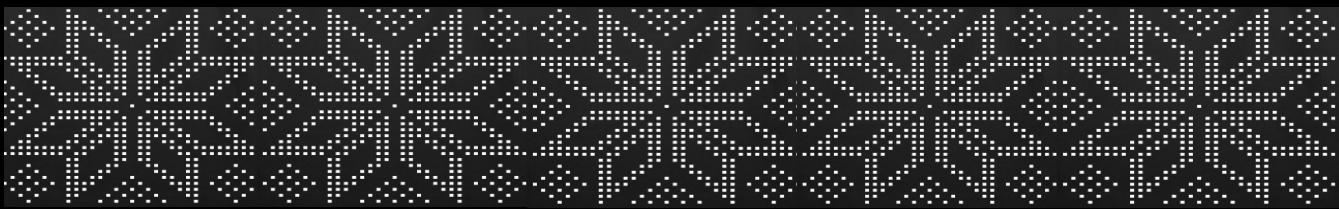
Helsinki is a tourism destination located in the periphery of the main global tourist flows. The number of tourists visiting the city has though been growing steadily during the last years due to increasing arrivals from Russia. In the same time there has been a decrease in the number of tourists from the traditional markets like Sweden and Germany.

Helsinki Tourism and Convention Bureau started its branding process in 2004 with the aim to differentiate Helsinki from its main competitors, Stockholm and Copenhagen. The budget for the branding has though been small and the brand has mainly been communicated to the main markets by PR activities. The Porvoo Unit of HAAGA-HELIA University of Applied Sciences started to conducted media analyses of Helsinki's brand image in international media in 2004. In 2011 the project was extend with surveys of the brand image in the main markets. During the last three years students have every spring travelled to chosen big cities in Europe and by structured questionnaires collecting data related to the brand image of Helsinki as a destination.

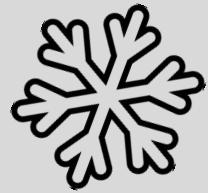
The main results from these surveys show that people aboard are rather unaware of the main brand attributes of Helsinki such as "gateway between East and West", "surrounded by the sea" and "city full of events". The most positive associations were related to Helsinki as a city of design and interesting architecture. Residents of the former Eastern Europe, Estonians and Russians, associate Helsinki strongly with shopping. In all, Helsinki is though in the main markets not seen as a city offering very good value for money.

Key words: Helsinki, destination image, brand image





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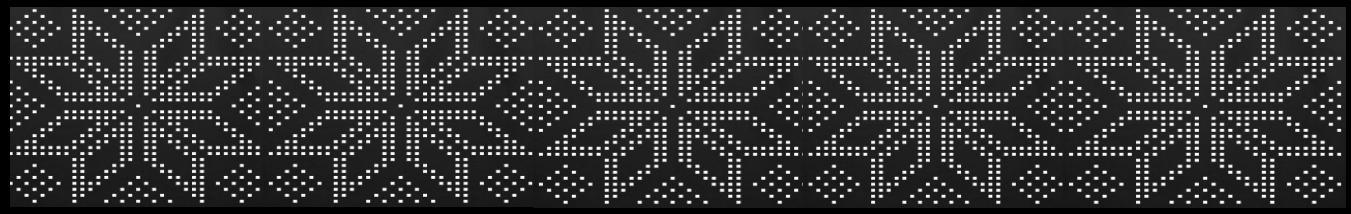
The Artificial Surf Reef at Mount Maunganui, New Zealand: A study of stakeholder perceptions



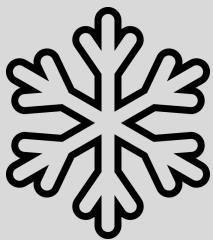
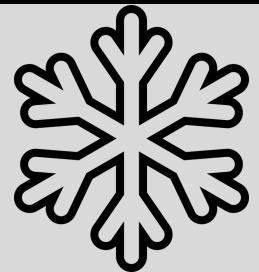
Michael Lück* & David Di Tota

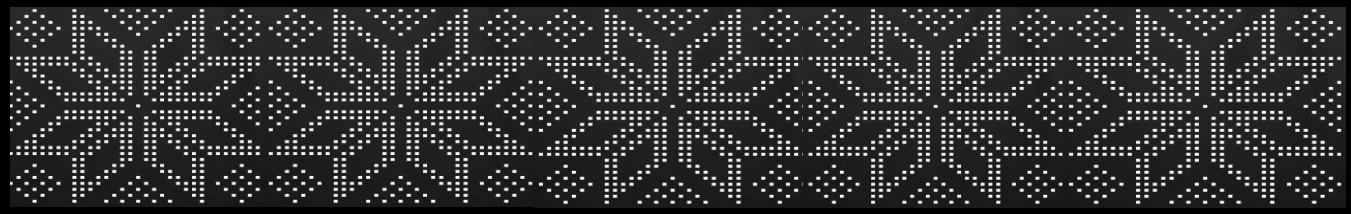
AUT University, Auckland, New Zealand
Corresponding author^{**}

In late 2005, the artificial surfing reef at Mount Maunganui beach officially opened with rather contradicting reviews. The artificial surfing reef was to be the first of its kind in New Zealand and was intended to provide the surfing community with consistently near-perfect waves that would ultimately increase surf tourism in the area. However, seven years after its completion, the effects of the reef on the surfing community are still vague. The objective of this study was to investigate the impacts that the artificial surfing reef has had on the surfing community and tourism in Mount Maunganui. Following a thorough literature review and a series of face-to-face interviews, it was determined that the artificial surfing reef at Mount Maunganui had no significant negative impacts on the local tourism industry but does frustrate the surfing community. Despite extensive community input and support for the artificial surf reef, it has not delivered what it had promised. Some locals even call for the removal of the artificial reef. However, the reef increasingly attracts alternate water-based activities, such as kite-boarding and stand-up paddle boarding, which have the potential to benefit local tourism businesses. In addition, the artificial reef provides a habitat for marine life, and subsequently creates a resource for snorkel and dive tourism, as well as for marine biology research. **Keywords:** Artificial reef, surf reef, stakeholder perceptions, coastal and marine tourism, Mount Maunganui, New Zealand

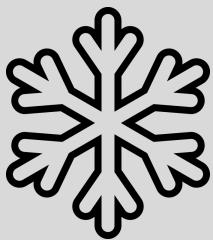
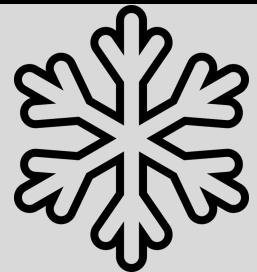


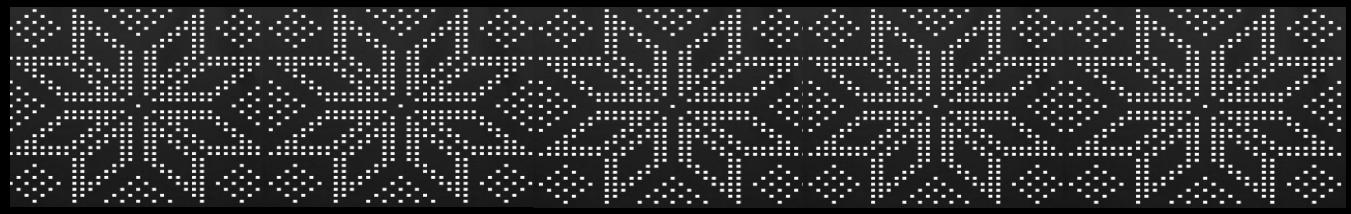
Notes



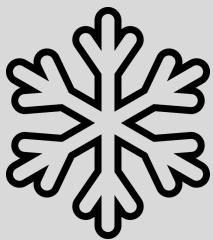
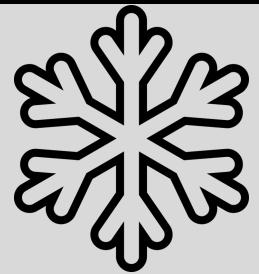


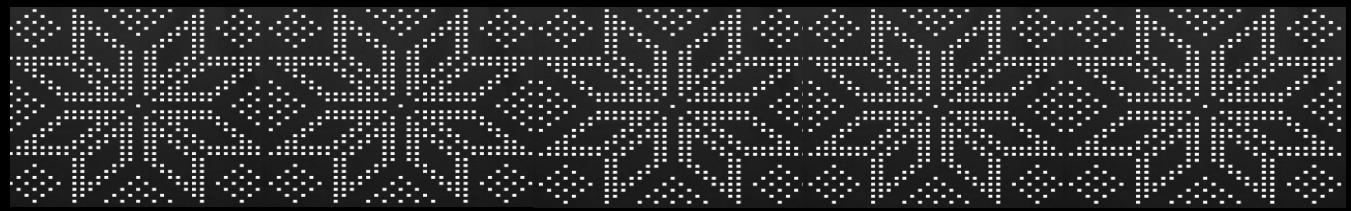
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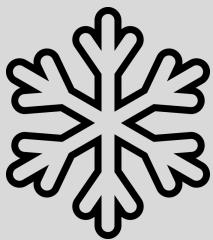
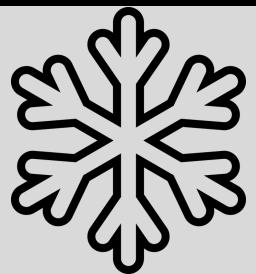


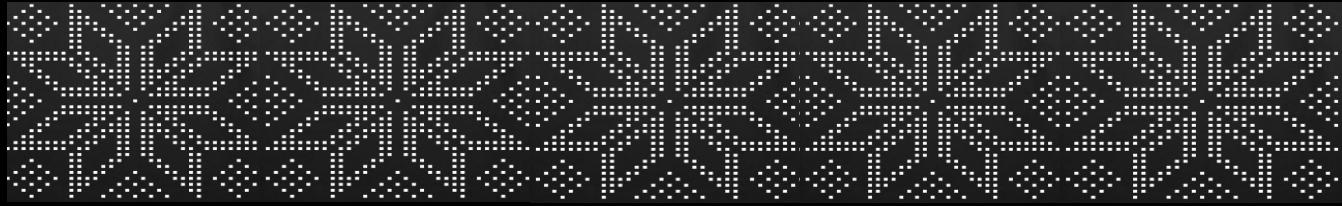
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