INTRODUCTION: SPECIAL SECTION ON THE SECOND ANNUAL CONSUMER BEHAVIOR IN TOURISM SYMPOSIUM

This issue of *Tourism Analysis* contains a collection of articles presented at the second annual Consumer Behavior in Tourism Symposium (CBTS2009), which was held in December 2009 in Bruneck-Brunico, Italy. CBTS is the major event organized by the Competence Centre in Tourism Management and Tourism Economics (TOMTE) of the Free University of Bozen-Bolzano, South Tyrol, Italy. Founded in 2008, TOMTE initiates, organizes, promotes, and conducts research in the areas of tourism management and marketing, tourism economics, and related areas relevant for the tourism sector, including evaluations of the impact of tourism on regional economies and societies. TOMTE members conduct and publish research on the above-mentioned areas and provide consultation to provincial, regional, and national governments and tourism organizations and companies around the globe. The Consumer Behavior in Tourism Symposium 2009, which hosted nearly 100 participants from all over the world, sought to foster scientific exchange among researchers and practitioners working in the field of consumer behavior in tourism and related areas. Of the 65 papers presented at the conference, 15 were considered for inclusion into this special issue. Based on scientific quality, relevance, and rigor, enforced by a double-blind review process, five papers were selected and are published herein. The five articles offer a representative sample of the large array of consumer behavior-related research presented annually at CBTS and which encompass satisfaction and decision-making theories and applications, online tourism behavior, alpine and rural tourism, image and branding, well-being and quality of life, dark tourism, and crisis management, as well as other more esoteric topics. The following is a summary of the selected papers.

In the first article, entitled “Exploring the Effects of Perceived Service Provider Sincerity on Consumers’ Emotional State and Satisfaction During Service Consumption,” Sandra Gountas, Felix Mavondo, Michael Ewing, and John Gountas undertake an integrative approach to evaluate the role that perceived sincerity has in the delivery of tourism services and specifically how it relates to displayed emotions, satisfaction, and intention to repurchase. To achieve their objectives the authors tailor a perceived sincerity scale based on a wide-ranging literature review, including the criminology and psychology literature, as well as a qualitative exploratory preliminary study. The newly developed scale encompasses traditional sincerity evaluation items, such as a smile, and other indicators of authentic behavior during service provision typically ignored in traditional literature. The authors base their conclusions on the responses from a sample of 1,160 questionnaires that they were able to collect thanks to the cooperation of a large airline company. The findings of the study revealed that perceived service sincerity positively influences consumers’ emotions during service provision and also has important direct and indirect effects on life satisfaction, service satisfaction, and intention to repurchase. The article concludes by providing several practical implications of the findings for managers operating in the service industry (e.g., for service scripting, staff selection, and training) as well as by suggesting directions for future closer scrutiny of the indicators of sincerity.

The second article, entitled “Competitor Detection: An Investigation of Consumers’ Perceived
Similarity,” authored by Amata Ring and Karin Teichmann, takes up the question of perceived destination competitiveness and its role in tourism decision making. The article addresses the issue of destination competitiveness of skiing resorts by looking at the factors that shape an individual’s perception of destinations and focuses on the categorization of destinations based on perceived substitutability. The authors investigated several destination criteria and emotional elements used to evaluate different destinations. A set of 29 alpine destinations was proposed to 83 subjects for the purpose of unconstrained sorting of data with the aim of detecting competitors in customers’ minds. Disjunctive hierarchical clustering, multidimensional scaling, and nondisjunctive clustering are applied by the authors, who find results to be consistent across methods. The findings show that, when identifying competing destinations, subjects were influenced by geographical as well as emotional elements. In particular, the dominant factor for categorization of skiing destinations was found to be national boundaries. Familiarity with the destination and the luxury of the skiing destinations were also found to be criteria underlying the sorting. The authors conclude with theoretical implications highlighting the need for studying the lower-than-national competition level in tourist decision-making process and propose useful indications for future research. Managerial implications and suggestions are proposed for the benefit of skiing destination marketing organizations.

The third contribution is titled “Pre- and Posttrip Factors Influencing the Visitor Experience at a Battlefield Commemorative Event: Gallipoli a Case Study,” by John Hall, V. John Basarin, and Leonie Lockstone-Binney. Using the Anzac Day commemorative event at Gallipoli, Turkey as a case study, the authors contribute to tourism event and consumer behavior literature by providing an integrative analysis that moves from an understanding of the influence of preevent factors on attendance and follows the event cycle by analyzing postevent factors influencing event satisfaction and future recommending behavior. For the purpose of this study, the authors used preevent and postevent questionnaires to collect Australian visitors’ data that were then analyzed using factor analysis and structural equation modeling. With reference to the preevent analysis, findings show how visitors fully related themselves to the solemnity of the event, as honoring and mourning fallen soldiers were among the key motives for attendance. The authors also found that the ceremonial and experiential aspects of the event were among the elements that contribute to visitors’ satisfaction. The authors found that Australians attending the 2007 Anzac Day indicated word of mouth as having an important influence on their decision to travel to the event, implying the existence of a recommendation virtuous cycle that somehow fills the gap of an almost nonexistent formal marketing from the organizers of the Gallipoli ceremonies. In this setting the relationship between visitor satisfaction and intention to recommend was confirmed. The study provides useful insights on the event visitation cycle associated with a battlefield commemorative event and points out the need to further explore the emotional and transformational nature of these experiences.

The fourth article, entitled “Wine Tourism Experience and Consumer Behavior: The Case of Sicily,” authored by Vincenzo Asero and Sebastiano Patti, makes an interesting contribution to the European literature on wine tourism by exploring attitudes and characteristics of wine tourists in Sicily. By mean of a structured questionnaire the authors explored wine tourists’ behavior and motivations, information sources, and wine interest and relative purchasing behavior, including monthly wine expenditures. The demographic profile of the 397 Sicilian respondents shows similarities with other wine tourists’ profile found in the literature. Using a self-segmentation questionnaire, based on past wine tourism literature, the authors were able to identify six respondent segments with “Wine lovers” representing 46% of the sample and “Occasional wine drinkers” representing almost 30% of the sample. While the reputation of wine and the opportunity to improve one’s knowledge of wine appear to be the paramount motivators for “Wine lovers” and “Wine experts,” the opportunity to relax and the reputation of the wine region were among the features of interest for “Occasional wine drinkers.” The authors conclude by stating how tourists’ interest in wine, the area of production, and its surrounding tourist attractions were found to also be among the motives to visit wineries, there-
fore corroborating the linkage between general tourism and wine tourism.

The fifth article entitled “Comity or Conflict? A Qualitative Study on Host–Guest Relationship in Second Home Tourism,” by Serena Volo, is a study of the character and magnitude of local attitudes towards residential tourism and second home owners’ relationship with the place. The author uses McCraken’s long interview to unveil the interaction between sociocultural and economic factors in the creation of social fabric frictions among second home owners and residents of the Italian province of South Tyrol. By providing “thick” descriptions of people’s lives and voices, following the long interview analysis protocol, the author identifies environment, cultural identity, and economic factors as the three themes consistently addressed by the interviewees, and on which the theses of comity and conflict are conceptualized. The findings are consistent with previous literature in that the author concludes by asserting that the creation of ghost towns is a major concern among locals, and reports in particular that conflicts seem to arise when town-scape and landscape are neglected by second home owners. The discussion also highlights how appreciation and respect for nature, acknowledged by second home tourists, results in an emulation effort and compliance with local rules. The article points out that local economic factors alone or the burden on the local infrastructures are rarely advanced by residents as arguments for accepting or not accepting second home tourists. Finally, the article contributes to the overall policy development and planning process by providing a theoretical framework within which local authorities can garnish their economic development and planning activities with an understanding of an important and potentially fatal ingredient in the policy development and planning process.

This collection of articles, carefully sifted from the entire set of CBTS2009 papers, brings together different aspects of consumer behavior and related research and contributes not only to our understanding of the growing set of issues relevant to tourism and hospitality science, but equally, or more importantly, to our understanding of the scientific challenges that lie ahead if we hope to keep up with, and relevant to, the ever-expanding boundaries of the area. This has been made possible by the dedicated and competent work of the contributing authors and the reviewers. For this we express our sincere appreciation to the distinguished group of reviewers who provided valuable judgments and recommendations to the authors, thereby contributing significantly to the quality of this special issue and whose names are herein listed in alphabetical order:

Dimitrios Buhalis (Bournemouth University, UK)
Steve Charters (Reims Management School, France)
Tim Dodd (Texas Tech University, USA)
Egger Roman (Salzburg University of Applied Sciences, Austria)
Frank Faulbaum (University of Duisburg-Essen, Germany)
Andrew Frew (Queen Margaret University, UK)
Ulrike Gretzel (Texas A&M, USA)
Dogan Gursoy (Washington State University, USA)
Michael C. Hall (University of Canterbury, New Zealand)
Charles Hofacker (Florida State University, USA)
Kastenholz Elisabeth (University of Aveiro, Portugal)
Metin Kozak (Mugla University, Turkey)
Andrea Macchiavelli (University of Bergamo, Italy)
Dieter Müller (Umeå University, Sweden)
Fevzi Okumus (University of Central Florida, USA)
Donald Pardew (Free University of Bozen-Bolzano, Italy)
Joseph M. Sirgy (Virginia Tech, USA)
Andrew Walls (San Francisco State University, USA)
Atila Yuksel (Adnan Menderes University, Turkey)

Lastly, we would like to thank the editors of Tourism Analysis, Geoffrey Crouch and Muzzafel Uysal, for giving us the opportunity to edit and publish the selected CBTS2009 papers in this issue and working with us to assure a high-quality result, an experience that makes us appreciate even more their professional service to the scientific community.

Guest Editors
Serena Volo and Michael Bosnjak
Free University of Bozen-Bolzano
Competence Centre in Tourism
Management and Tourism Economics