

**CONTEMPORARY CHALLENGES
OF CLIMATE CHANGE,
SUSTAINABLE TOURISM
CONSUMPTION, AND
DESTINATION COMPETITIVENESS**

ADVANCES IN CULTURE, TOURISM AND HOSPITALITY RESEARCH

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ADVANCES IN CULTURE, TOURISM AND
HOSPITALITY RESEARCH VOLUME 15

**CONTEMPORARY
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CHANGE, SUSTAINABLE
TOURISM CONSUMPTION,
AND DESTINATION
COMPETITIVENESS**

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FOREWORD: EMBRACING THE FUNDAMENTAL SHIFT IN TOURISM SCIENCE FROM RELATIONSHIPS TO OUTCOMES

Arch G. Woodside

The chapter selections by the editors, Timo Ohnmacht, Julianna Priskin and Jürg Stettler, for this 15th volume in the ACTHR series call attention to tourism dynamics: how cultures and behavior of tourists influence decisions by firms and local/national governments, while at the same time steps by firms and governments are influencing tourists' actions. The fundamental shift in tourism science from the study of relationships to the study of outcomes is foundational in the introduction by the authors and in the eight chapters. The focus in tourism science on research on NHST (null hypothesis significance testing) via symmetric testing (e.g., multiple regression analysis (MRA) including structural equation modelling (SEM)) is shifting radically to somewhat precise outcome testing (SPOT) using algorithms (e.g., 'computing with words' (CWW, Zadeh, 1996), fuzzy-set qualitative comparative analysis (fsQCA) (Ragin, 2008)). This foundational shift is crossing a tipping point in the late teen years of the 21st century. This forward describes the reasoning and literature supporting this fundamental shift. The aim is to both decrease bad science practices and increase good science practices in tourism science.

BAD SCIENCE PRACTICES IN TOURISM SCIENCE

The use of symmetric testing (e.g., F -tests, correlations, MRA and SEM) and NHST ($p < 0.05$) is pervasive currently and dominates tourism science even though their critics are unanimous that constructing and testing symmetric hypotheses is bad science practice. Hubbard (2005) and [Ziliak and McCloskey \(2008\)](#) provide extensive reviews of this literature. Symmetric testing in tourism focuses on rejecting the null hypothesis that the relationship between X and Y is not significant statistically different from zero. The majority of symmetric-based theory and testing studies seek to show that X relates to Y positively or that the relationship is negative: cases with high X have high Y scores and cases with low X have low Y scores – or the reverse. The relationship proposals are symmetric,

that is, one simple statement of directionality holds for the variance values for X and Y . Using MRA and SEM these studies usually report the ‘net effects’ typically of two-to-twenty or so X independent variables with a Y , dependent, variable. Such variable-relationship studies miss-match case-outcome theory and variable analysis (Fiss, 2007). Scientists construct theories of processes and events resulting in specific outcomes. Such theories are case-based, not variable-based. Usually, the miss-match occurs implicitly, the researcher is aware of the requirements of symmetric testing, and thus, constructs directional hypotheses (e.g., increases in X associates with increase in Y) without recognizing the theory-analysis mismatch. Constructing such directional hypotheses represents a low, shallow bar of accomplishment. ‘Low’ because earlier all relationships rejecting the null are supportable by statistical significance testing with sufficiently large samples. ‘Shallow’ for two reasons: in research, cases exhibiting contrarian relationships to the hypothesis occur even when the effect size of the predicted relationship is very large (e.g., $r^2 \geq 0.6$) and usually, no independent variable X associates with Y sufficiently to accurately predict that cases high in X are high in Y . The reliance on symmetric testing and NHST is so pervasive while being bad science practices, the editor of at least on behavior science journal (*Basic and Applied Social Psychology*) now bans the reporting of NHST findings in articles accepted for publication (Trafimow & Marks, 2015).

What recipes (configurations) of antecedent X conditions indicate the occurrence of Y (e.g., top or bottom quintile scores for Y) with consistent accuracy? Given that data include cases with low X scores having high Y scores and cases of high X scores having low Y scores, even then the main effect indicates a highly statistically significant, positive, XY relationship, what are complex configurations of antecedent conditions for these two types of contrarian cases? Good science practice recognizes that the causes of what happens relate asymmetrically with Y , not symmetrically. An antecedent, X , relates to an outcome, Y , in four fundamental ways. Data include cases whereby cases high in X have high Y values; cases low in X have high values; cases high in X have low Y values; and cases low X in case have low Y values. The presence of specific combinations of X conditions differ in content and direction among the recipes resulting in high Y versus low Y . Consequently, separate theories and testing for high Y versus low Y outcomes are necessary. Multiple configurations of complex antecedent conditions indicate the same high Y outcome – and others indicate the same low Y outcome (Woodside, Hsu, & Woodside, 2011; Wu et al., 2014). Researchers adopting good science practices not only recognize these complexity tenets, but construct their theories on foundations of these tenets (Woodside, 2014).

GOOD SCIENCE PRACTICES IN TOURISM SCIENCE

Reading Hubbard (2015) is a necessary but insufficient step for understanding the new and ongoing paradigm shift from using NHST to SPOT and using consistency indexes indicating high accuracy with odds greater than 4-to-1 that a specific outcome occurs for cases fulfilling all requirements in an asymmetric model – a

'somewhat precise outcome test' (SPOT). Such SPOT testing is used widely in practice (e.g., use of stockbrokerage screens in selecting stocks and consumers creating used car screens at carguru.com and other websites to create a small consideration set of alternatives). [Ragin \(2008\)](#) is a primer in how to use 'fuzzy-set qualitative comparative analysis'. Reading in two websites, COMPASS.com and fsQCA.com, are useful steps to deepen understanding of, and for learning the latest developments in, asymmetric modelling (i.e., theory and analytics for using SPOT). Because of the appearance of several simple conditions in a configuration, a substantial share of management science literature in general and the marketing literature in particular will shift from bad-to-good likely in the third decade of the 21st century. Hopefully, this conclusion is an accurate asymmetric prediction that becomes reality.

The following studies are transformation examples of the shifts from asymmetric to symmetric theory and analysis in tourism and hospitality. Rather than reporting the net effects of culture values on attempting to study cultures as complex wholes ([Hofstede, 2001](#)), [Woodside, Hsu and Marshall \(2011\)](#) report how different cultures as complex wholes influence specific behaviors by tourists. Given that cultures are complex wholes, the point here is that in reporting the net effects of each cultural value (e.g., collectivism, masculinity, uncertainty avoidance and power distance), [Hofstede \(2001\)](#) never actually examines cultures empirically. [Woodside, Prentice and Larsen \(2015\)](#) use complexity theory and report alternative asymmetric models of customer assessments of their experiences with hospitality services in casinos. Using the same data set described by [Prentice and Woodside \(2013\)](#), [Woodside, Prentice and Larsen \(2015\)](#) match an asymmetric theory with asymmetric analytic tools to overcome the mismatch of offering an asymmetric theory with symmetric testing as done previously ([Prentice & Woodside, 2013](#)).

Describing the asymmetric realities among the antecedents to climate change, tourism sustainability and destination competitiveness is one of the major contributions of the chapters in this volume. The tenets of complexity theory ([Urry, 2012](#)) provide a foundational perspective for usefully understanding these realities. Constructing asymmetric models and testing these models with algorithmic tools (e.g., fsQCA) provide a way forward towards more useful theory and reducing the use of bad science practices.

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EDITORIAL: CONTEMPORARY CHALLENGES OF CLIMATE CHANGE, SUSTAINABLE TOURISM CONSUMPTION, AND DESTINATION COMPETITIVENESS

Timo Ohnmacht, Julianna Priskin and Jürg Stettler

INTRODUCTION TO OUTLINE THE DEBATE

This book is based on the assumption that the dynamics of modernization, globalization, migration and social change are creating challenges in the contemporary tourism industry. It will highlight especially the interrelationship between climate change, sustainable consumption and destination competitiveness, and will seek to illuminate these processes of social and spatial restructuring for tourism markets. This book is an attempt to provide an outline for a debate within this growing field of research.

The eight chapters presented are the outcome of an international conference. The editors and contributors to this book are the organizers and presenters of the '2nd International Conference on Tourism and Business (ICTB) 2017', held at the Lucerne University of Applied Sciences and Arts, Switzerland, in September 2017. The conference was jointly organized by the Lucerne University of Applied Sciences and Arts (Switzerland) and Mahidol University International College (Thailand). The ICTB is an international forum for the presentation of research findings in the broad fields of tourism and business. Through its bi-annual meetings, this open network brings together and links American, European and Asian researchers from various disciplinary backgrounds working on tourism research and related fields. The second conference attracted 75 delegates from 14 countries.

**Contemporary Challenges of Climate Change, Sustainable Tourism Consumption,
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OVERVIEW OF ARTICLES AND POINTS OF DEPARTURE FOR THE INTERRELATIONSHIPS BETWEEN CLIMATE CHANGE, SUSTAINABLE CONSUMPTION, AND DESTINATION COMPETITIVENESS

The book is arranged as follows: The first two chapters discuss how the impact of heat waves and hot summers in European cities are changing tourism; first, with regard to the term ‘Sommerfrische’, understood as the revival of rural tourism destinations at high altitudes during the summer, and secondly, how to improve the performance of mountain ropeways under conditions of climate change in a way that benefits the whole Alpine destination. The following three chapters address the role of the sustainable consumption of tourism products; first, from the perspective of how tourist well-being acts as a benefit in developing sustainable tourism, and secondly from the point of view of the willingness-to-pay for sustainable procurement at festivals. The fifth chapter raises the question of how capsule hotels are related to sustainability in tourism development. Of the final three chapters, one highlights territorial planning as a creative tool. The next contribution to the book presents a conceptual framework of commercial hospitality and compares and contrasts the perceptions of tourists in Thailand and Switzerland. The last contribution focuses on sustainable tourism development and Thai cultural heritage.

In the first chapter, Weber et al. begin by stating that due to climate change, European cities are expected to increasingly experience heat waves and hot summers in the future (Forzieri, Cescatti, e Silva, & Feyen, 2017). Various authors (cf. Götz et al., 2012; Müller & Weber, 2008; Pröbstl-Haider, Haider, Wirth, & Beardmore, 2015) assume that, with an increase in hot days, tropical nights and heat waves in summer, more residents of large cities will seek refreshment in rural tourism destinations at higher altitudes. This phenomenon is referred to in the German-speaking area as a revival of ‘Sommerfrische’. If visitor flows from cities to nearby rural tourism destinations increase in future due to more frequent hot summers, this may provide an opportunity for these destinations to become more attractive in summer and be able to position themselves as Sommerfrische destinations. The chapter, ‘Sommerfrische, in times of climate change’ therefore analyzes the historical and recent use and perception of this term. Factors such as increased mobility and growing flexibility of work support this trend, which could result in a competitive advantage for such destinations in comparison to long-haul destinations. With regard to climate change, to the extent that these trips replace long-distance travel, the increase in visits to destinations close to cities will be accompanied by a decrease in CO₂ emissions. At the same time, an increase in the attractiveness of these destinations could lead to more traffic and additional short visits and day trips. Therefore, in order to avoid maladaptation (Juhola, Glaas, Linnér, & Neset, 2016), developing environmentally friendly mobility solutions is crucial, as well as to enhance sustainable consumption at these destinations. By analysing how the term, ‘Sommerfrische’, is perceived, this chapter adds to this important discussion, which will increase in relevance in the future.

In the second chapter, Lütolf et al. rely on the question of what determines the performance of mountain ropeway companies using empirical evidence for Switzerland. Among the most important factors in choosing a destination for skiing holidays are guaranteed snow and a wide range of slopes. Therefore, an attractive

infrastructure for winter sports, provided by the mountain ropeway company, is crucial for the competitiveness of Alpine tourist destinations, mainly because, in both the United States and the European Alps, Alpine destinations earn most of their income in winter. Global warming has increased the importance of artificial snow-making, which is associated with higher levels of investment and greater costs for the ropeway companies. Therefore, Alpine destinations would benefit from a mountain ropeway company with stronger earning power and the ability to afford constant capital expenditures. Tourist flows are influenced by changes in exchange rates. The strong devaluation of the Euro against the Swiss Franc keeps Europeans away from visiting Switzerland, mainly benefiting Austrian destinations. The rise of the Asian economies is also spurring global tourism. Chinese and Indian spending on air travel has grown strongly and will continue to grow at double-digit rates over the next few years. Excursions to mountains and glaciers are highly popular among Asian travelers. As part of a trip to Europe, a visit to a mountain is as important as one to Rome or Paris. Therefore, international guests, such as those from Asia, have the potential to increase the use of mountain ropeways in the summer. This improves the performance of mountain ropeways, benefiting the whole Alpine destination.

In the third chapter, Vinzenz et al. raise the question of ‘How may understanding tourist well-being acts as a benefit in tourism development?’ Although globally hotels have been introducing sustainable hotel management practices for many years, these practices do not translate entirely into tourist bookings. This outcome may be attributable to an incomplete understanding of what tourists gain from these sustainable practices. These views have resonated among consumers not only because communication strategies to attract them have been ineffective, but also because of an inability to identify tourists’ sustainable perceptions from a multidimensional perspective that covers both the environmental and social aspects. Enhancing individual value for the tourist and its relationship with sustainable hotel practices helps to increase customer retention by personalizing and increasing touristic experiences based on the tourist’s choices while staying at the hotel. From the hotel’s point of view, this clearly shows which aspects of sustainability should be focused on in order to manage hotel resources efficiently and thus reduce costs. In addition, this in-depth understanding on the one hand enables the demand for sustainable tourism to be increased, while on the other hand contributing to the effective management of sustainability from the supply side. Hence, improved marketing communications to attain the effective management of touristic operations contributes to the tourism industry achieving sustainability and increasing its market profitability.

In the fourth chapter, Dodds et al. focus on the question of willingness-to-pay (WTP) for sustainable procurement at festivals. Festivals around the world are major draws for tourism. Economically they contribute to communities, while socially they bring groups of people together for a common cause and to enjoy cultural experiences. Although usually seen as positive, festivals can also have negative impacts, such as high levels of waste, noise, congestion, and consumption. Within the tourism industry, festivals are a huge growth market and are often used to bring tourists to an area. Engaging consumers to procure ethical clothing such as T-shirts at a festival is a way to educate them on sustainability issues, lower their environmental footprint and raise awareness about environmental impacts. There has been no shortage of studies of WTP as a way of

estimating consumers' potential for increased sustainable and ethical behavior, but only a few studies have examined actual practice. Enhancing understanding of the WTP of festival-goers and their actual behavior in paying can not only shed light on consumer behavior but also help festivals become more financially sustainable through sustainable procurement.

In the fifth chapter, Amornpornwivat and Kapasuwan raise the question of how capsule hotels relate to sustainability in tourism development. Capsule hotels have become one of the alternatives for travellers in Asia to consider when selecting a place to stay. This type of accommodation promotes sustainable consumption in the tourism industry for a number of reasons. First, capsule hotels have a sustainably built environment due to their compact size and easy accessibility (Berke & Conroy, 2000; Kenworthy, 2006). Their use of land and their locations improve the efficiency of space use and minimize the need for transport to visit places of interest (Jabareen, 2006; Jepson & Edwards, 2010). Secondly, capsule hotels also enhance energy conservation because of their limited space, controlled lighting systems for each guest and shared bathroom facilities. Some capsule hotels claim to have been designed sustainably using prefabricated materials, while others use technologies such as heat recovery systems for hot showers. With an increased focus on offering guests an energy-efficient experience, capsule hotels may attract greater interest and increase sustainable consumption in the tourism industry well into the future.

In the sixth chapter, Djukić et al. highlight territorial planning as a creative tool for the upgrading of cultural tourism in Golubac, Serbia. Contemporary cultural tourism also requires local policies regarding tourism organization and infrastructure, as these are crucial to creating a specific 'cultural environment' (Kumral & Onder, 2009; Singh, 2008). Prospective tourists have come to expect more, which has led the present-day tourist industry to include creativity as an innovative and proactive way to sustain this more sophisticated form of tourist consumption (Djukić & Vukmirović, 2012). However, the formation of this creative tourist environment is a challenge for small, isolated and underdeveloped tourist destinations that nonetheless have valuable cultural assets (Brouder, 2012). In this situation, they have had to find creative ways to turn themselves into competitive destinations in cultural tourism. Well-designed and sustainable local policies for territorial management and governance that can support both capacity-building and well-being of local residents are becoming increasingly acceptable (Ritchie & Crouch, 2003; Solima & Minguzzi, 2014). This development can assist in the demographic and economic vitality of small tourist destinations, enabling their greater independence and territorial decentralization. Knowing that population concentrations have negative impacts on climate change (Stephenson, Newman, & Mayhew, 2010), small destinations can achieve multi-level gains through cultural tourism. These aims are the focus of research in Golubac, an underdeveloped municipality in eastern Serbia with a rich cultural and natural heritage located at the Iron Gates, the largest and most picturesque gorge on the Danube (Crncevic, Dzelebdzic, & Milijic, 2016).

The seventh chapter by Stettler et al. present a conceptual framework of commercial hospitality and compare and contrast the perceptions of tourists in Thailand and Switzerland. The term, 'hospitality', describes the relationship between host and guest. Understanding transactions between the two is crucial for the tourism industry.

Lashley (2008) notes that ensuring guests' well-being and understanding their emotional needs are both embedded in the concept of traditional hospitality. Tourism organizations that capture this sort of generosity and develop long-term relationships with guests enjoy a competitive advantage (Hemmington, 2007; Lashley, 2008). Nevertheless, even though service quality in developed economies is at high levels, there is still the potential for improvement regarding the quality of the encounter (Pechlaner, Volgger, & Nordhorn, 2017). In commercial hospitality, the hospitality of the residents of the host community also plays an important role in the tourist experience (Müller & Boess, 1995; Thiem, 1996). With respect to hospitality, the friendliness of local people and their receptiveness to tourism are attributes that are often mentioned and measured in tourism image studies (Echtner & Ritchie, 1991; Gallarza, Saura, & García, 2002). However, in modern societies there are no cultural obligations to be hospitable to strangers (Lashley, 2008). This perspective is observable especially in tourist hotspots such as Venice or Barcelona, where various anti-tourist protests have erupted in recent years.

The eighth and final chapter comes from Roberto B. Gozzoli, who shows that sustainable development in support of cultural heritage has become one of the major issues on UNESCO's agenda. As policy documents are issued, heritage environmental sustainability, local stakeholders' development and participation, and heritage in cases of interregional conflict are the situations they analyze. As such policy documents will be employed as guidelines for past and future UNESCO World Heritage site registrations, they have been used for the present study of sustainable development within mostly Thai cultural heritage context, with a few cases relating to Cambodia due the lack of research on this topic in the region. Employing qualitative method analysis, most of the heritage sites studied here suffer from a lack of protection against encroachment, natural elements and, more rarely, overuse. Furthermore, the implementation of heritage management plans sees local stakeholders excluded from any participation in the heritage they live in, which may cause conflicts in Southeast Asia.

This book in the *Advances in Culture, Tourism and Hospitality Research* series provides important links between climate change, sustainable tourism consumption and destination competitiveness. All eight chapters are based on the assumption that modernization dynamics affect the tourism industry, especially with regard to their political, social, cultural and environmental impacts. The book makes a unique contribution to tourism research that is relevant for various sorts of practitioners and researchers in dealing with the issues of climate change, sustainable consumption and destination competitiveness.

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