

Di Trapani G., Lo Presti L., Maggiore G., Sarnacchiaro P.

Editors

New frontiers in the tourism and hospitality industry: digital, social and economic transformations

Book Proceedings of the 2019
4th International Conference on
Tourism Dynamics and Trends (ICTDT2019)



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Università degli Studi di Roma



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Preface

The International Conference on Dynamics and Trends in Tourism took place on October 22–24, 2019, in Rome, Italy and was held at the Department of Law and Economics, University of Rome Unitelma Sapienza. The conference was organized by four universities— Akdeniz University (Turkey), University of Seville (Spain), Sannio University (Italy), University of Swansea (UK) and University of Rome Unitelma Sapienza (Italy). The conference was large-scaled and international. The international program committee appreciated the high quality of the papers. The conferees came from the western, central, and eastern parts of the European Continent. International participants represented such countries as Turkey, UK, Greece, Portugal, Spain, Austria, Italy, Netherland, Hungary and Romania. The conference participants submitted papers reflecting recent advances in the field of the impact of digital transformations on economic and social developments in the hospitality and tourism sector. The conference was interdisciplinary in nature, with various research angles that were discussed in the plenary sessions. The ICTD2019 was organized to offer an overview of the dynamics and trends of tourism with the aim of promoting a network of researchers and experts who want to share their research visions and to disseminate their knowledge.

The conference was organized into 9 sessions: Sustainability and tourism (Session 1 and Session 7); Social media and tourism (Session 2); Consumer behavior and tourism (Session 3); Management and tourism (Session 4); Innovation and tourism destination (Session 5); Wellness and tourism (Session 6); Tourism development and sustainability (Session 8); Tourism and the economic and social impact (Session 9). The heterogeneity of the applicative and methodological approaches highlights the wide-ranging analysis of the topic.

In this book the reader will find a selection of papers presented during the Conference sessions. The papers on the book proceedings of ICTD2019 were blind-reviewed by members of a scientific committee. Skanavis, C., N. Sardi, L. Vourdougiannis and E. Chariompoli, through a critical analysis and an examination of the literature studies the importance of communication in the outbreak of epidemics. The authors stress the need for better risk communication through various information channels to empower frontline providers so that they can provide adequate health services and to promote safe and healthy travel. C. Skanavis, K. Antonopoulos, V. Vitalis and V. Plaka, on the other hand, use the Skyros Island case study to analyze the profile of tourists and their characteristics before, during and after their arrival at the tourist destination. Furthermore, the paper attempts to assess the vital and unique aspects of the relationship between tourism and the sustainable development of Skyros Island. Cocco and Brogna address the topic of the use of social media in tourism, focusing their attention on the Instagram case study. The authors investigate the role of social networks in the pre/post travel experience. While, M. D’Arco, V. Marino and R. Resciniti show the importance of the Zero Moment of Truth (ZMOT) in the pre-purchase phase of the “journey”. The authors find that ZMOT for tourism products and services occurs through a variety of touchpoints (e.g., search engines, and social media).

Dominguez Navarro and Gonzalez-Rodriguez offer theoretical advice and practical guidelines that a low-cost accommodation venue can follow in order to improve their Social Media performance.

Lo Presti, L, Maggiore G. and M. Mattana deal with tourism behaviour in the ecotourism destinations. The evidence from eco-kibbutz customer experiences are illustrated. The authors propose tourist approaches for choosing sustainable destinations. The results can offer insights for hospitality and tourism service providers on how to improve the customer experience by allocating investment so as to satisfy the increasing number of eco-tourists during the whole customer journey. V. Alfano, E. De Simone, M. D'Uva and G. L. Gaeta show that the exposition to television programs had an impact on consumer habits. The results suggest that gastronomic-driven tourism increases while the program is on air. G. Di Trapani talks about E-insurance: an experiential and innovative component of the tourist journey, while V. Danneo, L. Battaglia and E. Cedrola propose a tourist tour planning for a smart tourism system in Calabria. R. Mihailescu deals with the impact of tourism development and its consequences on biodiversity. The author illustrates the preliminary results with the Nahoon River estuary case study in East London. The author finds that both locals and visitors to the Nahoon Estuary place a high value on the improvement of the factors that contribute to an increase of its recreational potential. F. Cappelloni, F. Baglioni and S. Staffieri discuss the moto-tourists' habits demonstrating that moto-aggregation and moto-tourism could be opportunities to re-launch rural territories in a sustainable way. P. Pavone offers an analysis of the dynamics and prospects in the digital age for the Italian hotels. The authors demonstrate that in the digital era, the Italian hotel industry has all the potential to be more competitive. Also Costa R. and Costa C. offer a firm's point of view and analyze how the investment dynamics of small and micro-sized enterprises in the tourism sector can contribute to the creation of a strong and dynamic business sector that contributes to qualifying and improving the destinations. Finally, Migliaccio G. provides an excursus of the accessible tourism in Italy. The author also presents some Italian initiatives for the disabled population and focuses on the current and potential contribution of ICT and the digital reality based on the dissemination of information on the Internet.

Acknowledgments

We would like to express our special thanks to conferees who with passion and enthusiasm have contributed to enrich, through an abundance of information and insights, the theme of digital transformation and sustainable development of the tourism and hospitality sector. We would also like to express our gratitude to Prof. Luiz Moutinho for his lectio magistralis titled "Tourism Futurology ". His contribution has given valuable insights for thought and personal growth on the impact of digitalization on the tourism and hospitality sector. Finally, we want to thank the Rector of the University of Rome Unitelma Sapienza, Prof. Antonello Folco Biagini, Prof. Gaetano Napoli, Dean of the Department of Law and Economics, and the administrative offices of Unitelma Sapienza for their technical and substantial support, without which this conference would not have been possible.

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New tourism trends: the Instagram case study

Valeria Cocco and Marco Brogna

Abstract The research displays the changes in the tourist market, the fast development of the digital tourism and the advent of social networks in tourism sector. In particular, the attention is focused on the new perception by the consumer in digital tourism and the role of social networks in the pre and post travel. Thus, the work is going to focus on the Instagram case study, as a powerful marketing and inspirational tool.

Riassunto La ricerca intende mostrare i cambiamenti nel mercato turistico, il rapido sviluppo del turismo digitale e l'avvento dei social network nel settore turistico. In particolare, si concentra l'attenzione sulla nuova percezione da parte del consumatore nel turismo digitale ed il ruolo dei social network nelle fasi pre e post viaggio. Il lavoro si concentrerà, dunque, sullo studio di Instagram, come fonte di ispirazione per il turista e come potente strumento di marketing.

Key words: social network, digital tourism, new trend.

8 The digital tourism evolution

Tourism appeared as a constantly changing phenomenon: over time the concept of travel acquired innumerable meanings and tourism is undergoing significant changes and facing new challenges and perspectives.

At least two dimensions of the change can be identified:

- new forms of tourism, characterized by the tendency to depart from mass tourism;

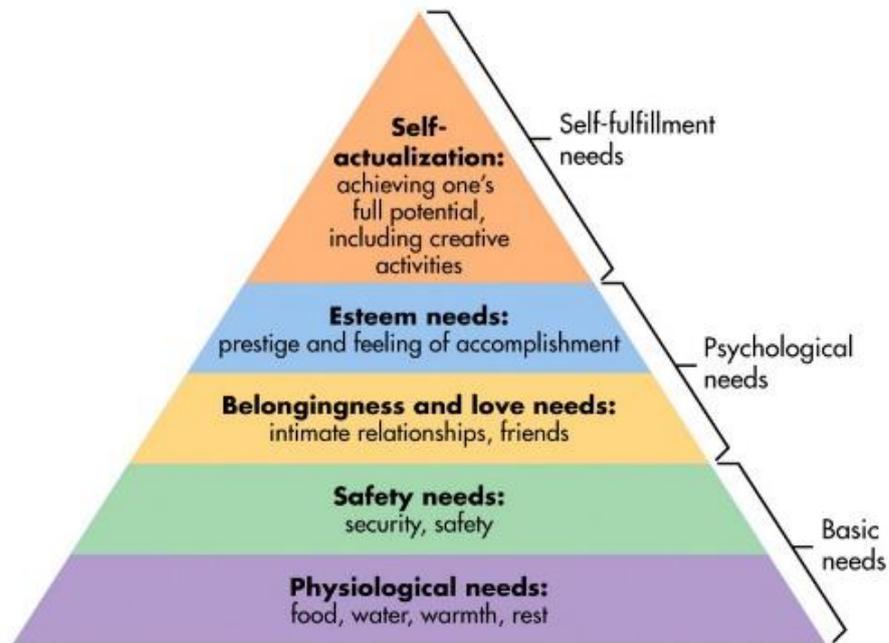
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- the diffusion of information and communication technologies (ICT), with a pervasive effect on the creation, production and consumption of the tourist product (Stamboulis, Skayannis, 2002).

Figure 1: Pyramid of Needs



Tourism evolution can be explained by using the Pyramid of Needs proposed by the psychologist Abraham Maslow (1954) to consider the motivational model of human development based on a hierarchy of needs. Tourism has become a composite intangible service, where the entrepreneurial and marketing skills, the country's resources and the community's commitment are base elements (Castoldi, 2005).

Nowadays, travelling is becoming one of the prevailing needs of the global community. Thus, the concept of tourism and travels is always evolving, so that, according to the speed changes that occurred, the tourism companies had to be fast in the proposal of new offers and activities (Celant, 2017).

The digital revolution involved the complex tourism sector (Kotler, 1999; Celant, 2017) in all the chain (i.e. in the way to find information, to organize a trip, to book, to see and know the chosen destination, but also in the way of thinking, of interacting, of relating and perceiving the surrounding world). In the digital panorama, the spread of the network has greatly contributed to change the travel market and consequently the behavior of the potential

consumer. Thus, to ride the wave of innovation, the digital tools were designed to create direct communication between companies and their target market, increasing the level of interactivity and the degree of personalization of the communication itself. This digitalization of the processes has transformed the tourism sector, achieving a high degree of coordination and collaboration (Boyer, Viallon, 1999).

By the way, the unbridled use of the media and digital tools seems to be one of the factors that simulated the evolving of an emotional and experiential tourism. In fact, thanks to the media and internet images people know the more dissimilar places they never physically visited; that's why the surprise effect of the travel and the curiosity of the traveler is stimulated by the possibility of living an exclusive and unforgettable experience and emotion in meeting local people and discovering traditions, tastes and perfumes (Brognna, Cocco, 2015). The demand of experience forces industry operators to remain competitive, to develop and adopt new forms of tourism, so that the tourist industries become producers and sellers of memories (Valdani, Guenzi, 1998)

In this sophisticated research of emotional and experiential tourism, the storytelling assumes an important role in the strategic communication of the travel (Aaker, Aaker, 2016). The communication is changing through the tool of storytelling that let the people to feel the identity of the territory, to get in touch with its roots and traditions, and to share it through new authentic and personal stories. These factors define the success of the digital tourism, and some social network tools (i.e. Instagram stories).

The innovation of the digital communication strategies is the fact that is addressed to every single person through *ad hoc* digital channels, platforms and social media able to bring the consumer a "true" narration of the offer that respects different cultures and sensibilities.

The power of the digital tourism is given by the fact that, if the offline tourism provided and supported people in organizing a trip and assistance in all its phases; the online tourism offers the same service, but faster, simpler and updated, with promotions and a customer care that shows measurable effects also on the turnover. Digital engagement puts a strain on traditional travel agencies, increasingly less favored by young people, the undisputed protagonists of this completely digital era.

Table 1: Relationship between generations and digital

Generation Name	Relationship with technology	Born period
Baby Boomers	-	1945-1965
Generation X	-	1965-1980
Millennials (Generation Y)	Interconnection	1980-200
Generation Z	Hyper-connectivity	After 2000

Smartphones and social networks are an integral part of any holiday, so much that, in Italy, more than 14% of tourists hold the smartphone for more than 4 hours a day, to view maps and reviews, etc. (Gelter, 2017)

The social network is one of the best developments on the web, as it allows to connect people, share multimedia items or personal information. The most common social networks are, Facebook, Instagram and Twitter.

Table 2: Comparing the main social network

Facebook	Twitter	Instagram
informal, friendly and interactive environment		global and multitasking platform
chat, stay in touch with friends and family, make new friends and share your daily life online	and read information and news, transmit their updates on the web	keep users up-to-date through the so-called stories

The success of the social networks is first of all determined by the easy accessibility and the fast uploading of the contents (i.e. easy process of creating an account).

In fact, according to the Digital Innovation Observatory in Tourism in Milan Polytechnic School of Management, the 82% of transactions are carried out by PCs and tablet, while the smartphone has recorded a really impressive growth rate of + 46%, over 12 months.

The incidence of smartphone purchases on digital tourism spending exceeds the 18% and its value is around 2.5 billion euros. According to one of the Italian business journal *Il Sole 24ore* (Kolter, 1999), the digital tourism is worth more than 14 billion euros.

According to the White Paper about The American Travelers Digital Landscape published by Phocuswright in 2017, over 167 million users a month consume digital content regarding travel and holidays, interacting with their device. Mobile users perform informative searches for the organization of a journey through the browser: only 32%, in fact, use a specific app, for example of airlines, railways, etc. The same studies (2017) showed how much time is devoted to this action and it has emerged that, in the 45 days preceding the booking, the user visits travel sites on average 140 times, visits concentrated mostly in the same week in which the reservation is made, with an increase of +88% compared to the initial research period. Also, the time spent for consultation and interaction with digital content increases until the time of booking: five weeks before, it is about 2 hours, during the week of booking exceeds 4 and a half hours, almost 287 minutes.

Comparing the different studies, it appears that the organization of a trip is generally inspired by the research on social media. The pictures of wonderful places and the multimedia contents arouse greater appeal than the full description of a location, and they create more engagement, so that the user feels completely involved and overwhelmed by the desire to leave and to choose that destination.

According to this point of view, the attractiveness of a destination depends consistently about its web reputation, precisely because it reflects the opinion that individuals have about a specific geographical area and all the actors, activities and experiences that are part of the tourist destination (Pencarelli, Betti, Forlani, 2005). Web reputation and reviews are linked to the so-called eWord of Mouth (eWOM), or digital word of mouth, faster than the real word of mouth. Through the evolution of the digital era, also the models, the role and the impact of word of mouth have been evolved and new forms of online communities have been modeled. The main difference between the eWOM and the word of mouth, it is the fact that instead of taking place on the streets or at home, it takes place in a single public space, the social web, that will be able to reach thousands of people.

Especially in the tourism sector, the focus on the intangible components of the product has increased considerably, as well as the quality of experience and service, necessarily requiring the customer's participation in production (Boaretto, Noci, Pini, 2007). The online consumer, therefore, has not only the power to decide on the possibility of accepting or rejecting the offer, but also that of influencing it. In this context, social media are used for its potential from both digital and traditional marketing companies.

Nowadays, traveling means to know and explore, but also to share with a subjective and very personal character. In fact, according to Statistic Brain

Research Institute, until March 2018, the 20% of Millennials use applications in every stage of a trip planning and about the 65% of them claim to have installed a travel application on their mobile device.

In the majority of Millennials and Generation Z, the pre, in and post travel activities appear to be dominated by the travel apps and social networks. Indeed, the increasing interest in the experiences in travelling, it is outlined by different studies (Gelter, 2017), so that Millennials seek travel experiences, verified through their social networks, because they can be sure of what expect. According to psychologists, it is a symptom of a little adventurous and enterprising character (Shatto, Erwin, 2016).

Table 3: Experiential cycle

Pre-experience	In- experience	Post - experience
promotion of the offer	satisfying customer needs and expectations	E-Word of Mouth
Social media	Google Maps, QR code, social media	Social media
promotion of the offer	satisfying customer needs and expectations	

1.1. Instagram case study

Instagram is a social network app created to share multimedia content, using smartphones. By now, Instagram has overcome many other marketing channels, such as email, text messages, website announcements, TV and radio. It's similar to Facebook, but with the emphasis on using mobile and visual sharing. Just like other social networks, it allows the interaction with other users, commenting on them, tagging them in photos and videos. Instagram is based purely on visual sharing, therefore, the main intention of all those who register is to share their daily life and their experiences. Visual seems to be the winning factor, even for companies that want to advertise and sponsor their brand.

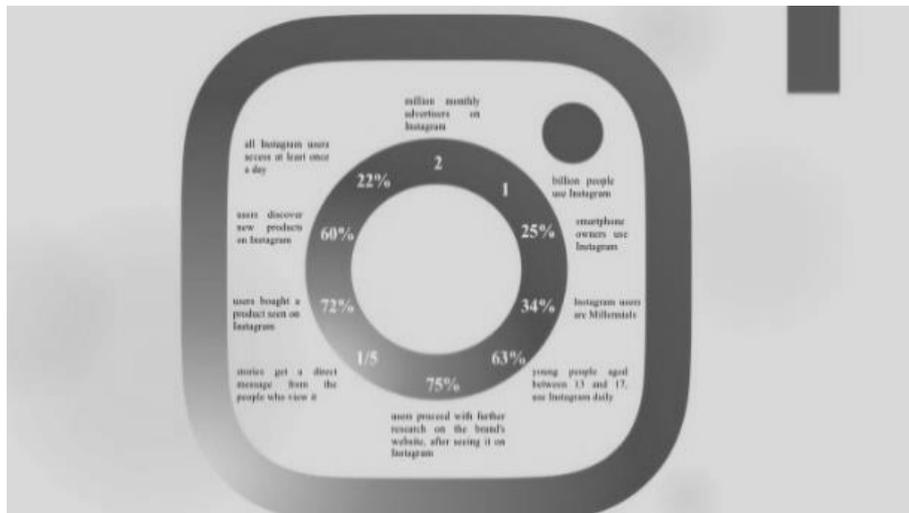
The platform is reinforced by comments, which replace the reviews. They are key factors in user buying decisions, as at least seven reviews are read on average before completing the purchase process, especially if it is the first online, and about the 46% of Generation Z users follow more than ten influencers on social media (Gelter, 2017). The pleasant, convincing, emotionally engaging and non-invasive content is the key to communicate

with this generation and an influencer who conveys security and recommendations regarding the product offered.

Considering that the social network active users are about the 12% of the 7.6 billion people on the planet, in June 2018 registered users were 1 billion, data continues to grow, and especially every day generates almost 4.2 billion of “likes” on the photos posted by users. Instagram is perhaps the most innovative social network, as it introduced the possibility to share and be connected 24 hours per day, through stories and direct (Instagram Live).

According to Instagram engineers the success and the fast propagation of the social network is defined by the basic principles to keep it simple style (KISS), to use available resources and to use popular and verified solutions; but also, the strong power of the visual contents made the social network even more attractive for the young generations.

Figure 2: Instagram numbers



Instagram is focused on stories: visual contents that are fast tools to attract people and to involve them in the creation of those contents. A story is a small live shoot to express a concept, a thought, an opinion or to advertise a product or a service. This frequent use of stories makes it possible to be considered a flexible and adaptable format for many activities, as it allows people to express themselves creatively, to experience moments outside their daily lives and feel part of a larger community. Stories also help marketing experts to

forge stronger relationship with brands and people, so many users say they have stepped up this relationship to the point of citing brands into their stories, thus, pushing the buying process.

According to the Digital Innovation Observatory in Tourism in Milan Polytechnic School of Management, after the consumer look at the testimonials live, he also goes and sees on the official e-commerce site of that product or service. A significant number of users (56%) consult the website of the brand for further information, 50% search online where they could buy it, 38% activated the word of mouth phenomenon concerning that product and 34% visited a store physically for check the product. Faced with these percentages, it is quite clear, how followers are likely to share brands that show, through stories, authentic content of live events or true testimonies of influencers.

In the tourism sector, Instagram represents a great potential for the market. In fact, young Millennials and Generation Z are no longer considering Instagram as a simple social app, but as a real source of inspiration for their trips. Furthermore, tags, hashtags and geo-localization make the post visible and traceable.

Through simplicity, involvement, active participation and entertainment Instagram represents one of the most powerful social media marketing tools. In this way, Instagram does not only remain a virtual area where it can exhibit personal daily experiences, but it becomes a new search engine to organize travels, a sort of virtual tour guide for all those who wish to choose the destination for the next trip, where it is possible to find targeted information, already reviewed and evaluated by millions of other users and it provides travelers with the basis for a successful storytelling, making it easy to share the tradition and culture of a destination. Therefore, tour guides books are not a past memory, but they have only undergone a transformation, adapting from the paper format to the digital one.

That's why the recent new of this social network, it is made by the creation of a digital tourist guides, on the Instagram portal, through local pages: Rome, London, Paris, New York etc., which post multimedia contents regarding places and must-visit places. The geotags and the nametags allow to know the name of the location, to better search for information in other review sites, and to locate the place or attraction represented in the images.

The Instagram users are also *instagrammer* through the creation of the pictures and the sharing of stories and Instagram lives. In this way, all the pictures with the same nametag or geotag (i.e. #Colosseum; #Rome) and

shared by different people are going to become part of an album or a collective feed, in which anyone can access it.

The pictures of the real life of people create more value for the traveler and the consumer, because it is not a “postcard unreal picture”. In fact, one of the favorite nametag for authentic images is the #nofilterneeded.

According to Gelter (2017) the 70% share further photos of their travels or new places visited, the 67% continue to seek inspiration between the home and the Instagram guides and the 62% use the platform during the tourist experience, using it to look for things to do and see (Gelter, 2017).

An English real estate agency, according to a survey carried out, found that for boys aged between 18 and 33, what most influences the choice of a next tourist destination is its *instagrammability* (40.1%); so, Instagram is officially a verb, according to Merriam-Webster and the adjective Instagrammable is a descriptor for those things that one might deem worthy of sharing (Steinmetz, 2018).

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