*Bridging Tourism Theory and Practice*
*Volume 11*

# Delivering Tourism Intelligence

*Bridging Tourism Theory and Practice*

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Recognizing the increasing gap between what is researched in academic community and what is practiced in industry, this series aims to bring together academic and industry leaders in their respective fields to discuss, exchange, and debate issues critical to the advancement of tourism. The book series intends to not only create a platform for academics and practitioners to share theories and practices with each other, but more importantly, to serve as a collaborative venue for meaningful synthesis.

Each volume will feature a distinct theme by focusing on a current or upcoming niche or "hot" topic. It shows how theories and practices inform each other; how both have evolved, advanced, and been applied; and how industry best practices have benefited from, and contributed to, theoretical developments. Volume editors have both strong academic credentials and significant consulting or other industry engagement experiences. Chapter contributors will be identified through professional conferences and trade conventions. In general, the book series seeks a synergy of how concepts can inform actions, and vice versa. The book series will inspire a new generation of researchers who can translate academic discoveries to deliverable results valuable to practitioners.

*Bridging Tourism Theory and Practice*
*Volume 11*

# Delivering Tourism Intelligence: From Analysis to Action

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# Contents

**Preface** ix

**Chapter 1 The Value of Tourism Intelligence** 1
*Philip L. Pearce and Hera Oktadiana*

**PART I GOVERNANCE, PLANNING AND SUSTAINABILITY**

**Chapter 2 Leadership in Alpine Destinations: The Showcase "Stubai 2021"** 15
*Hubert J. Siller and Stefanie Haselwanter*

**Chapter 3 Complexity Theory in Tourism: The Case of Mount Rigi, Switzerland** 31
*Walanchalee Wattanacharoensil and Juerg Stettler*

**Chapter 4 Empowering Small Rural Communities through Heritage Tourism** 49
*Mercedes Aznar and Hilde Hoefnagels*

**Chapter 5 Implementing Community-based Tourism: Post Mount Merapi Eruption in Indonesia** 61
*M. Baiquni and M. Dzulkifli*

**Chapter 6 Delivering Tourism Intelligence about Agritourism: Principles from the Balinese Case of Civet Coffee** 77
*Roozbeh Babolian Hendijani*

**Chapter 7 Tourism Development in Indonesia: Establishment of Sustainable Strategies** 91
*Diena Mutiara Lemy, Frans Teguh and Amelda Pramezwary*

**Chapter 8 Promoting Cultural Tourism in Australia: An Urban Perspective** 109
*Valeriya Radomskaya*

**PART II CONSUMER BENEFITS AND EXPERIENCES**

**Chapter 9 Understanding Guests' Dissatisfaction: Application of Data Visualization Tools** 125
*Cindy Yoonjoung Heo, Bona Kim and Laetitia Drapé-Frisch*

**Chapter 10 Making Tourism Technology User-friendly: From Problems to Positive Experiences** 143
*Hera Oktadiana*

**Chapter 11 Assessing Tourist Spending at an Attraction: The Case of Yogyakarta Palace** 161
*Myrza Rahmanita*

**Chapter 12 Chinese Tourists and the Sun: Implications for Designing Experiences** 175
*Tingzhen (Jane) Chen and Philip L. Pearce*

**Chapter 13 Safe Food on Aircraft: Key Management Principles** 189
*Andrea Grout*

**Chapter 14 Contribution of Small Tourism Social Enterprises to the Local Experience** 201
*Perunjodi Naidoo and Prabha Ramseook-Munhurrun*

**PART III BENEFITS TO ENTREPRENEURS AND DEVELOPMENT OPPORTUNITIES**

**Chapter 15 Learning from Canary Islands Tourism Entrepreneurship** 219
*Teresa Aguiar Quintana and Rosa M. Batista Canino*

**Chapter 16 Building Small Business Networks: A Knowledge Transfer Example** 233
*John R. Pearce*

**Chapter 17 Accommodation Price Strategies: Hotels versus P2P Lodgings** 249
*Eva Martin-Fuentes, Estela Marine-Roig, Eduard Cristobal-Fransi and Berta Ferrer-Rosell*

**Chapter 18 Experiential Marketing on Exhibitor Performance: World Travel Mart London 2017** 263
*Zauyani Zainal Mohamed Alias and Norain Othman*

**Chapter 19 Making Conferences a Success: Perspectives of a Meetings Professional** 281
*Magdalena Petronella (Nellie) Swart*

**Chapter 20 Local Cuisine as a Tourism Signature: Indonesian Culinary Ecosystem** 299
*Santi Palupi and Fitri Abdillah*

**Chapter 21 From Analysis to Action: The Long and Winding Road** 313
*Philip L. Pearce and Hera Oktadiana*

**About the Contributors** 329

**References** 339

**Index** 401

# Preface

Many tourism researchers from around the world want to make a difference with their studies. This volume offers a rich international selection of studies that seek to deliver on this aim. The topics covered are diverse, as befits an economic, social, and environmentally influential sector that finds different forms of expression across the globe. The inspiration for this book derives from the enthusiasm of the largely European cohort of scholars and supporters who developed the *tForum* conferences. As documented in more detail in the first chapter, this book is not one reliant on conference proceedings. Three chapters were developed from conference presentations, but more was expected of authors than might normally be delivered at a quality academic conference. Rather, it is the spirit of the tForum conferences which infuses these pages rather than the immediate contributions.

The stated mission and objectives of the conferences held in Naples (2015) and Mallorca (2018) were as follows: The *t-Forum* is a global institution with the core mission of bridging tourism theory and practice by transferring knowledge (t-Intelligence) to and within tourism sectors. The objectives of the *t-Forum* are to identify sources of t-intelligence in destinations, businesses, and knowledge institutions, to foster, support, and create platforms for the dissemination of t-intelligence; to facilitate the transfer and use of t-intelligence in destinations, businesses, and knowledge institutions; and to nurture t-intelligence programs or actions for innovation in tourism. The present volume hopefully delivers these kinds of insights and ideas to readers. Authors were invited to consider and embrace these analyses to action aims pertaining to tourism intelligence. At the very least, it is hoped that the resulting volume provides examples of achievements and actions built on scholarly activity in many diverse settings.

The authors wish to thank all the contributors for delivering manuscripts to the deadlines we have imposed upon them. The timely return of edited chapters and the other necessary documentation needed to write a scholarly chapter has been much appreciated. To reflect the global tourism

community, the authors come from many countries and most are not native English speakers. It is a pleasure to see these diverse voices establishing the case that research can have consequences and deliver on the *t-Forum* objectives. The editors would like to thank Emerald and Professor Jafar Jafari for offering us the opportunity to work on this project. His continuous involvement in the project and associated diligent commentary have been appreciated. We would also like to provide an acknowledgment to the late Eduardo Fayos Sola whose work in the development of tourism policy and tourism research was a part of the background for this volume.

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