

Session B2

Night to Travel: Investigating Incentives/Disincentives Schemes to Increase the Potential of Night Trains as Substitute of Short-Haul Flight - Stefano Scagnolari, Alessandra Motz, Tiziano Gerosa and Ilaria Tettamanti

The research aims to investigate the potential of night trains as a sustainable mobility option for short and medium-haul journeys to contribute to the reduction of CO₂ emissions and meet climate targets. The Swiss Federal Office of Energy funds this study, conducted on a representative sample of the Swiss population. We examine the factors that influence the adoption of night trains and identify the market segments that prefer them. The research employs a Stated Preference choice experiment to evaluate the appeal of night trains as an alternative to air travel. The findings reveal that the effectiveness of communication, strategic marketing, direct connections, and personalized incentives are crucial for promoting night trains as a sustainable and appealing choice. Furthermore, the study highlights that visual representations and effective communication of CO₂ emissions can significantly influence travelers' preferences. The study also highlights the need for multifaceted strategies, indicating that a hypothetical CO₂ tax on flights may not be sufficient alone. Finally, the study suggests that personalized incentive approaches, aligned with individual motivations, can effectively promote sustainable travel choices. The findings indicate the need for multifaceted strategies integrating communication, marketing, direct connections, and personalized incentives to promote night trains as a green alternative to short-haul flights.

Examining the Attitude-Behaviour Gap In Long-Distance Mobility Choices: A Study of The Swiss Population - Stefano Scagnolari, Giulia Operti and Ilaria Tettamanti

This study explores the complex dynamics of long-distance mobility choices within the Swiss population, specifically analyzing the "Attitude-Behaviour Gap" phenomenon. Using data gathered from a representative sample, we examine the connections between traditional variables used in demand segmentation within the tourism sector and the attitudes and behaviors of participants towards the environment. Our research reveals four distinct profiles: those who demonstrate both environmental consciousness and eco-friendly behavior, those who exhibit the "Attitude-Behaviour Gap," those who show less attention to environmental aspects, and a group that makes eco-friendly choices despite not professing a specific attitude towards environmental preservation. Our preliminary findings highlight the complexity of decision-making dynamics related to long-distance mobility. Furthermore, our analyses enable the identification of some common 'justifications' upon which interventions can be based to stimulate sustainable behaviour among those who already possess an inclination and desire to act sustainably. This study provides valuable insights into understanding the challenges associated with sustainable behavior in the context of tourism, paving the way for further investigations. It also contributes to the existing literature on the variety of attitudes and behaviors present in the Swiss population regarding long-distance travel.

Destination Management and Tourism Competitiveness: A Strategic Analysis of Regional Development Along Egypt's Holy Family Trail - Moaaz Kabil, Youssef El Archi and Lóránt Dénes Dávid

Tourism trails have emerged as significant cultural assets, offering immersive experiences and insights into historical narratives. This study focuses on enhancing the Holy Family Trail as a premier cultural tourism trail in Egypt through destination management strategies encompassing branding and reputation. The aim is to leverage the trail's unique heritage to attract a diverse range of visitors and foster sustainable tourism development. The study employs a two-tiered approach, utilizing the Corporate Brand Identity Matrix (CBIM) and the Corporate Brand Identity and Reputation Matrix (CBIRM). Additionally, this study assesses and enhances the Holy Family Trail brand identity and reputation through the Delphi technique involving participants from various stakeholder groups. The results reveal key insights into the trail strengths and opportunities for growth, as perceived by diverse stakeholders. Despite differing ideologies, the majority of stakeholders emphasized the importance of focusing on the Unique Selling Propositions (USPs) to elevate the trail identification and recognition. This offers valuable guidance for policymakers aiming to enhance the Holy Family Trail status in the global tourism market.