Session D2

Antecedents of Tourists' Intentions to Purchase Counterfeit Goods - Christine Zeng, Stephen Pratt and Denis Tolkach

The purchasing behavior of tourists at a destination affects the sustainability of that destination. Growing demand for counterfeit goods is a global problem which creates economic and social problems. Tourists contribute to this problem, through their buying behavior at street markets. This research uses a PLS-SEM model to examine tourists' antecedents for the likelihood of purchasing counterfeit goods while on vacation. With a sample 1,000 international tourists to Hong Kong, we test both intrinsic and extrinsic antecedents. The findings reveal that the extrinsic factor of perceived benefits of counterfeit goods and the intrinsic factors of ethical perceptions of counterfeit goods and tourists' self-control are the significant determinants for the likelihood of purchasing counterfeit goods. Unlike previous research, anti-counterfeit marketing strategies were not found to have a significant effect. As a result, policymakers should appeal to the global citizenship and good character of tourists to discourage them from making these purchases.

Tell Me Why I Don't Like Bank Mondays (Do I?) - Paolo Figini, Veronica Leoni and Daniel Quan

Although it is well known that tourism demand is subject to both macro seasonality (the variation of arrivals and overnights in the different seasons of the year) and micro seasonality (the variation of arrivals in the different days of the week), research has focused on the former and completely overlooked the latter. In this respect, a relevant topic connected with micro seasonality is the economic impact of the calendar of festivities.

Countries differ in both the number of national holidays and how holidays are selected in the calendar. While most countries have fixed holidays (e.g. Christmas is always on December 25, irrespective of the weekday), some countries have a mix of fixed and flexible holidays (e.g. a "bank holiday" positioned on the first Monday of the month). Arguably, this second model limits the possibility of taking days off from work or school to connect weekends with holidays positioned mid-week (e.g. on Tuesday, building what can be called a "holiday bridge"), with relevant implications on the performance of the tourism sector.

Within this framework, our paper addresses the following research questions: how does the holiday calendar affect hospitality performance? What is the extra value (if any) generated by a mid-week holiday? Moreover, as fixed-date holidays alternatively fall over the years at weekends or during the week, is there a significant difference in performance over the long run?

We analyze STR daily data of hotel performance spanning 20 years (April 1, 2004 – March 31, 2023) in the five most popular destinations worldwide (France, Spain, US, China, Italy) differing for the number and the calendar of holidays. Through econometric panel analysis, we identify how the hotel's weekly performance changes when specific holidays are positioned on different days of the week, monitoring both within and across-country variations.

In addition, with the help of the Input-Output methodology, we evaluate the overall impact on the country's economic performance. This last aspect allows us to discuss the overall costs and benefits of policy scenarios differing on whether holidays move from fixed to flexible dates. In fact, the issue of the festivity calendar regularly enters the political and media debate, typically when the productive sectors call for a change in the calendar to decrease the number of holidays. However, we stress that a change in the calendar has a double effect: on the non-tourism sector, increasing the number of hours worked and thereby production, but also on the tourism sector, decreasing the number of long weekends and brief holidays that the population can take, with its associated cost. Policy implications are derived and discussed.

Maximizing Revenue from Satisfaction: Unveiling the Efficiency of Guest Delight in Hotels - Claire Cui, Frederick Ng and Ganna Demydyuk

This study delves into the intricate relationship between customer satisfaction, cost efficiency, and revenue generation in the hotel industry. By integrating Internet customer reviews into hotel cost and revenue analysis, we examine how management controls in accounting and marketing synergize to achieve organizational objectives. Utilizing a two-stage Network Data Envelopment Analysis (DEA) model, this study assesses resource utilization within hotels in the context of customer satisfaction. The initial stage scrutinizes cost allocation efficiency vis-à-vis customer satisfaction, elucidating hotels' optimization of expenditures to enhance guest experiences. In the subsequent stage, our analysis dissects the relationship between customer satisfaction and revenue generation, emphasizing the pivotal role of satisfied guests in enhancing the operating efficiency.

Furthermore, we introduce a categorization matrix to classify hotels based on their revenue generation and cost management performance, providing comprehensive insights into operational dynamics. Our main findings indicate consistent cost management practices across hotels, compared with divergent revenue generation outcomes. This result emphasizes that using value-informed pricing and revenue management practices, most hotels have the potential to improve their revenue efficiency, which traditional revenue management systems cannot capture. Our analysis promotes integration of customer metrics into accounting sets of controls and offers valuable guidance for hotel managers seeking to refine resource allocation strategies and bolster financial performance.