



**LESSONS LEARNED FROM CHANGES IN THE
ECONOMIC CONTEXT: THE EFFECT OF ECONOMIC
CRISES ON TOURIST TRIP-PLANNING AUTONOMY
AND SATISFACTION**

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Antecedents

The crisis scenario

- A conditional framework:
 - The pessimistic climate of economic crisis triggers economization; people are less inclined to consume.
 - The tourism industry faces a difficult competitive environment because of fewer customers, higher price sensitivity, and shorter stays.
 - In these times of economic difficulties, it is crucial to identify the key drivers of tourism consumption.
- A need of a better understanding of tourist behaviour and attitudes during times of economic recession.

Antecedents

Autonomy as a key tourism trend

- Travellers increasingly use the Internet to find travel information and book and pay for tourism services
- Decreasing use of traditional intermediaries
- Such independent planning behaviour of tourists we refer as autonomy in trip planning

The formation of satisfaction as a key competitive element

No matter how trips are planned, tourist satisfaction remains crucial; it is a key factor in competition among destinations

Antecedents

Objectives

Model

Methodology

Analysis and Results

Conclusions

Objectives

To examine the relationships among

- the crisis scenario, as a conditional framework for tourist behaviour
- the phenomenon of increasingly Internet-empowered, autonomous tourists
- the formation of satisfaction as a key competitive element

Antecedents

Objectives

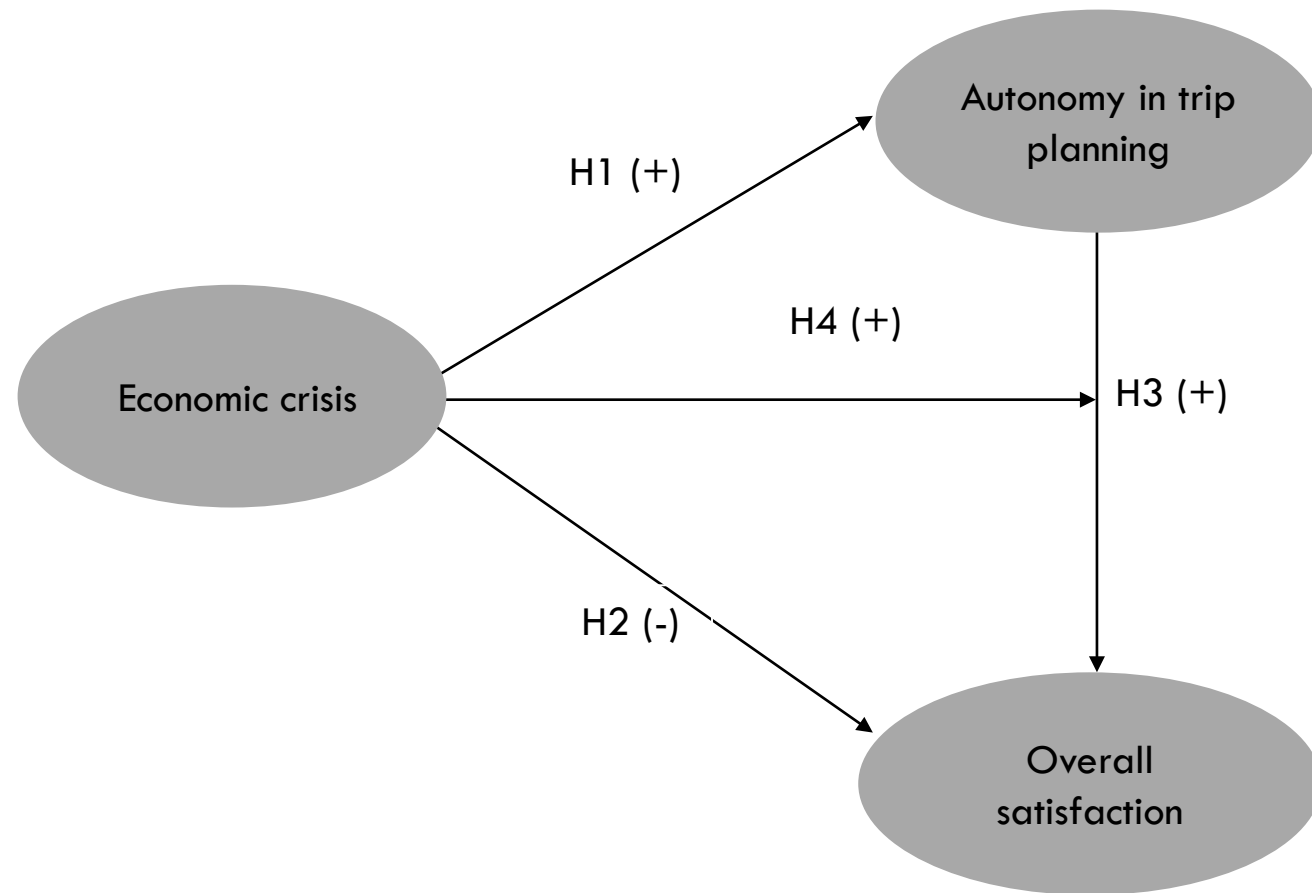
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H1: Economic crisis has a positive influence on autonomy in trip planning

Searching for the best price-performance ratio , possible in Internet, mistrusting in third parties

H2: Economic crisis has a negative impact on tourist satisfaction

Reduced usual levels of comfort, more austere holidays, fewer and shorter trips

H3. Autonomy in trip planning has a positive impact on tourist satisfaction

Well-being of doing things by himself, self-efficacy, better fit and prices than relying in others

H4. Economic crisis positively moderates the relationship between autonomy and satisfaction

In times of crisis, more efficient to behave autonomously, more important to make a good choice, do not make mistakes

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Methodology

● Data collection

- Annual survey on Spanish tourists residents behaviour, FAMILITUR 2006-2011
- Official data Government of Spain
- 40,000 entries (trips)

● Measures

- Autonomy: Lack of use of intermediaries, Internet usage intensity
- Crisis: year, 2006-2011, six dummies, reflecting the onset and escalation of the crisis in Spain
- Satisfaction, in the original database, individual evaluation for every trip

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Analysis and Results

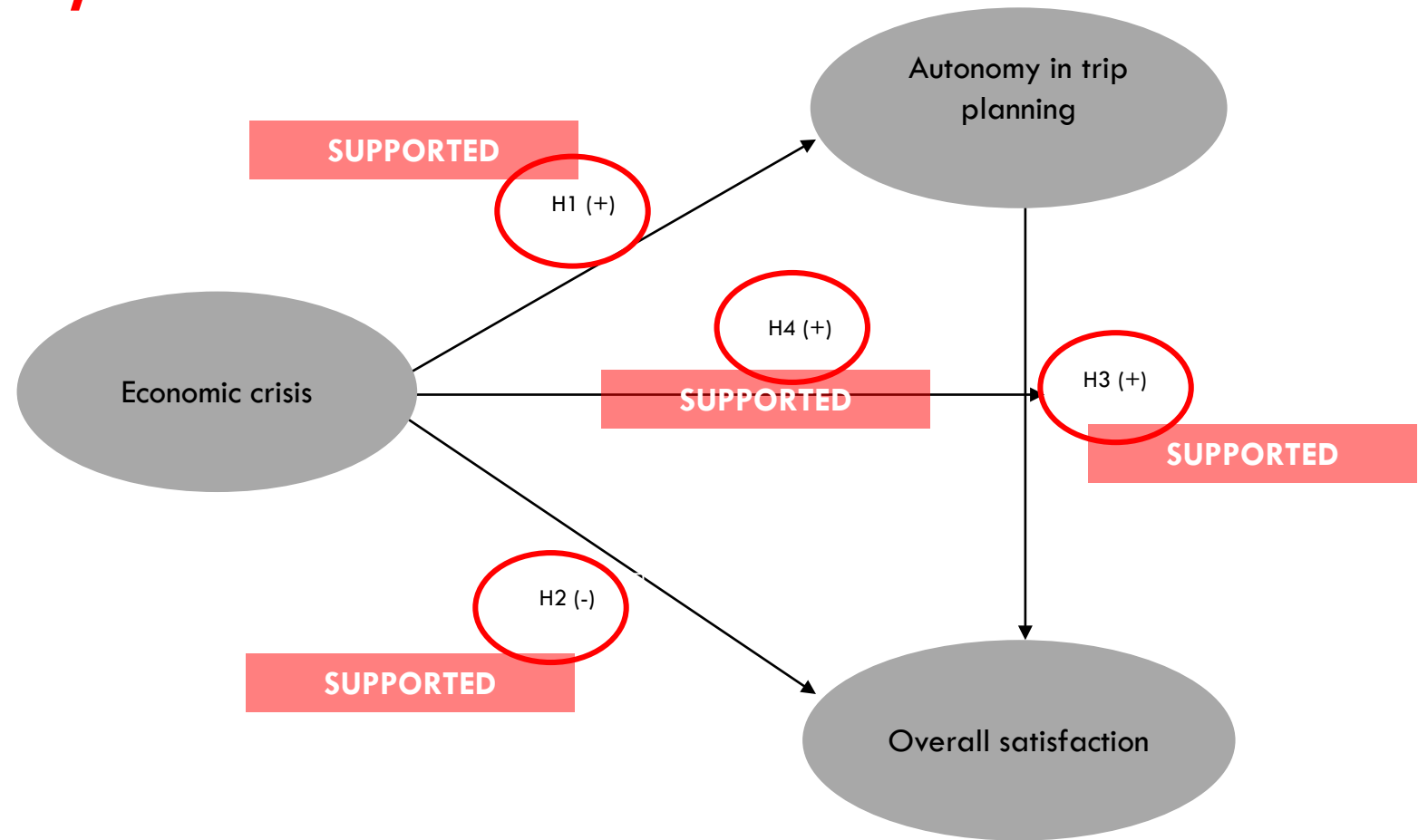
● Analysis

- ANOVA analysis (H1)
- OLS Regression analysis (H2, H3, H4)

● Results

- A direct, positive impact of the crisis on autonomy in trip planning
- A direct, negative impact of the crisis on overall satisfaction
- A direct, positive effect of autonomy on overall satisfaction
- A positive moderating effect of the crisis on the relationship autonomy-satisfaction

Analysis and Results



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Conclusions and implications

- Economic crisis has a dual effect:
 - a positive effect on tourists' autonomy in trip planning
 - a negative effect on their satisfaction
- In times of crisis, autonomy has the potential to exert a greater positive effect on satisfaction

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Conclusions and implications

- The tourism industry must facilitate autonomy in trip planning
 - key to driving destination choice and ensuring overall customer satisfaction
 - by enhancing autonomy, tourism operators can counteract the negative effects of economic crisis on satisfaction that result from tourists' selections of more austere holidays
 - A way to optimize their business in a similar scenario as the analyzed

Conclusions and implications

Some suggestions to promote autonomy:

1. Technology is critical. The best possible Internet search engine positions, to ensure to be easily found online
2. The planning process as an enjoyable part of the tourist experience: to facilitate autonomy during the planning stage: websites easy to use, quick to navigate; immediate answers, clear proposals, in a safe online
3. Tourism websites should offer all information required for complete trip organization (i.e., selection, booking, payment). Joint management of all destination-related services, platforms and alliances that connect options.
4. Economizing is a major goal. Prices are transparent. Tourism providers should guarantee the best available rates. Adaptable offers, meeting different needs at different prices. To track individual customer preferences, customized options.

Thank you for your attention

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