

Marietta Fragkogianni  
Faculty of Arts, Business and Applied Social Science  
Suffolk Business School, University Campus Suffolk  
UCS Waterfront Building, Neptune Quay  
Ipswich, IP4 1QJ

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**Subject: Submission of an Abstract to the International Tourism, Hospitality and Events Conference.**

Dear Sir or Madam,

I take great pleasure in submitting an abstract entitled "Economic Crisis and Tourism Marketing on Small Islands: The Case of Zante" for your consideration to be presented in the highly esteemed *International Tourism, Hospitality and Events* conference.

The abstract focuses on the impact of recession on tourists' decisions and destination marketing in small islands, with special reference to Zante. It uses a Structural Equation Model (SEM) in order to investigate the formulation of visitation tourist decisions on the island of Zante. The study provides constructive knowledge for the stakeholders involved on the formulation of tourist decision-making as well as for the relevant scientific research, whilst highlighting the importance of marketing activities in tourism destination development.

I am looking forward to hearing from you,

Yours faithfully,



Marietta Fragkogianni  
Lecturer in Marketing and Destination Development  
University Campus Suffolk

(Title)

Economic Crisis and Tourism Marketing on Small Islands: The Case of Zante

(Keywords)

Recession, destination marketing, tourist decision-making, Greece

(Introduction)

The current recession directly affects the destination selection decision-making of tourists (Stienmetz et al., 2015), and when combined with other aspects such as spending patterns and travelling mode, it impacts the destination marketing (Pratt, et al., 2010). The paper examines the factors influencing tourist decision-making on small island mass-tourism destinations, with special reference to Zante, Greece. For doing so, it employs (i) the Theory of Planned Behaviour, and (ii) the Perceived Risk Theory.

(Methodology)

The research examines the perspectives of 400 visitors of Zante during summer 2015 using a structured questionnaire of 34 five-point Likert-scale statements. Implementing a Structural Equation Model the study evaluates the impact of recession in marketing activities, destination selection factors, central government policies, and destination decision-making, and the way they finally affect the formulation of tourists' decision making.

(Findings/Discussion)

The results indicate that recession considerably impacts the destination selection factors, followed by the decisions taken by the local (destination) authorities. In addition, the factors for destination selection also impact the decision-making in the destination. On the other hand, the central government policies affect the marketing activities of the destination as well as the decision-making of tourists.

### (Conclusion)

Recession impacts on tourists' decision-making through destination selection factors and the implemented policies of local authorities.

### (Contribution to or Consideration of Impact)

Theoretically the research contributes on further understanding of the recession's impact on small islands' destination marketing. Managerially, it provides evidence for the factors affecting tourist decisions for destination selection.

### Key References

Pratt, S. et al. (2010). Measuring the Effectiveness of Destination Marketing Campaigns: Comparative Analysis of Conversion Studies. *Journal of Travel Research*, 49(2), 179-190.

Stienmetz, J.L. et al. (2015). Evaluating destination advertising. *Journal of Travel Research*, 54(1), 22-35.