A CASE STUDY OF CONSUMER SATISFACTION: TIMBERLINE RESORT REALITY

The purpose of this study was to evaluate the service quality of a resort in Mid-Atlantic area. Service quality is the performance of the service provided. Stratified random sampling and survey methodology were adopted for data collection. Data were collected from 99 customers in a Mid-Atlantic Resort. Descriptive statistics was used for data analysis. Result showed that the majority of the respondents (93.9%) were from the United States, (79.8%) currently married (76.8%), (37.4%) with an age ranged between 35-44, lived within 5 hours driving distances from the Resort and (49.0%) with an annual household income between $60,000-$84,000. The majority of the respondents stayed in the house (67.3%), followed by staying in the cabin (15.3%), Cottage (11.2%) and lodge room (6.1%) for their visits respectively. The main purpose to stay in the resort was for family vacation (61.6%) and personal pleasure (37.4%). Skiing was the main attractions for their visits (91.9%). The majority of the respondents 81.8% visited the resort one to four times per year and 88.9% had revisited the resort within one year. Regarding to pricing, the majority of the responsible considered the price of recreation (70.4%) and lodging (50.5%) was reasonable.

In examining respondent’s opinion on the facilities, the respondents were either very satisfied or satisfied with the rental unit cleanliness (81.4%), the accessibility (90.9%) of the vacation unit after check in, the condo/cabin’s décor (67.7%), and the outdoor surroundings (82.8%). Moreover, 94.9% of the respondents felt safe to stay in the resort and 89.9% were satisfied or very satisfied the protection and privacy of their personal belongings. In conclusion, 85.9% of the respondents agree that the overall facilities were clean and inviting.

As in every organization, the staff is instrumental for success. The majority of respondents were either very satisfied or satisfied with the respect and politeness of the staff (82.7%), the staff appearance (74.2%), staff’s knowledge on vacation rental and friendliness (86.9%), and on local places of interest (61.6%), the manner in which the problem was handled (56.1%), and the performance of the cleaning staff (63.6%). In general, the respondents were either very satisfied or satisfied with the overall performance of the staff (90.8%).

Regarding to the logistic components of the resort service, 87.9% of the respondents was either very satisfied or satisfied with the ease and convenience of making the lodging reservation. In addition, the majority of the respondents agree that the rental unit was ready as promised (96.0%) and final bill was correct (92.9%).

For the overall performance of the resort, the majority of respondents were either very satisfied or satisfied with the first impression of the resort (88.9%) and 80.8% of the respondents rate this mid-Atlantic resort average or above average against other resorts. The majority of the respondents also expressed that they will return (78.8%) and will recommend to this mid-Atlantic resort to friends and family (82.8%).

In conclusion this case study findings support the notion that with a high satisfaction of service quality will lead to a high chance for returned customer.
AN EXAMINATION OF A STRUCTURAL MODEL OF TOURISTS’ BEHAVIOURAL INTENTIONS

The proposed model of tourists’ behavioural intentions was developed and tested. The empirical tests completed provide support for the critical causal relationships between the constructs in the model. The results help clarify the roles of perceived quality of performance, perceived quality of experience, perceived value, and overall satisfaction on behavioural intentions, and contribute to a better understanding of tourists’ behaviour.
Challenges of estimating economic impacts are discussed and applied for a medium sized international sports event. The importance of accurately calculating final expenditures is stressed. Similar numbers, but different assumptions lead to very different outcomes of economic impact estimates. Economic impact results should carefully be interpreted and considered with caution.

18 This contribution is part of a larger SSHRC funded project.
CHANGE AS ROUTINE: UNDERSTANDING ORGANIZATIONAL CHANGE IN CANADIAN MAJOR SPORTING EVENTS

This paper examines the routine of change in a new context, that of major sporting events, which are arguably in a continual state of change. Contextualist and resource dependence approaches are used to understand organizational change in two case studies: the 1999 Pan American Games and 2005 FINA World Aquatics Championships.
Disaster planning is an important, but often neglected, part of leading an organization. Currently there exists no data on the level of disaster preparedness of organizations in the Canadian hospitality industry. The present paper presents the results of a survey of a representative sample of organizations in this industry to assess the level of disaster preparedness. Results reveal an overall low level of preparedness. Implications of these results are discussed and recommendations for effective practice are suggested.
IMPLEMENTATION OF SUSTAINABILITY PRACTICES BY SMALL FIRMS IN THE HOSPITALITY INDUSTRY: MOTIVATIONS, CHALLENGES AND LEVEL OF ADOPTION

The objective of this paper is to investigate the implementation of sustainability practices in small firms in the hospitality industry. The issues addressed include: motivations to start a small business, level of adoption of sustainability practices, challenges faced during adoption, and barriers to adoption. The study is based on interviews with five bed and breakfast managers in the Niagara region.
INVESTIGATING STRUCTURAL CHANGES IN THE DEMAND FOR ALCOHOLIC BEVERAGES IN ONTARIO

In this paper, the demand for alcoholic beverages (beer, wine, and spirits) in the Province of Ontario, for the period 1980-2003 is investigated with a focus on the analysis of structural changes in the levels of demand elasticities that occur over time. The Kalman filter method and the Chow structural change test are used to investigate structural changes in the models of the demand for the alcoholic beverages. Structural changes are identified in the demand models for all the three types of beverages. The results suggest that increased government taxation is an effective tool for discouraging consumption of beer. The analysis of own-price elasticity of spirits suggests that the effects of increased government taxation may be totally unexpected. Cross-price elasticity coefficients change their signs over time suggesting that some of the goods that are considered to be complements may become substitutes. Income has different effects on the consumption of different alcoholic beverages, whereas the consumption of all alcoholic beverages is negatively related to the level of unemployment.
L’objectif est d’identifier les facteurs clés de succès d’une collaboration dans un contexte touristique tel que perçus par des intervenants majeurs de l’industrie au Québec : les CLD. À partir de l’étude de 78 projets, la valeur relationnelle, la coordination-communication et l’environnement économique sont les facteurs ayant le plus d’impact.
ONLINE AND OFFLINE ADVERTISING DURING THE 2007 NCAA BASKETBALL TOURNAMENT – WHICH COMPANIES DRIVE CONSUMERS TO THE WEB?

This research focused on determining which companies and which individual advertisements during the NCAA Men’s Basketball Tournament broadcasts (both online and offline) did the best job in driving consumers to the web through the integration of specific calls to action (inclusion of company url, product website, online campaign or interactive microsite). Findings indicated that overall, advertisers are missing the opportunity to drive an already ‘captive’ audience of online viewers to their websites.
SPONSORSHIP EVALUATION

In spite of the increasing resources being allocated from marketing budgets to sponsorship, effective evaluation of sponsorship is relatively rare and sponsorship evaluation methods are often proprietary in nature. This paper reports on a research project designed to develop a process model for evaluating marketing sponsorships. Based on the widespread management literature approach of building a process to evaluate effectiveness (see, for example, the Balanced Scorecards and Strategy Maps of Kaplan and Norton (2000; 1996; 1992) or Kozinets’ (2002; 1998) Netnography), this research seeks to provide an approach to sponsorship evaluation by developing a sponsorship evaluation process model. Viewing the sponsor-sponsee relationship as an example of the principal-agent relationship (see Agency Theory) where the sponsee provides a service to the sponsor in return for cash and/or in-kind product scopes the development of a process model for sponsorship evaluation. The approach taken is as follows: (i) develop an initial process for evaluating sponsorships from the existing literatures of Agency Theory, evaluation, and sponsorship, (ii) revise the process model based on information provided by 14 experts in the sponsorship field during a series of depth interviews, and (iii) apply the revised process model to an in-depth sponsorship case as a demonstrative example of its implementation. This demonstrative example involved the evaluation of the sponsorship of the Edmonton Grand Prix CHAMP car race by a large Canadian bank (ATB Bank of Alberta). Results of this case and recommendations for future research and practice in sponsorship evaluation are presented.

Overall, in carrying out this research, we aimed to make two contributions to marketing; (i) to provide a solution to a practitioner-identified problem; namely how to evaluate sponsorships, and (ii) to contribute to the marketing literature by developing and implementing such a sponsorship evaluation process model. The provision of a process model for evaluation specific to sponsorship addresses an important practitioner need (Crompton 2004). For practitioners, the process model will provide sponsors and sponsees, as well as intermediaries providing evaluation services, with an adaptable tool for the assessment(s) of their sponsorships.

Future research should involve empirical testing of the process model and the development of extensions of the process model (e.g. a model specific to Mega-sponsees, in-kind sponsorship, or to sponsorship involving social marketing). Continued testing, broadened application and structured assessment of the components of the process model will also continue to improve the process model. Research on sponsorship with limited resources and using longitudinal approaches is also necessary. Additionally, it is recommended that future research include partial evaluations and the evaluations of single objectives to allow for evaluation even when resources are scarce. Research dedicated to the future investigation of shirking in sponsorship evaluation is also encouraged.
THE INFLUENCE OF HOUSEHOLD CONTEXT ON YOUTH SPORT PARTICIPATION IN CANADA

This paper focuses on the variable of household context and its influence on youth sport participation in Canada. It builds upon previous work which identified household context as one of six antecedents of youth sport participation. Secondary research and analysis of Canada’s General Social Survey are used.

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THE ROLE OF QUINTE EXHIBITION AND RACEWAY IN THE COMMUNITY: A QUALITATIVE EXPLORATION

This is a case study of the Quinte Exhibition Raceway (QER) in Belleville, Ontario. Secondary data was collected from the Belleville Intelligencer (BI), the local newspaper that reported on the activities of QER: the Quinte Exhibition, the Quinte Raceway, and the Agricultural Fair from the year 1862 to 2007. The primary data source consists of an oral history of QER through a semi-structured in-depth interview with Racing Chairman, Jack McDonnell (JM). Findings indicated changes over time as well certain themes occurring on a regular basis such as volunteers’ contributions, recognitions of achievements and family values.
THE USE OF CAUSE RELATED MARKETING IN THE TOURISM INDUSTRY

This paper introduces a brand-based conceptual framework for the analysis of cause-related marketing (CRM) initiatives. Using examples from the tourism industry, four different approaches to CRM - autonomously branded, co-branded, house branded, and industry branded CRM initiatives - are compared. The paper concludes by offering recommendations to marketers in the tourism industry wishing to engage in CRM.