

## AIHR – Sustainability in Hospitality

At the end of May the annual CHME research conference found place in Manchester (UK). Theme of the conference this year was: *The future in our hands*. Sustainability and related educational issues were one of the four focuses of the conferences, and this is also the reason why the Research Group Sustainability in Hospitality and Tourism attended the CHME conference.

Venue of the Conference was the Manchester Metropolitan University – a major British university featuring 1,000 courses at undergraduate and postgraduate level including Tourism and Hospitality. The campus of the University is huge and it is not uncommon to get lost when passing from the one to the other building as many attendees experienced! The conference was well attended, as the photo on the right shows.



Simona Staffieri (Italian Institute of Statistics and external member of the Research Group) and Elena Cavagnaro presented during CHME 2015 in Manchester a paper entitled: “Understanding youngsters’ tourism experience: values and motivations to travel as a key for identifying target clusters for sustainable tourism”.

As the title already shows the paper explores values and travel motivation of young tourists. The aim of the research on which the paper is based is to discover profiles of young tourists that can be targeted for marketing sustainable

tourism. Data was collected in the Netherlands in 2014 thanks to a co-operation with ETFI and NTS NIPO. A representative sample of 423 youngsters was reached via an online survey. To analyse the data an integrated multidimensional research strategy was applied: multivariate analyses (principal component analysis and cluster analysis) were used to test whether value orientation influence the travel motivation and to uncover segments that can be targeted with a sustainable tourism offer. Results suggest that there are at least five profiles of young tourists interested in a sustainability offer. The most promising segments are the ‘transcendentalist young’ and the ‘pleasurable sustainability’ clusters.

During the gala dinner Simona and Elena were honoured with the Award for Best Paper of their track. In the photo you see Elena and Simona receiving the award from the hands of Dr. Peter Lugosi reader at the Oxfords School of Hospitality Management and chair of the awarding committee.

Encouraged by this success Simona and Elena are now revising their paper for publication. If you are interested in the conference paper, please send an e-mail to [Elena.cavagnaro@stenden.com](mailto:Elena.cavagnaro@stenden.com).