



## **ATLAS Annual Conference 2017**

**Destinations past, present and future**

**Viana do Castelo, Portugal  
12-15 September, 2017**

**Abstract Book**



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**ATLAS annual conference 2017**  
**Destinations past, present and future**  
**Viana do Castelo, Portugal**  
**12-16 September, 2017**

The Conference will take place between 12th and 15th September 2017 at the campus of the School of Technology and Management. The Conference will be organised by the Tourism Laboratory, headed by Carlos Fernandes.

The way in which places are being transformed by tourism was the subject of a recent ATLAS publication (Russo and Richards, 2016), which described how destinations are increasingly produced, consumed and negotiated between tourists and actors in the places they visit. These trends link to wider debates about the production of space and place, and the rise of new localities in a globalizing world. Destinations increasingly need to deal with the rise of new tourist spaces, changes in the tourism distribution chain and growing competition from other destinations.

These changes suggest an increasingly uncertain future for destinations worldwide. Where will tourists go next? Which new intermediaries will emerge? How will tourists arrange their travel in future? What kind of experiences will be in vogue, and how will these impact on the destinations themselves?

This conference seeks to develop new perspectives not only on the challenges affecting the future of destinations worldwide, but also on strategies, practices and policies to sustain and /or develop the competitiveness of tourist destinations. The aim is to exchange and discuss ideas on critical areas of the development and management of tourist destinations in such a challenging context by tourism professionals and academics.

## Keynote speakers



**Maria Gravari-Barbas** is the Director of the Institute for Research and High Studies on Tourism (Institut de Recherches et d'Etudes Supérieures du Tourisme, IREST) of Paris 1 – Sorbonne University. She has a degree in Architecture and Urban Design (University of Athens, 1985), and a PhD in Geography and Planning (Paris 4 – Sorbonne University, 1991). She was Fellow at Johns Hopkins University, Baltimore, USA (1990). She is the director of the EIREST, a multidisciplinary research laboratory focusing on tourism, mainly related to cultural heritage and development. She is also the director of the UNESCO Chair “Tourism, Culture, Development” of Paris 1- Sorbonne University and the coordinator of the UNITWIN network of the same name, comprising more than 25 top level universities all around the World. She is invited professor in different Universities in Europe, the States and Latin America. She is the author of several books and papers related to Tourism, Culture and Heritage.



**Carlos Costa** is based at the University of Aveiro, Portugal, where he is Full Professor, Leader of the PhD Programme and the Tourism Research Unit, and Director of the Department of Economics, Management, Industrial Engineering and Tourism. He is also Editor of the Portuguese Tourism & Development Journal. He leads a spin-off tourism consultancy company in the Aveiro University, which provides bespoke services for tourism organisations and companies. He holds a PhD and an MSc in Tourism Management (University of Surrey, UK), and a BSc in Urban and Regional Planning (University of Aveiro, Portugal).



**Marianna Sigala** is professor of tourism with tenure at the University of South Australia and is visiting professor at the University of Queensland under the Jim Whyte Fellow scheme. She has published in numerous international journals, books and edited books on innovation and challenges on social media and e-marketing strategies for hospitality and tourism. She is book review editor, reviewer and member of editorial board of several international scientific journals and editor of the *Journal in Hospitality & Tourism Cases*, the *Journal of Service Theory & Practice* (previously published as *Managing Service Quality*) and recently appointed as co-editor of the CAUTHE journal titled *Journal of Tourism & Hospitality Management*. She is currently member of the Executive Board of the International Federation for IT and Travel & Tourism (IFITT) and Chair of the I-CHRIE Johnson & Wales Hospitality & Tourism Case Study Competition & Publication Series.



**Donald Getz** retired in July 2009 from his full-time academic position at the University of Calgary, Canada, where he remains Professor Emeritus and Adjunct Professor in the Haskayne School of Business. He is a Distinguished Fellow in the International Academy for the Study of Tourism, and has been a leading scholar in the fields of tourism and event studies. He is currently a Guest Professor at the University of Gothenburg, Sweden, and at Stavanger University in Norway. He holds a James Whyte Visiting Fellow position at the School of Tourism, University of Queensland. As an internationally renowned scholar, Professor Getz's areas of expertise include destination and resort management and marketing, family business and entrepreneurship. He is also the author of the book 'Event Studies', a bible for tourism students across the globe.

## **Abstract keynote speaker**

### **Sustainable event & tourism cities**

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The "Eventful City" (Richards and Palmer 2010) is a term that can be applied to numerous cities and smaller communities around the globe, reflecting underlying forces that have pushed events and event tourism to the fore in many policy fields. This instrumentalisation of events has also spurred interest in the creation and management of event portfolios in which events are assets, and long-term, cumulative value creation is the aim. With events meeting a range of goals, any number of these portfolios can overlap in terms of their expected benefits. Furthermore, the proliferation of events and the trend to managed portfolios necessitates consideration of the meaning and attainment of 'healthy populations' of events within their city contexts. Sustainable event and tourism cities therefore must arise from a complex and dynamic interaction of values and strategies.

Sustainability in this presentation is defined as a continuous process of improvement, and not an end state or the meeting of standards. Accordingly, the 'greening' of events is but a step in the right direction, an essential starting point. When we raise our vision from single events to portfolios, and ultimately to whole populations of events, sustainability takes on new meanings. At these levels, the permanence or even the long-term viability of individual events is no longer the primary concern.

Improvement is required across social, cultural, environmental and economic policy sectors, necessitating a multi-stakeholder approach and a strategic planning and evaluation system that constantly updates. The emerging 'Swedish model' provides a way forward. In the past few years progress has been made in Sweden in development of a comprehensive event evaluation system, called the Event Compass, and in creation of guidelines and a toolkit for event evaluators. By combining these advances with an agenda from Vancouver and other cities that pursue sustainable development, an ambitious agenda emerges for the future eventful city.

## Organisers



The Conference is organised by the Polytechnic Institute in Viana do Castelo  
<http://www.estg.ipvic.pt>

Conference team:

- Carlos Fernandes
- Alexandra Correia
- Goretti Silva
- Ana Maria Ferreira
- Ana Paula Vale
- Olga Matos

Support:



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This event is supported by: European Structural and Investment Funds in the FEDER component, through the Operational Competitiveness and Internationalization Programme (COMPETE 2020) [Project No. 006971 (UID/SOC/04011)]; and national funds, through the FCT – Portuguese Foundation for Science and Technology under the project UID/SOC/04011/2013.



This initiative has the financial support of the Project Lab2PT - Landscapes, Heritage and Territory laboratory - AUR/04509 and FCT through national funds and when applicable of the FEDER co-financing, in the aim of the new partnership agreement PT2020 and COMPETE2020 - POCI 01 0145 FEDER 007528.

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## Abstracts

### The role of young hotel employees' work attitude on tourists' experience

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Hospitality is the interaction among the host and guests, as the name implies it is the practice of being hospitable. It includes the reception and entertainment of guests, visitors, or strangers. Tourism industry by its nature makes the necessity of employees especially those in front lines to be hospitable, in order to convey the positive attitude towards the guest. Employees especially those in the front line, are important part of the experience that is delivered to the guest. What makes it challenging for managers, are the perception of employees specially the front-line ones in the hospitality section, these perceptions are characterized by level of commitment to the organization, job satisfaction levels, stresses caused by jobs and etc. Being labor intensive, the hospitality industry is certainly affected by each one of these constructs. On the other hand, the hospitality organizations' profile is changing by retiring of early generation X'ers and entering of new generation so called, Y'ers and Z'ers to the work place. This change will brings to consideration the differences between the generations in the workplace and how these differences will affect the tourists' experience. This study mainly focuses on the differences between the younger generations, generation Y which were born between 1985 – 1994 and generation Z cohort which were born after 1995 on their attitudes towards work. This study aims to reveal how these differences will affect the customer experience such as satisfaction in a hospitality setting. To answer the main research question of: whether work related attitude is noted by the tourists; self-reported questionnaire of 326 hotel employees and a survey of 150 guests in the same hotels has been conducted. The questionnaires were matched using a self-generated code. Different constructs of work attitudes have been measured. The results reveal the significant differences in work attitude of younger generations. There are significant differences in all constructs of work attitude naming: job satisfaction, work engagement, organizational citizenship behaviour, organizational commitment, perceived organizational support, perceived job rewards, perceived supervisory support, perceived employability, perceived job security, perceived fairness, reward and recognition, quit intention and job switching behavior. Further excavation of these differences reveals valuable results, from the tourists' point of view. It is revealed that tourists are recognizing these attitudes and were less satisfied with those employees who hold a poor work attitude. This study offers vital implications for managers especially those in human resource section. Generation Z, has rated significantly lower than their previous generation on job satisfaction, perceived employability engagement, organizational citizenship behavior, perceived fairness, perception of rewards and recognition, perceived job security. The youngest generation is less committed to their organizations and has high intentions to quit and switch jobs compared to their previous generation, despite their high perception of organizational and supervisory supports, and as a result this generation resulted in more unsatisfied tourists than the previous generations.

## **Terrorism and Tourism: is it Terrorism just an excuse to end freedom?**

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Europe is the tourist region with more arrivals ever. Tourist arrivals continue to grow and reached in 2015 a total of 608 million, representing over half the world's total (51%) and providing 36% of all tourist revenues obtained worldwide - US\$ 451 billion . In fact, seven of the top 10 tourist destinations are European countries. This numbers show the importance of tourism sector to most European economies. However, and as pointed by WTO, one of the major key trends felt among the tourism community is an "increased global concern about safety and security" (UNWTO, 2016). In the old continent, terrorism is becoming frighteningly frequent. Recently, European countries have been targeted by several attacks that are shaking important foundations upon which European identity is based: freedom, mobility, culture fruition and a happy way of life. The recent terrorist events mainly targeting beaches, museums, resorts, airports, train and subway stations, restaurants, discos, festivals, prove the high value of tourists as terrorist targets. In 2014 and 2015 only, more than 2170 (GTD, 2017) attacks targeted people who just wanted to live the European way of life: to be happy and have fun, working, living and travelling freely around the old continent... These events marked the beginning of a new unsafety environment. The positions are radicalized; the discourses are hard and proactive. The European countries are preparing measures to strengthen security and modify its legislation to prevent further attacks. Some voices arise, asking for changes to the free movement of people, questioning the Schengen agreement even, with the return to border controls. How do these attacks on freedom, mobility and way of life, condemned by all, manage to create, in turn, limitations to those same freedoms and way of life? There is a constant state of alertness which forces us Europeans to be in a constant state of discomfort that is almost comfortable. This daily contact with terrorism makes it strangely close and almost tolerable. It is urgent to understand this phenomenon! To our knowledge no studies were conducted regarding the impacts of terrorism on people's life in Europe. Safety is one of the most fundamental conditions granted to human beings, it is an anthropological need and a vital part of the human condition. So, it is important to understand the real effects of terrorism on the individuals' life, to address both the material and the psychological cost of terrorism in the people's behavior. This requires a full analysis and the extension and improvement of our knowledge on the terrorist intrinsic nature that will be achieved through the collection of relevant data which will be used to answer the remaining questions (Llussá & Tavares, 2007).

1. What is the real effect of the terrorism fear on citizens' activities and behaviors, specifically on people's daily life, including mobility, activities, decisions and plans for future?

2. Which measures do citizens consider critical to their security and safety? Which behaviors are they willing to adopt and which measures or regulations do they consider essential?

This study will help the EU, governments, organizations and firms on the managerial and public side to build effective security measures and crisis plans, to ensure that policies and regulation meet citizens and organizations' needs and expectations.

## **Touring slum in Rio de Janeiro Favelas: Challenges and controversies**

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Tourism is a dynamic industry, in constant demand of innovation. In recent times a growing interest has been placed on informal urban settlements as a tourist attraction, creating a

scenario in which several controversial interactions take place, giving it the generic name of slum tourism. This phenomena has been occurring since the XIX century, when London's upper classes visited poor and marginalized neighbourhoods, attracted by a mix of curiosity and philanthropy. But it is not until the early 90s where a demand for slum tourism formally emerged, with South African townships and Rio de Janeiro's favelas leading the trend. Several studies have opened up the floor to debate the morality of this kind of tourism and the ethical issues involving poverty and human struggle as a tourist product. Tourism has been frequently considered as an effective tool for poverty reduction and social development by theoretical approaches such as Pro-Poor Tourism, Community Based Tourism and the WTO's program ST-EP. Following these guidelines slum tourism is often proposed and promoted by stakeholders as educational and philanthropic, although the resulting economic gains hardly ever have positive repercussions on local economy (Frenzel & Koens 2012). Furthermore, its social impacts have been categorized by academics as both dehumanizing and voyeuristic (Dürr 2012), as well as key elements for changing prejudice and removing social barriers (Freire-Medeiros 2009). This paper aims to understand the demand, cultural production and the ethics behind slum tourism by comparing three touristic favelas of Rio de Janeiro. While media images of crime and poverty may attract tourists, we discuss the tourist development of Rocinha, Babilônia and Chapéu-Mangueira. In the latter two, the touristic offer is runned by local stakeholders which has been described by the academia as a good practice to understand the local participation in the promotion of favela tourism. However, after analysing tour operator's offers on these favelas, we have noticed that this is shifting into a different reality in which the local community participates less in the decision making. Thus, the necessity of implementing regulatory policies in strategic tourism planning is evidenced, as well as control mechanisms for future opening and existing business in order to assure an equitable distribution of resources. Also, the need to take measures to encourage the empowerment of the favela residents is required to create a product respectful of traditions and local culture. Through a bibliographic analysis the paper will present a state of art of favela tourism in Rio de Janeiro during the last two decades.

## **Relationships between travel patterns and European identity formation**

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For the first time in the history of the EU, the Lisbon Treaty, which entered into force in 2009, established direct legal base for Community measures with supporting competence in the area of tourism (European Commission, 2007a). This new political framework may mark a major shift in the approach of the Community to tourism (Panyik and Anastasiadou, 2013). However, the prolonged financial crisis has led to a crisis of European identity and has fuelled Euro-sceptic tendencies and calls for re-nationalising policies across the region (Leonard et al., 2013; Henley, 2014).

The potential of tourism in developing and sustaining a European identity has been argued in Commission documents (see for instance, CEC, 2001; 2003; 2006; 2007b; 2010; 2012). It has also been suggested (Verstraete, 2002; Anastasiadou, 2011) that the message of unity in diversity that the EU proposes is expressed in the promotion of cultural tourism and through the creation and support for supranational initiatives such as the Cultural Routes. Perhaps now more than ever it is necessary to consider tourism's contribution in the creation of a shared European identity but such links have not been studied empirically so far (McIntosh, Hinch&Ingram, 2002). Moreover, although European citizenship is often enacted through tourism (Verstraete, 2002) regional identity remains fragmented even in the case of Euroregions where internal borders and physical and administrative barriers have been removed (Paasi, 2002).

To this end, the objective of this paper is two-fold. First, it aims to review the implicit and explicit linkages between tourism and European identity approaches through a systematic, in-depth analysis of selected tourism policy documents (European Commission, 2001, 2003, 2006, 2007a, b, 2010, 2012) using content analysis techniques. Next, the paper focusses on linkages between identity formation and tourism in the context of the EU, describing an ongoing empirical research, its methodological considerations and preliminary results to identify impacts of travel patterns on identity formation of young Europeans carried out comparatively in two EU member states.

In particular, the concept and measurement of supranational identity and its formation will be reflected, which will allow the operationalisation of the concept as a latent variable. Special attention will be given to European identity within the context of the EU. A survey instrument interrogating the travel habits and the levels of territorial identity will be applied during the summer of 2014 in two EU member states, namely the UK and Portugal. Considering that young people are especially attentive to and absorptive of global cultural trends (Blum, 2007), the research population comprise European University students. Multivariate statistical techniques will be used to identify the underlying dimensions of supranational identity and relationships between travel patterns and the existence and level of European identity.

### **Sport event participants and happiness: A study of five large sport events**

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Why do amateur athletes invest so much time and money in their pursuit of self-fulfillment? Subjective well-being (SWB) can be defined as “an individual’s evaluation of the extent to which he or she experiences positive or negative effect, happiness, or satisfaction with life” (Frey, 2008). Much research literature uses SWB as a substitute for the term ‘happiness’. This study starts from the assumption that SWB and happiness are ultimate objectives for all of us and that the behavior of sport event participants can partly be understood with the help of these concepts. The research questions addressed in this study are:

1. What effect does sport event participation have on subjective well-being (SWB) and happiness?

2. Does SWB have any effect on the attitudes and behavior of sport event participants?

Thus we are interested to study both the causes and the effects of SWB and happiness for participants in large scale sport events. Serious sport athletes pursue a career in amateur sports increasing their skills, knowledge and experiences along the way (Stebbins, 1992). These event participants can be classified as serious sport tourists (cf. Shipway and Jones, 2008) striving to achieve higher-order needs. Sirgy (1986) recognized that Quality of Life (QOL) could also be defined in terms of the hierarchical need satisfaction level. Kuyken (1995) identified six domains of QOL: physical domain, psychological domain, level of independence, social relationships, environment and spirituality/religion/personal beliefs. Positive psychology, according to Seligman and Csikszentmihalyi (2000), seeks to understand and build upon those factors that can improve the QOL. Five large-scale participation events have been studied in five different sports, including half-marathon, cross-country skiing, road cycling, river swimming and cross-country running. All five are very large participation events and the total population studied in 2016 is 96,000 participants from which a sample of 7,000 has answered a questionnaire including questions on life-quality, event motivation and event behavior. The most common SWB measurement, used also in this study, is a direct question regarding current life satisfaction: “All things considered, how satisfied are you with life as a whole nowadays?” Preliminary results suggest that participating in sport-events makes you happy and indicate that frequent sport-event participants have significantly (5%) larger SWB scores with significant differences also

between various types of sports. SWB is also explained by socio economic variables such as age, gender, income and education. The effects from SWB on perceived value, perceived quality and satisfaction are also significantly positive. The diversity of sport events included in the study makes it possible to compare participants competing in different sports.

### **From Cocoa Crisis to Experiential Chocolate Tourism: a case study in a cocoa farm with experiential tourism in Southern Bahia State – Brazil**

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The proposed abstract aims to discuss a case of experiential tourism inside a Cacao Farm in Southern Bahia State, Brazil. Due to a plague called Vassoura-de-Bruxa (witch broom), diagnosed in 1989, local farmers saw their crops fail and have sought other alternatives for the businesses' sustainability. Tourism has been one of these options. More recently, the chocolate production and the tourism inside the farms are demanding attention. One specific case will be presented in the paper, the Vila Rosa Cacao e Chocolates Farm. This farm offers day uses with cacao tours, and also has accommodations, a restaurant and a store to sell the chocolates made from its own trees (tree to bar chocolate - made by the same manufacturer, starting from the cultivation of cacao up to the chocolate bar) inside the property. In order to provide theoretical basis, a literature review of experiential marketing is made (Hirschman; Holbrook, 1982; Carú; Cova, 2006; Verhoef; Lemon; Parasuraman; Roggeveen; Tsiros; Schlesinger, 2009; Chronis; Arnould; Hampton, 2012). The main contribution is to present a new reflection about the tourism in the region and the importance of tourism experience in the case, specially chocolate (gastronomic) tourism. Therefore, the experiential context for marketing is being applied to a new reality. An empirical research with the case mentioned was developed, through observational qualitative research with groups of tourists visiting the farm throughout a week, in March 2017. The researcher observed the experiences of tourists during day uses in the farm, which include a tour inside the plantation (forest), demonstrations of the harvest, and the process with the cacao fruits until they are transformed to cacao beans fermented and toasted to become chocolate (grinding and tempering). The tourists taste the chocolate at all its steps. After the visit to the cacao facilities, the tourists taste the cacao juice made from the pulp and the 'cacao honey'. They also visit the antique house of the colonel, have lunch at the restaurant and kayak at the farm's river. The results provided insights about the whole experience inside a cacao farm and the production of chocolate. Specially because the visit to the place provides an experience with the whole cacao production until its selling product (shaped and packed) at the farm's store. Therefore, it provides a special bond among the tourists, the farm and the chocolate.

### **A lived and conceived city: The role of events in place experience**

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Events have been increasingly used in place-making, where a lived space of a city is linked to a conceived and imaginative space through new meanings, symbols, identity, narrative and storytelling. Place-making requires the development and delivery of a unique and authentic experience. A place experience reflects people's interaction with the physical, virtual and social environment of cities. Place experiencing stimulates imagery processing,

gives meaning and generates emotions. A symbiosis of events, cityscapes, images, and attached meanings generates an attractive aura of eventfulness which transforms city daily rhythms. Although different aspects of place experience through events have been discussed in the literature, the research on the multifaceted dimensions of such experience remains limited. The proposed research project aims at filling this gap by exploring the nature of lived experiences of an event place. Specifically, the study will investigate how a host city is being experienced during the course of city-scale events by different target groups, including local residents, event attendees and city visitors. A mixed method phenomenological approach is chosen as an appropriate research design. The research will combine phenomenology with quantitative surveys to cross-validate findings. The preliminary quantitative findings will review effects of events on a lived place experience and will be used to inform the phenomenological part where the nature of place experience will be explored in depth. Buxton, a spa town in Derbyshire, UK, is chosen as a location for data collection. The town is famous for its historic architecture, beautiful countryside and several large-scale cultural and music festivals. A mixed method phenomenological perspective of this research can provide richer insights into the nature of one's own experience of a host city, as well as synthesise personal experiences with collective meanings about the place. The results of the research will have several contributions. Theoretically, the research will contribute to the place-making theory in tourism and events by providing a deeper understanding of place and event experience dimensions. Methodologically, the research will demonstrate the potential and appropriateness of phenomenology in event studies. Practically, the results of the research may be useful in planning of city event and tourism projects in order to design and deliver unique and authentic place experiences and synergise multiple meanings co-created by different actors.

## **Beathing life into heritage attractions through digital storytelling**

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This paper discusses the opportunities for visitor attractions operators arising from the use of digitally enhanced stories at a multi-purpose heritage attraction. Augmented reality (AR) is often highlighted for its potential to enhance and develop heritage attractions. However research on its effects on tourists behaviour is still in its infancy (Kaplanidou and Vogt, 2006; Law, Leung and Buhalis, 2009; Neuhofer, Buhalis and Ladkin, 2012; Chung, Han and Joun, 2015). Furthermore, there is a need to research the extent to which digitally enhanced content can influence the formation of visitors' attitudes towards AR (Han, Jung, and Gibson, 2013). This paper presents the findings from an ongoing project aimed at understanding how technology can be used at heritage sites to create and develop memorable experiences. Specifically, it evaluates visitors' views and perceptions of an AR tour content designed to enhance the experience of the Devonshire Dome, a grade II listed heritage attraction in UK. This was created following the principles of digital storytelling for heritage attractions, thus combined multimedia technology with traditional storytelling techniques and was then made available to consumers via an augmented reality application (Robin, 2008). The paper presents the findings from 200 questionnaires and 20 interviews collected between March and April 2017 from visitors to the heritage attraction. A multi method approach was considered as the most appropriate type of research as it allowed the researcher to test visitors' attitudes towards the digitally enhanced tour and sequentially explore their views and perceptions of the AR tour content (Creswell, Plano and Clark, 2007; Creswell, 2013). Findings presented in this paper highlight how the stories had a positive impact on visitors' attitudes towards the AR tour. Visitors found the digitally enhanced content useful and effective in bringing the subject to life; enabling visitors to empathise with the stories described. Visitors particularly enjoyed the content which provoked and awakened the

senses enabling them to connect and understand the history of the place at a deeper level. Whilst limited to the exploration of the effects of digital story telling on visitors' attitudes towards AR; this study suggests that digitally enhanced content plays an important role in influencing visitors' attitude towards this technology and as such should be given due consideration when designing AR tours. This is in line with the findings from Han, Jung, and Gibson (2013) who suggest that content designed to incorporate strong visual elements and in harmony with the environment positively influence the formation of visitors' attitude.

### **Applying a Visitor Experience Value Chain for Destination Market Performance Assessment**

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There is general agreement on the fact that regardless of the type of destination and the nature of its offerings, it is the experiences that are "superior to that of the alternative destinations" that create a competitive advantage in the tourism industry (Dwyer and Kim 2003). The physical attributes of a destination are not the actual drivers of consumer choice (Kim and Agrusa 2005); the real motivations of travelers are increasingly associated with "seeking lifestyle fulfillment and experience" (Morgan and Pritchard 2004) and interest in attraction experiences "modeled on the structure of the ego" (Maccannell 2002). In that context, it is no surprise that researchers are beginning to reject the relevance of supply-based destination metrics and propose replacing them with measurement tools that consider traveler behavior and experience as sources of value that needs to be measured and tracked (Stienmetz and Fesenmaier 2013). Social media and digital technologies are enhancing the impact that traveler experience has on future demand (Choe, Kim and Fesenmaier 2017), further reinforcing the importance of experience-based measurements for destination management decision making. This research introduces the visitor experience value chain (VEVC) as a demand-based destination performance measurement tool. It offers an integrated perspective to understanding the entire destination travel experience based on the classical five-phase model proposed by Clawson and Knetsch (1966). In this study we present the advantages of using VEVC to identify gaps and opportunities in the market performance of a travel destination. The presented analysis is based on the actual application of VEVC to the traveler experience of Macedonia as country destination. It offers insights into the principles and rationale behind the design and execution of the VEVC process, and the advantages that it offers in comparison to other destination performance measurement tools. Among the highlighted strengths are the strong market focus leading to demand-based insights, the ability to apply it for destinations where quantitative data is scarce or unreliable, and its fit for both less developed and more developed travel destinations.

### **Rural Tourism Opportunities in Turkey: Isparta Province Example**

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Problem: Migration from rural areas to big cities in Turkey is largely due to the difficulty of economic conditions. There is a need for an alternative solution that can provide both economic and sociological revitalization in rural areas. Rural tourism can be a good alternative to this revival.

**Objective:** This study was carried out in order to present suggestions about the development of rural tourism in Isparta.

**Method:** In this study, a descriptive analysis was performed firstly and the field was dealt with in this direction. As a data source; Books, theses, and online articles were used and websites for rural tourism were utilized.

**Findings:** There are many definitions about rural tourism. In order to get away from the crowded, noisy environment of big cities, tourists who want to have fun are choosing small businesses that provide accommodation and food and beverage services in agricultural areas. Rural tourism has many economic, social, cultural, environmental, political and human impacts. According to the recognition made by the British Tourism Council, "Rural tourism is a strategy within sustainable tourism as a type of tourism that meets the social and cultural needs of people, develops and protects the building and natural environment, and provides economic benefits from tourism destinations." According to another definition, rural tourism is the whole of the events and activities arising from the temporary accommodation of the people who are in the desire to increase the money in the region by demanding the goods and services produced by the farmers, the natural places of the region, and rural areas visits outside the places where people are permanently resident. With the increasing importance of rural tourism for Turkey in recent years, some rural tourism projects have been established and implemented. The Isparta province of the Mediterranean Region in the Western Taurus region has unique lakes, mountains, vegetation, wildlife, caves and springs, as well as large lake bowls such as Eğirdir, Burdur and Beyşehir. Its proximity to the Mediterranean and Aegean regions, which are important tourism regions of our country, and its presence on the connection route to Central Anatolian tourism centers is one of the advantages of tourism development. In addition, Isparta province has an important position in terms of internal and external tourism because of its wide variety of prehistoric civilizations. Isparta rose, cherry and lavender gardens have become the focus of domestic and foreign tourists in recent years. This region is particularly guest photographers when rose and lavender harvest and the time of the cherry blossom in April. **Conclusions and Recommendations:** In order to make rural tourism more active in this region, more quality accommodation and transportation services for the coming tourists should be done and the staff should be given continuous training on this subject.

## **Brand city Afyonkarahisar's evaluation of thermal health tourism**

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**Objective:** This study was conducted to evaluate the thermal health tourism potential of Afyonkarahisar province.

**Method:** In this study, a descriptive analysis was performed firstly and the field was dealt with in this direction. As a data source; Books, theses, and online articles were used and websites for health and thermal tourism were utilized.

**Findings:** Afyonkarahisar province is one of the important centers of thermal tourism in Turkey. Land and railway transportation networks are very convenient, and the presence of numerous accommodation facilities and cure centers have made Afyonkarahisar a province a "thermal tourism capital". Afyonkarahisar province is seen to have a very different number of tourist facilities, capacity and the quality of these facilities compared to those with similar functions, population and socioeconomic structure. Considering the water temperature, chemical properties and transportation-accommodation characteristics, it is seen that 5 hot springs are used for thermal tourism purposes. These; Ömer and Gecek thermal baths located in the central district limits, Sandıklı Hüdai thermal baths, İhsaniye Gazlıgöl thermal baths and Bolvadin Heybeli thermal baths. The waters coming out of the geyser cover have a temperature of 56 ° C and fall into the alkaline, bicarbonate mineral waters. It can be said

that hot spring water contributes to the treatment of rheumatic diseases, is complementary in physical therapy and rehabilitation treatment and helps to improve urinary system diseases. Omer sparkle has both a hot spring and a drinking feature. Drinking water helps to treat digestive system disorders. Omer's spas are a recommended spa treatment for joint disorders, childhood and rheumatic diseases. Hüdai Spa is an important complementary medical center used in the treatment of many diseases. There are cures to improve most of the diseases including hot springs rheumatic diseases, diseases of the digestive system, polio and gynecological diseases. Hüdai has a significant number of thermal tourism facilities and bed capacity in Afyonkarahisar province. It has the highest capacity and potential among the existing thermal facilities. The Gazlıgöl thermal spring is on its way to becoming one of the important thermal centers on the east. The discovery of the mineral water run by the Red Crescent from Gazlıgöl has made the area an important drinking center. Gazlıgöl has a large number of thermal resources. Those who are "drinking" from these sources are helping to alleviate digestive and urinary system disorders. Hot spring waters; Skin, rheumatism and gynecological diseases. Conclusion: Afyonkarahisar province has made serious progress towards becoming one of the important thermal tourism centers of Turkey. The abundance of available thermal resources and the complementary contributions of these sources to the treatment of diseases are essential elements in the development of thermal tourism. However, only the abundance and features of the water resources are not sufficient for thermal tourism development alone. The availability of transportation facilities, adequate promotion of thermal areas and the presence of recreational activities supporting thermal tourism have made it possible to develop thermal tourism in a short time and in a short time.

## **Regional Policy and Tourism Governance in the Portuguese Douro**

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As a product of modernity, development was hailed, encouraged and claimed as the only answer to social and economic progress in the post-Second World War. Its success, mainly limited to some European countries, has accentuated the social and economic disparities between the countries involved in the world conflict and the rest of the world. Portugal, as a member state of the European Union that sought to rapidly achieve the macroeconomic and social results of other countries considered more developed, was one of several countries that adopted the guidelines proposed by this institution and took advantage of existing funding to improve its existing tourism infrastructure and service quality. Several models of tourism planning and management were designed and executed in Portugal in order to capture investment and demand in international markets. At the time of Portugal's entry into the European Union a movement to reform the development plan implemented worldwide had already begun to influence policies on a global scale. This movement emerged as a result of the failure of the initial model and proposed adjustments and alternatives such as sustainable development or local development, models that take into account not only the importance of the role of communities but also recognizes that the same development formula could not be applied and enforced in all places and circumstances. That being said, it is important to access which adjustments and proposals considered this adjustment thus far in Portuguese policy, specifically in the Alto Douro Region, and in what way the implemented policies promoted a tourism governance in the region, that being, a multilevel process of negotiation between state, private sector, and civil society. We argue that tourism planning in Portugal, namely in the north, is still influenced by obsolete principles and practices that ignore the governance approach, focusing only on the vertical governing model. This, in turn, as served as a deterrent to sustainable tourism development. In this paper we pinpoint some key-moments and policies that have driven and conditioned tourism in the Alto Douro Region, as well as its relationship with the development of this territory.

These moments are framed by the speeches gathered by over 40 open interviews to more than 50 technicians, mayors, businessmen, and other local key-players in the design, management and execution regional tourism plan and, with both elements, we draw Douro's tourism governance model. Using examples from the field, we also present some dynamics that limit private investment - which in turn obstruct political coordination at the regional level - and the role of tourism-related institutions created and modified by the various Portuguese governments since 1986. The results point towards a faint tourism governance model with little involvement from local public actors, communities or institutions, associations and other stakeholders in this process, favoring only a few local and national businesses.

## **Festivity and Attendee Experience: Emerging Theory**

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The elements required for optimal community festival experience have arisen from ethnographic socially constructed grounded theory method research undertaken from 2009 to 2017. Presented as a confessional tale (Van Maanen, 1988), as it this style best echoes the nature of the study, it also fulfills appeals for event researchers to employ innovative methods to better understand visitor phenomena (Mair & Whitford, 2013). Research originated when a doctoral candidate discovered, after 30 years of producing events, there was something that he, nor anyone else (Getz, 2010), knew much about ... the real-time on-site behavior of attendees at community festivals. The tale begins with a brief recap of fieldwork, grounded data analysis, and emerging preliminary substantive theory that initially linked certain elements of physical behavioral with increases in bonding and bridging social capital among attendees at community festivals. It continues as this theme is flushed out with an extensive multi-disciplinary literature review in concurrence with ongoing re-examination of grounded data and reflective theorizing (Charmaz, 2006), all the while bringing into sharper focus specific conditions associated with the concept of festivity and optimal attendee experience. The rhetorical material gathered from numerous disciplines, including anthropology, psychology, sociology, history, geography, leisure studies, folklore, theology, the visual and performing arts, economics, and archeology were instrumental in reaching a point of trustworthiness (Lincoln & Guba, 1985) for the conceptualization of a neoteric hypothesis - Organic Festivity Theory. This theory centers on three primary constructs. The first, with primordial Paleolithic historical roots, converges on the importance of attendees engaged in physical and collaborative creativity, such as immersion in music and dance activity, as opposed to being simply entertained by amusements as passive spectators. The second construct, sensually infused crowd enthusiasm, emphasizes the importance of stimulating the five basic senses, as well as other sensual modalities such as temperature and vibration. The third construct concentrates on the importance of cyclically arousing attendee emotions throughout an event. Similar to the Csikszentmihalyi (2014) Flow theory where participants balance perceived challenge and skill constructs during competitive and performance activities to achieve peak experience, when the three constructs of Organic Festivity Theory are conjointly maximized, the real-time and on-site behavior of attendee at community festivals can result in transformative liminal, social capital fostering, optimal experiences.

## **The role of DMO in the Czech environment: a case study of Prague**

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With the growing importance of tourism, it is necessary to coordinate activities undertaken by the stakeholders in a tourist destination. The effective cooperation among stakeholders can increase visitor satisfaction and consequent destination competitiveness. Destination management organization (DMO) should play a significant role in coordinating activities, initiating cooperation and enhancing the value creation process. However, the perception of DMO's position and image in destination may vary according to its authority, professionalism, and political environment. The acceptance of DMO is likewise essential for successful performance. In developed tourist destinations, these organizations were formed spontaneously which could encourage more intensive and effective cooperation (Holešinská, 2013). In comparison to these destinations, destination management in the Czech Republic does not have a long tradition and establishment of DMOs' was not based on the market mechanism as in Alpine regions (Pechlaner & Tschurtschenthaler, 2003). Because of their nature and dependency on subsidies, they cannot reflect the needs of their stakeholders. To provide deeper insight into the current situation, a case study of Prague, the capital of the Czech Republic and one of the most popular tourist destinations, will be used. The main objective of this paper is to assess the cooperation between DMO, public sector and entrepreneurs providing tourism services, especially from the quantitative point of view with the help of network analysis. In order to determine the cooperative relations and the role of DMO, structured questionnaires, as well as secondary sources of information, were employed. The questionnaires were sent to 194 stakeholders with the aim to evaluate the level of cooperation and the nature of their relationships. Subsequently, a quantitative survey of their websites measures the structural characteristics of cooperation. In order to assess the level of cooperation, the key stakeholders acting in the historical centre of Prague were identified and characteristics of interactions between stakeholders from the public and private sector were revealed. As expected, a weak degree of cooperation was observed. The role of Prague City Tourism (DMO) which is an allowance organization established and funded by the City of Prague is limited with respect to public financial resources. For this reason, DMO cannot be engaged in activities which are crucial for destination competitiveness and typical for organizations in Alpine regions (e.g. deeper cooperation with the private sector). To improve this situation, the structural changes are unavoidable. One option is to adapt the organizational structure and support the so-called strategic business areas (Bieger, Beritelli & Laesser, 2011).

## **The role of business events in determining the international image of destinations in a post-conflict situation**

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Conflict situations propel countries into the international media spotlight, directly affecting how they are perceived by those living beyond the war zone. Those perceptions can endure long after the conflict has receded, particularly among people with no direct experience of the countries involved. In the 1990s, war in the Balkans and the NATO intervention had a significant impact on how the former Yugoslavian countries in general and Serbia in particular were viewed by the world as a whole. Twenty years later, impressions of Serbia as a dangerous and warlike nation persist to some extent among many people who have never

visited that country. Our paper tests the hypothesis that inbound travel to Serbia, for the purpose of attending business events, has a direct and beneficial impact upon the image of that country subsequently held in the minds of the foreign visitors visiting Serbia for the first time. Business events such as conferences and trade fairs provide a unique laboratory in which to study changes in destination image, as the participants at such events rarely choose the location in which they are held. That decision is usually made by the conference and trade show organisers. The population of business events participants therefore may be regarded as holding a broader range of initial views concerning the destination than any population of leisure tourists, who, being directly responsible for the choice of holiday location, may be assumed to be positively disposed towards the leisure destinations that they choose for themselves. Business events in Serbia represent a significant proportion of the inbound tourism to that country. Over the past ten years in particular, Serbia has risen steadily in the ICCA (International Congress and Convention Association) rankings, with the capital, Belgrade, being the country's prime location for international conferences. Our paper begins by exploring the impact of the media on the formation of destination images in the minds of potential visitors, with the emphasis on war converge. This is followed by a review of the emergence of international business events in post-conflict Serbia, demonstrating the key role played by this sector in the country's inbound tourism industry. Our primary research consists of a survey of overseas participants in Serbia-based business events in 2017, comparing their pre- and post-event perceptions of that destination and the factors determining those perceptions. The survey results suggest that most first-time business visitors to Serbia leave with a significantly improved image of that country, which they are likely to share with their peers in their countries of origin. We argue, therefore, that the role of business events in shaping international opinion of post-conflict countries has been undervalued as a strategic tool in nation branding, and that this particular impact of business events has the potential to bring valuable intangible benefits to emerging destinations.

### **Innovation and internationalization as development strategies for coastal tourism destinations: the role of networks**

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From the 1950s onwards, several coastal areas in southern Europe began their process of tourism development, attracting unprecedented numbers of tourists, and culminating in the emergence of mass tourism. The evolution of coastal destinations has proven the validity of Butler's tourism area life cycle model (1980), who argues that every destination inevitably reaches decline. When this happens, several negative economic and social impacts are observed in the territories and in local communities, leading to the loss of attractiveness and competitiveness in face of emerging tourism destinations (Faulkner & Tideswell, 2006). In fact, in the last decades, the doubt about the future economic sustainability of the mass tourism model in the coastal areas of Southern Europe has led several European beach resorts to ponder whether they should remain in tourism or abandon this economic activity (Gale, 2007). As a result, policymakers have been calling for greater and effective diversification of the products and markets that underpin the tourism economy of coastal destinations (Bramwell, 2004). Accordingly, several authors point out that innovation is a fundamental process for the future of beach tourism destinations, enhancing their overall competitiveness (Agarwal & Shaw, 2007; Smith, 2004). The most recent innovation models are based on the relevance of networks, where the ties established among organisations play a paramount role in the development of new tourism products, processes, marketing and organisational strategies. The organisations located in these stagnating or declining tourism destinations should be engaged in networks involving firms, universities, research centres, consumers, and suppliers. Networks bring unique and irreplaceable value, as well

as access to unparalleled resources and expertise from other organisations, providing actors with critical conditions to innovate and to be competitive. This research aims at identifying the international dynamics that coastal tourism destinations should adopt within tourism innovation networks, that most contribute to regional-level innovation. In order to do so, the Social Network Analysis (SNA) method is applied to the organisations located in the region of Aveiro. By resorting to a set of network metrics (of centrality and cohesion), it is possible to identify the institutional network structure and the processes underlying the international ties established towards the development of innovation, as well as the most central and prominent actors, that is, those that play a fundamental role in establishing international links that foster tourism innovation at destination level. The results bring important contributions to tourism coastal tourism policymakers and governance, as it allows to: (i) design innovation strategies based on internalization that increase the competitiveness of coastal tourism regions; (ii) acknowledge the organisations that have a most significant role in coastal tourism innovation; (iii) promote the geographical diversity of actors in the network in order to capture new knowledge leading to innovation and avoid the “lock in effect”, and (iv) to identify how the involvement in international networks may prevent coastal tourism destinations from declining and support their competitiveness in global markets by increasing tourism firms innovation performance.

### **Consumer behaviour and emerging trends in the hospitality industry**

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The tourism sector is influenced by many factors, mostly related to its external environment, such as political crisis, natural disasters, changes in the economic environment, among others. These affect not only the tourism economy but they also induce changes in tourists, transforming their behaviour. Hotel establishments, part of the tourism system, also work in an environment which suffers influences and is highly competitive. Due to this, it is important to have a strategic planning that allows anticipating changes or threats, and that is paying attention to the needs and expectations of the consumers. The goal of this study is to analyse the consumer behaviour regarding Portuguese hotel establishments, identifying trends that are influencing the sector, in the demand perspective. To achieve this goal, a questionnaire was applied to hotel establishments consumers, with 305 valid answers. The obtained results suggest that the internet is important for tourists to plan and book their stay, and, regarding the most important attributes for their decision, service quality, price and location were evidenced as the most significant. Besides this, it was concluded that technology and personalisation are the areas that create more expectations in the consumers concerning the future of hotel establishments.

### **Sciabicoti, the community of practice of fishermen in Brindisi meets tourists**

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The port city of Brindisi is located in the Salento area, South of Italy, which has become an appealing tourist destination, over the last ten years. Although Brindisi is a crucial port and airport hub, has not been involved in this increasing tourism flow. Nowadays that the city is experiencing an economic and political crisis, Brindisi aspires to pursue the touristic wave as the rest of the Salento. This attempt may be achieved only by providing a genuine tourist

offer based on authentic features, such as the heritage of a local community, the Sciabicoti, that has always been living in the port area, where the practice of fishing has been handed on from fathers to sons. Those fishermen used to live in Le Sciabiche, a medieval origin neighbourhood situated in the heart of the port, and takes its name from the fishing nets used by its inhabitants. The entire neighbourhood have progressively been demolished between the 1930's and 1950's and the Sciabicoti have been relocated to the peripheral side of the port, in a purposely built area named Il Villaggio dei Pescatori. The focus of this paper is to suggest an involvement of this community in the Brindisi tourist offer so as to tackle their economic hardship derived from the depletion of the sea resources and the difficulty to obtain new fishing licenses. The research aims to outline a touristic path that could link Le Sciabiche area with Il Villaggio dei Pescatori, supported by new technologies, with the purpose to narrate visitors the historical memory of the fishermen community. The tourists would have the opportunity to share several moments of the daily life of the community, living the journey as an experience: negotiating the meaning of the fishing and mending the nets with the fishermen, eating what they eat and joining their religious events. At the same time, the fishermen would strengthen the relationships within their social group having further interests in common that go beyond the mere fishing. The whole city of Brindisi would benefit both from the touristic incomes and mainly from re-appropriating of a long-forgotten heritage.

### **The impact of tourism on the happiness of the youth market**

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Happiness is a complex and multidimensional concept that has been studied in several areas such as psychology, philosophy and sociology. Recently, this concept has also attracted the attention of economists, planners and managers in the tourism field. The few studies published in this field already recognize that tourism may contribute to improve the happiness of both visitors and residents. However, many doubts persist regarding the real impact of tourism on the several dimensions of the visitors' happiness, on the factors influencing this impact and on how this impact differs among several tourism market segments. The youth market is already an important tourism market segment worldwide that is still in the beginning of a long tourism career. In order to extend knowledge in this field, this paper aims to analyze the impact of tourism trips on the youth visitors' happiness and factors that influence this impact. To accomplish these objectives a survey was carried out among the students of a Portuguese university – University of Aveiro – in 2015 (N=450). The Oxford Happiness Inventory (OHI) was adapted in order to assess the impact of tourism on the several dimensions of the youth visitors' happiness. Several multivariate regression analyses were performed to analyze the influence of several factors (travel group composition, social encounters with both other visitors and hosts, type of tourism destinations and overall satisfaction with tourism trips) on this impact. The results reveal that tourism has a great potential to improve the youth visitors' happiness. Some differences are observed regarding this impact on several dimensions of happiness, being the positive outlook, well-being and cheerfulness the domains of the OHI most influenced by tourism trips. Findings of the regression models also reveal that the travel group composition (mainly travelling with friends), type of tourism destinations (mainly beach destinations), some types of social encounters and overall satisfaction with tourism trips influence positively the impact of tourism on happiness. However, satisfaction with tourism trips emerges as the most important factor influencing happiness. Moreover, some differences are detected on the influence of these factors on the several dimensions of the happiness concept analyzed. Finally, the paper ends with some conclusions and implications for improving the impact of tourism on youth visitors' happiness.

## **Evaluation of cultural and psychological experience in music festivals**

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Music festivals has become an important element of the cultural programme of the western cities. Cultural and psychological impacts are an specific field to evaluate the experience of the attendants. Also there is an strong relation between the psychological and the cultural impacts. In that perspective, the purpose of this study is to integrate two models of evaluation of cultural and psychological impacts in order to evaluate those effects of music events. In the case of psychological impacts it is selected the Intense Music Experience (IME) proposed by Schäfer (2014) as this model identifies the intensity of the emotions felt while listening to music. On the other side, the Cultural Impact Perception (Colombo 2016) proposes a tool using three types of variables (Impact, Perception and Profile) for the identification of cultural impacts for an event. Perception, understood as a combination of four independent variables: existence, rating, intensity and intentionality. Within intensity is where we can mix CIP and IME. This combination is the first attempt to combine two new models united by the perception of the attendant, which allows researchers to observer attendees experiences focusing the goal of how emotion affects the participation in a cultural event such as music festivals. This paper concludes with some reflections on this model convention and future applications, taking in consideration precautions just as music festivals is one type cultural events, there are other important proposals for evaluating psychological impacts different from IME and the two mixed models need to be tested in numerous distinctive cases.

## **Motivation and experience at events: a comparison between leisure and business events**

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Experience is not a new academic field of study, and there have been studies on motivations at events, in particular at music festivals. However there is a lack of research into some fields, such as the different dimensions of the experience of visitors at events or to what extent different motivations affect the experience. Recent publications demonstrate a special interest in social value, experience and interaction between individuals, from service to consumers and costumer to costume, among others. However, further research is needed in understanding how motivations and experience are related in different types of events. Therefore, the purpose of this study is to compare different events by exploring the relationship between motivations and the experience in leisure and business events. The methodology used was a survey based on the Event Experience Scale (de Geus et al., 2015) applied to two events. Data was collected on site, with one event with 195 collected answers and the other with 117. This paper concludes with some critical observations identifying similarities and differences in motivations and the event experience at different type of events, suggesting new pathways for further research.

## **Is the development around the Hotel Praktik, located in the Barcelona district of Raval, as an example of sustainability within the framework of the tourist projects of this city?**

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For the past 20 years, Barcelona has established itself as a strong international touristic destination. Since the 1992 Olympic Games, the city has significantly improved economically, resulting in the enhancement of the local life quality. On the other hand, the touristic development allowed the phenomenon of speculation: increment of the rents, touristic apartments and the construction of new hotels. These aspects contributed to the gentrification of the city and for the dissatisfaction of the local citizens. This year, the Group Praktik hotels, have in mind to develop a new project in the Raval neighbourhood, which will major local conflicts. The purpose of this study is to comprehend whether the construction of the hotel Praktik, in Raval, is a sustainable –under a multidimensional considerations- project, for the city of Barcelona. This work is based on an investigation to analyse and understand the possible social, economic, environmental and touristic impacts that this inversion could have. Our work compiles relevant information about the evolution of tourism in Barcelona and we aim to understand the implications that this could generate to the city, through conducting surveys and interviews.

## **Wine Tourism Marketing: A Content Analysis of Wineries' Websites and Facebook**

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Tourism Marketing is a challenging task, particularly at the current time when the Internet and web technologies have gained a decisive importance in creating and sharing content, not only from the supply-side, but also from users' side. As key sources of information for tourists, businesses' websites and social media play an important role in influencing tourists' perceptions, decision making, behaviours, and experiences. This is also true for wineries as they are central for tourist experiences themed around wine (wine tourism). This strengthens the importance of having a clear understanding of what is being projected online by wineries, along with users' comments and reactions to posts on social media. Based on a content analysis of Product, Price, Place, and Promotion/communication, the main purpose of this paper is twofold. First, to analyse the online information and communication of wineries (from France, Spain, USA, Argentina, Chile, Portugal, Germany and South Africa) that have been awarded as 'Best of Wine Tourism' by Great Wine Capitals, in 2014 and 2015. Second, the paper will analyse users' comments and reactions to the wineries' Facebook posts. Both approaches of content analysis, quantitative and qualitative (or semiotic) were adopted to analyse texts, images and videos of twenty-four Websites, nineteen Facebook pages and four mobile apps. In relation to users' reactions and comments to the wineries' posts, one hundred comments were analysed, in total. The results show that wineries' product is essentially composed by wine-related activities, restaurants and events, with an almost inexistent offer targeted for children that eventually might be visiting the region and wineries with their parents. Surprisingly, just a few provide information about prices and give the possibility to book and/or buy through their website. Moreover, and although Facebook is integrated with websites, not all wineries present detailed information about their business in their Facebook pages. Texts and images are predominant and most wineries are communicating a special, pleasurable experience with family values and tradition, along with

innovation, with only a few highlighting sensorial experiences. Also, the most active wineries in Facebook and with emotional posts, are the ones that have more users' positive comments, reactions and engagement. The apps provide information mainly about the cellars to visit, maps, wine tourism activities and restaurants. Finally, this paper will conclude with specific implications for research and practice, particularly regarding marketing strategies for wine tourism businesses and destinations.

## **Competitiveness factors that influence the hotel industry in Douro Region**

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Nowadays, the relevance of tourism is unquestionable since it is a sector that has been assuming itself as one of the main worldwide and national economic activities. However, the world is changing, where changes are checked in terms of products, destinations and the tourist itself. Because of these changes it is necessary to diversify the tourism supply, in order to satisfy the needs of the demand. In these sense, the hotels, as integrant part of this sector, are obliged to compete in the market so they can survive. The competitiveness level of the hotel arises when it is able to attract and satisfy customers in order to obtain competitiveness advantage over its competitors. However, it is necessary having in account that the use of several factors, such as internals and externals, is associated with this raise of competitiveness advantage. The internal factors that may be altered by the organisation and the external factors that depend of the involving area of the hotel in which may be decisive are analysed in this study. They are set as important elements, through which the hotel can achieve competitiveness advantage. Reflecting, in this way, the image of a competitive hotel sector, the main goal of the present research is to identify the main competitiveness factors used by the hotels in the Region of Douro. Classified by UNESCO as a World Heritage Site, it was also the first tourist destination in the world to be evaluated by the World Center for Excellence in Destinations. Those factors are going to be identified through surveys presented to the existing hotels in the area of study and to companies and entities that represent the tourism of the region. The data analysis, was carried out through the statistical program SPSS (Statistical Program for Social Sciences), allow us to conclude the veracity of the research hypothesis, which were defined according to the literature analysed. In a general way, it is possible to conclude that the competitiveness and the use of competitive factors are fundamental to a hotel.

## **Megaevents: Are they really important for the dynamization of tourist destinations? The cas of Lisbon**

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Over the years, tourism has shown enormous capacity for growth and development, both in terms of the number of international tourist arrivals and in terms of the evolution of the number of tourism receipts, central indicators and with direct implications for the development of tourism destinations. However, considering the enormous competitiveness between destinations, this economic sector needs to diversify, taking advantage of the potential of the regions, their specificities, for the creation of alternative tourism products. With the increase of leisure time, the events could play a fundamental role in the occupation of consumers' leisure time. The events have demonstrated a high capacity of attraction of

tourists and increase the attractiveness of the tourist destinations, as well as the animation of attractions or the dynamization of other economic activities, fundamental elements for the construction of the image of the destination (Presbury & Edwards, 2005). Moreover, according to Getz (1997), mega events boost the revitalization of infrastructures, allows the economic development of tourist destinations, due not only to the revenues generated, but also through the dissemination of the media, which increases the international reputation of any destination. For this reason, tourism stakeholders must take into account the benefits and implications generated by mega-events, as they have not only a significant economic impact but also help in brand image and national and international recognition. However, there are still an insufficient number of scientific studies addressing this issue. Given the importance that events industry has shown in generating economic and social benefits for communities and enterprises, it will be crucial to carry out more studies that address the theme of event management, which will allow a better management and planning decisions for tourist destinations. It is precisely in this context that the present research arises, a questionnaire survey was carried out to the supply side stakeholders, whose main objective was to understand the importance and main advantages of creation of mega events for the dynamization and development of tourist destinations, taking as a case study the city of Lisbon. Data analysis was performed with SPSS (Statistical Program for Social Sciences). It is demonstrated that the main stakeholders of the tourist destination consider that the attraction of mega events is central to this destination, since it attracts a greater number of tourists to this area, it allows a greater development and growth of the economic structure of support, contributing decisively to improve the quality of life of the local population.

### **Perceived image as an important factor for destinations recommendation and revisit intentions: The case of Ponte de Lima, Portugal**

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Tourism destinations are presented as an important component of tourism system and involve various stakeholders, leading to the necessity of planning and manage tourism activity. Moreover, considering competitiveness in the tourism market it is important to implement effective marketing strategies that can be able to make a destination attractive to consumer. Considering the intangibility of destinations, the image presents itself as a topic of great relevance in the choice of a tourist destination, in that it is mentioned as the "only evidence that the visitor has about a destination before visiting it" (Cooper and Hall, 2008, p.264). Thus, the perceived image presents itself as a factor of influence in the choice of destination (Kim and Perdue, 2011). The process of image formation is defined as the construction of a mental representation about a destination and is based on the stimulated information and the information selected by the consumer (Tasci and Gartner, 2007). Andrée, Bigné, and Cooper (2001, p. 51) define the perceived image as a "dynamic concept based on prior knowledge, on the destination's tourist experience, and whose assessment of that knowledge will affect his image about destiny." In this context of destination marketing, the image is a considerably investigated topic since it influences consumer behavior before (decision-making process), during (satisfaction) and after (revisiting and recommending intentions) of the tourist experience in destination. This research has as main objectives to understand the implications that image have on consumer behavior and to analyse the perceived image about Ponte de Lima. In this context, based on the literature review, it was elaborated a conceptual model that intends to contribute to a better understanding of the subject and that allowed to define the hypotheses of this research. In the empirical study it was applied a questionnaire to visitors, in order to analyse Ponte de Lima image. The data analysis, was carried out through the statistical program SPSS (Statistical Program for Social Sciences), allow us to conclude the veracity of the research hypothesis, which were defined

according to the literature analysed. The results suggest a positive overall image about this destination, verifying favourable evaluations about satisfaction and future intentions (to revisit and to recommend) of visitors.

### **Some insights of organising ethnic festivals: the case of Portuguese diaspora in Macau**

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This article presents some insights and implications from a larger study of ethnic festivals in Macau, particularly of the Lusophone diaspora, that is, the Portuguese and Portuguese-speaking diaspora. These countries and regions are namely, Angola, Brazil, Cape Verde, Guinea-Bissau, Goa, Daman and Diu, Mozambique, Portugal, São Tomé and Príncipe, Macao and East Timor. Ethnic festivals are considered to be cultural festivals and events dedicated to and most often organised by an ethnic minority within a society. Previous research has shown ethnic festivals have the potential to generate societal benefits. Macau presents an extremely interesting case as the Portuguese, although always considered a minority, have been the ethnic group in power but gradually loses its prestige in the postcolonial era. The historical influence and heritage significance of more than 450 years of Portuguese rule make Macau the only place in the world outside of Portugal that is home to major communities of and bridge within the Lusophone communities. The Lusophone and related cultural events are still being celebrated widely even after the handover of sovereignty from Portugal to China because of the successful implementation of the Basic Law which ensures the thriving of multicultural society and freedom of practicing religion. Recently, the positioning of Macau as the World Centre of Tourism and Leisure within China's 'One Belt, One Road' strategy and the role of Macau as a trade powerhouse within the 'One Centre, One Platform' to bridge China to the Lusophone countries have also encouraged the continued success and organization of these festivities in terms of promoting Macau's unique cultural and trade role. Through extensive in-depth interviews with organizers of Lusophone festivals, this paper aims to provide some insights of hosting these festivals. Specifically, this paper explores the reasons for and issues that arise from organizing these festivals and events from the perspective of those organizing the festivals. These issues range from acculturation strategy to discrimination, include but not limited to business opportunities and revival of cultures, among others. Research and policy implications are extensively discussed.

### **Stakeholders' perceptions on tourism impacts of a Portuguese World Heritage historic center: the case of Oporto**

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The World Heritage List (WHL) is generally considered an important tool for national and international tourism campaigns. Sites inscribed on the WHL by the United Nations Educational, Scientific, and Cultural Organization (UNESCO) are commonly used to promote the tourism industry, thus contributing to economic growth and development. Given that support for tourism development is affected by the perceived impacts of tourism, which may be both positive and negative, policy-makers and planners need to incorporate local stakeholders' opinions into tourism development by continuously monitoring these opinions

in order to maximize the benefits and minimize the adverse affects. This study employs a case study approach to explore the issue of the local stakeholders' perceptions of the importance of the World Heritage Site (WHS) classification of the historic centers by UNESCO. The case study is the historic center of the city of Oporto. It also measures the economic, social and cultural, and environmental tourism impacts on the municipality of Oporto, perceived by local stakeholders. The research adopts the combination of quantitative and qualitative methods. Questionnaire surveys to local people who live in/around the WHS are adopted for the former, and semi-structured interviews with local specialists, who are familiar with the WHS, tourism and heritage conservation, are used for the latter. Data regarding local people are collected using a self-administered survey applied to convenience samples of local residents of Oporto in the beginning of 2017. Insight gained from the empirical analysis undertaken in this study may be an important tool for policy-makers and tourism planners in the development of strategies with regard to the future management of the certified site and tourism development associated to it.

This work is funded by national funds through FCT - Fundação para a Ciência e a Tecnologia (project UID/GES/04752/2016).

### **Self-assessment of business events attendees**

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Attendees at business events such as conferences are often asked to evaluate the facilities and services provided for such events, after the conference has taken place. But they are rarely invited to evaluate their own performance as consumers of such business events. My research aims to correct this gap by inviting a sample of experienced conference delegates to evaluate their own experience, post-event, in terms of their preparation for the conference; their learning and networking during the conference; and their follow-up after the conference. The results provide insights into how attendees' experience of conferences can be improved and the Return on Investment from business events participation can be increased, for individuals.

### **The regional wine and gastronomy offer in restaurants of North Portugal**

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Restaurants play an important role in tourism destination development as they are not only providing food and beverage services to tourists but also are acting as ambassadors of the local and regional wine and gastronomy heritage. Now that tourists are ever more eager to know and certainly to experience local products and local food, restaurants adapt to these new consumer trends, throwing the attention to what is endogenous. Portugal, being a country well known for its Mediterranean diet and its great variety of wines produced all over the country in 13 officially recognised wine regions, seems to be the perfect spot to verify this rather recent phenomenon. However, the researchers of the INNOVINE & WINE project, whose main objective is to find scientific arguments for the most profitable promotion of wine and gastronomy tourism in the North of Portugal, noticed that the endogenous products of the region are not always easily recognisable on the menus of the local restaurants. In lots of smaller restaurants in the northern region, for example, the locally produced wines may not only not outnumber the wines coming from more traditional Portuguese wine regions like

Dão, Alentejo, or Setúbal but may not even be identified as being of the region. The main objective of the present research is to determine to what extent the wines and gastronomy of the “endogenous” demarcated wine regions Vinho Verde, Douro and Trás-os-Montes are present and identified on the menus of the restaurants situated in North Portugal. To be more specific: the research team was urged to quantify in what ways local food and wines are present on the menu, and to assess whether local dishes and wines are paired in the menus of the restaurants or whether only oral recommendations are made. A short online survey implemented through ArcGIS software (ArcGIS 123 Survey) was sent by e-mail and filled out by the restaurant owners of the selected wine regions, and provided georeferenced data, which allowed the visualisation of the results on maps. The outputs contribute to systematise the knowledge about what kind of wines and dishes restaurants select for their menus, how this information is displayed, and how local food and wine pairing is done. At least three outcomes are foreseen. First, the role of the restaurants in the preservation and promotion of the regional wine and gastronomy heritage can be evaluated. Moreover, the owners of restaurants who underestimate local products in their menus are detected and then can be invited to workshops where they learn how to take better advantage of local strengths. And finally, the data of different types of restaurants can be bundled, and this information is useful to develop more coherent and responsible marketing and management plans so that each niche, in the best possible way, can give a more efficient contribution to the promotion of not only wine and gastronomy tourism, but even food tourism, in the North of Portugal.

### **AirBnB in Prague: Sharing economy or the new way of commercialization?**

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The issue of sharing economy is broadly discussing a topic in tourism studies since new and big intermediaries have entered the tourism system. The success of Airbnb, Uber and other companies has caused a discussion about the impact on local economies, culture and the future of tourism businesses. The previous positive picture of sharing or collaborative economy has been subjected to strong criticism. Many authors such as for example Dredge and Gyimóthy 2015 or Slee 2015 highlighted a significant gap in the research questioning the future of sharing economy as a new economic system itself. Sharing accommodation in tourism is taken (in many cases) as an alternative form of tourism responding to the old capitalist system of economy and overconsumerism. The sharing economy is presented as a form of economy which allows tourists to go back to local, to share local experiences, to building trust between strangers, to be responsible and as the way allowing sustainable tourism for future. After the big intermediaries begun to appear (AirBnB, Uber) and the system has been changing from primarily non- or partial-profit to mostly pro-profit one, many scholars have been proposing the need for further research on sharing economy and its impacts on society, tourism industries as well as on local and regional policies. The aim of contribution is to show how the tourism system has been developed in the case of the post-socialist city and how these new trends of sharing economy are transforming according to the system of tourism in the city. The analysis is based on quantitative data about Airbnb and collective accommodation establishments as well as on qualitative ones in a form of interviews with local actors involved in this sector. The results indicate that most of the provided accommodation capacities under the AirBnB (mainly situated in a historic centre of Prague) could be classified as regular accommodation establishment which is out of the traditional system but giving nothing more than lodging and as such it could be seen as a new way of commercialization without appropriate regulation and rules.

## **Gävle, Sweden: A case of sustainable destination development**

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Gävle, a city on the eastern coast of Sweden is the sixth most sustainable county in Sweden and has been working to utilise its notable sustainability record to develop its economy. Most famous for the Gävle Goat (a Yule goat made of straw) erected every December, Gävle is in the process of updating its tourism strategy. Focussing on WHOPs (wealthy, healthy, older people), active families and business tourism, the municipality of Gävle is looking to increase its tourism potential and grow both its domestic and international tourism numbers. As part of their course on Sustainable Destination Planning and Development, the Gävle municipality invited undergraduate students to produce reports on possible options that would feed into the tourism strategy development. Students worked in groups to consider what Gävle might do to engage stakeholders in their tourism sustainability vision. The students tended to focus on three main areas: communicating Gävle's sustainability success to its visitors, communicating sustainable transport options and encouraging growth in sustainable (business) event tourism. The aim was to give the students a practical example of feeding into the planning process. This paper looks to the student's outputs and reflects on the success of the assessment and the usefulness of it to the destination. In considering how students might provide a destination with a 'fresh' look at their city, this paper suggests that integrating 'theory' and 'practice' offered this destination creative suggestions and also allowed students to better understanding of the complexity of the planning process. The paper concludes with Gävle's feedback on the student's ideas and a look to the future of this exercise.

## **Creating a Huntzz Treasure Hunt for Exploring Turku City Centre**

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Tourists today want unique, memorable and compelling experiences and they are constantly sharing their travel stories from destinations on social media in real time. This fundamental change in the travel dynamics is challenging Destination Management Organisations (DMOs) (Neuhofer, Buhalis and Ladkin 2013) and staying in control of the destination image can become challenging since the role of technology in co-creating vacation experiences also constantly increases (Bohlin and Brandt 2014; Neuhofer 2014). Smartphone technology can offer the DMOs an effective way to offer information and services to potential/current/past visitors. Location based services enable visitors to become engaged with the destination and a playful destination exploration enables emotional, social, aesthetic and even playful immersion with the location (Lamsfus et al 2014). Tourism destinations can utilize gamification to 'increase customer engagement, gain customer loyalty... [and] gain competitive advantage' and gamification can enhance the way tourists interact with destinations as a motivator for exploring a destination (Negrusa et al 2015, 11162).

Smartphones with their location-based services are ideally suited to engage the imagination of visitors whilst exploring a destination. The aim of this paper is to create a Huntzz treasure hunt for Turku city centre in Finland. City tourism is the fastest growing form of travel and the city environment is ideally suited for travel app use: good mobile network coverage, availability of free Wi-fi as well as multiple attractions close to each other. Huntzz is a free real-world treasure hunt app that takes participants through a gameful exploration of a destination. The participants are guided by GPS and are able to answer location specific questions and earn rewards as they walk along a predetermined route.

### **Factors influencing the expenditures of cruise passengers and crew members in a port of call: the case of Funchal Port**

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Cruise tourism has registered a strong worldwide growth in the last years. It is currently considered one of the fastest growing segments of the tourism industry. Consequently, this industry has gained a lot of attention of politicians, businessmen and academics. However, there is a limited number of studies which analyse the expenditures carried out in a port of call and the factors influencing these expenditures. Moreover, given that the Caribbean and Mediterranean are the two most important destination regions of cruise tourism worldwide, the majority of studies published focused on the Caribbean region and on some countries of the Mediterranean, such as Italy and Spain. The cruise industry in Portugal has registered a considerable increase in recent years and nowadays Funchal and Lisbon are the two most important ports of call in the country. Cruise passengers and crew members are two important consumers in a port of call. The limited literature that compare the behaviours of these two groups in a port of call reveals some differences in terms of average expenditures, type of products purchased and also in terms of factors influencing these expenditures. In order to extend the literature in this field and to define strategies to maximize the direct economic impact generated by the cruise tourism in a port of call, it is of utmost relevance to compare the expenditure patterns of the cruise passengers and the crew members and identify the factors influencing these expenditures. This study aims to analyse cruise passengers' and crew members' expenditure patterns in the port of Funchal and to identify the factors influencing these expenditures (motivation to take a cruise trip, cruise experience, activities carried out in the port, length of stay in the port, an evaluation of cruise port attributes and socio-demographic profile). A cruise passenger survey (N = 288) and a crew members survey (N = 101) were carried out in 2015. Factor analysis and multivariate regression models were used to identify the factors influencing expenditure. Findings reveal differences between the expenditure patterns of cruise passengers and crew members and also in the factors influencing these expenditures. Moreover, the participation in a tour in the port, the number of activities carried out, the duration of time outside the cruise ship (number of hours) and the motivation to take a cruise trip emerged as the most important factors influencing the cruise passengers' expenditures. On the other hand, the crew members' expenditures are positively influenced only by the number of activities carried out in the port of destination. The paper ends with some management recommendations to increase the expenditures carried out by cruisers and crew members in a port of call.

## **Revitalization of Historical Centres - Impacts on Residents: The Case Study of Lamego City**

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In recent years we have witnessed a remarkable growth on the concern about issues related to territorial sustainability of cities and their historic centres for which it has sought solutions and various models of promoting its development. The revitalization is an element of sustainable development of historic centres, which seeks to improve the quality of life, in order to solve urban problems related to this development. But beyond the relationship between urban regeneration and local community, the revitalization brings us to the tourism while integrating sector of these spaces. The Lamego History Centre is an area of urban excellence, which includes monuments, cultural facilities, and public spaces for living and collective experience, central to the life of the city. However, it clearly showed the cumulative effects of physical degradation phenomena, social vulnerability and economic weakness. The public Power, aware of these weaknesses, triggered in 2012, a revitalization project of the historical centre in order to contribute to improving the quality of life of its inhabitants and for the affirmation of Lamego as City of Cultural and Architectural Heritage. After its completion in 2014, it is now time to understand the possible impact on residents. To this end it was developed an investigation through documentary analysis, participant observation and application of questionnaire surveys to the population, in order to assess, the question of the growing of the local population's quality of life and the qualification of their experiences, in its various aspects (cultural, social, economic, environmental); secondly, evaluate their perception about the improving of the external attractiveness and outward visibility of the city. We can say that residents have a good image about the gains that tourism development can lead, however are very critical regarding interventions that were carried out in the historic centre, its dissemination and access to the local population. In this sense they point as negative factors, problems on the traffic and parking, the increase in the price of local products and the increase of the cost of living for residents. With respect of perceived impacts their stance is generally positive. However it is pointed as negative factors, the internal mobility, the interpretation of heritage and the poor state of the housing stock and few changes in their quality of life. It is also intended, with this study, that its vision provide clues about the way to go in the future and to give reflections on the strategy to adopt in the city.

## **Monitoring developments in events-driven tourism: a case study**

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As destinations face challenges to move beyond the simple management of tourism services to being dominated by requests for personalized experiences, they are increasingly using events to attract more visitors. Richards & de Brito (2017) emphasize that events have grown more sophisticated and the range and type of events has increased as well into what they called "placemaking". Placemaking can be basically summarized as the art of making better places for people. For example, the Wonderful Copenhagen's 2020 Strategy of 'localhood for everyone' encourages its destination to think of its visitors as temporary residents, instead of as tourists. Moreover, Richards (2016) questions the traditional definition of a "tourist" and suggests that residents can actually be tourists in their own region. So, the distance between tourist and resident is narrowing. Event-driven tourism is argued to contribute to this trend

bringing together tourists and residents in an exchange of lifestyles. This paper examines developments in the use of events in the region of Minho, in the North of Portugal. The research consisted of a two-section questionnaire and the items were derived from previous research and pilot tested under the ATLAS Events Monitoring Project. The survey was carried out at three events in the region, between December 2016 and January 2017. A total of 223 usable questionnaires were collected using a randomly selected sample of visitors. Conclusions are drawn in three parts: cultural events organized in the low season tend to attract essentially the local/regional market; such events have an impact on the progressive innovation of local heritage; and, with the right planning, events can create a dynamic and creative atmosphere that is appealing to visitors and residents. We hope this case study will be useful to bring about better development practices in events-based tourism by other regions.

### **Disasters and dark tourism: Hurricane Janet in Mexico**

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The boundary between disciplines has generated discussion around emerging issues in tourism studies. Approaches from geography, economy, anthropology, among others, generate discussions around dark tourism and disasters. This work presents a conceptual review of disasters and their inclusion in the theme of dark tourism, addressing the case study of the city of Chetumal and Hurricane Janet in 1955, Mexico. The results demonstrate that collective memory, trauma, commemoration and infrastructure development are part of the construction of tourists' imagination, which, through a guide to places of interest, demonstrates an offer of attractions including monuments, signs, ruins and chronicles of the city. The work is based on a documentary review, interviews and chats with the managers of the attractions and guided tours of the city.

### **Hysteretic Image of Tourism Destinations: A Cross-Cultural Study on the Interpretation of Brazilian and Dutch Consumers Towards Sustainability**

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Image is one of the most important elements for understanding consumer behavior in the tourism sector. Several strategies are used by managers (and tourism practitioners) to attract an increasing number of visitors to a destination, and the construction of identities based on local sustainability has been a marketing tool broadly used in this sense. Thus, the purpose of this study is to discuss how the image of the sustainability of tourism destinations can be influenced by the consumer's country of origin. The literature suggests that the historical-affective aspect that links the tourist's country of origin to the tourism place to be visited can affect the destination image, which would characterize the occurrence of the hysteresis phenomenon in the consumption of tourism product. Given that, this research focused on the analysis of two different countries: Brazil and the Netherlands. Therefore, a set of questionnaires were administered randomly – during a two months period among students of both countries. A total of 537 participants completed the self-administered instrument, of which 279 were Brazilians whereas 258 were Dutch. Based on the data collected, some hypotheses were verified in the attempt to find possible relations between participants' country of origin and the image they held of certain destinations. For that purpose, an

independent t-test was used to determine differences in the responses of Brazilian and Dutch respondents. Statistical significance was set at  $p \leq 0.05$ . The results indicated that the image held by the Brazilians regarding the aspects of sustainability of tourism destinations tended to be higher in the case of a country historically related to Brazil (in this case Portugal). The same could not be observed with regard to the Netherlands, as the image held by the Dutch did not vary significantly between Portugal and South Africa. These results indicate the need for further investigations on the role of hysteresis with regard to the image of historically related countries. As advocated by Kastenholtz (2010), consumers would tend to evaluate in a more positive way the image of those tourism destinations to which their own country of origin is historically related. However, the outcomes of this research suggested that not only the historical-affective aspect should be taken into consideration in this matter, but also the position occupied by those countries during their colonial period. In other words, the 'direction of the power' might explain in a greater way the impact of hysteresis on the interpretation of certain aspects of a tourism destination, such as the sustainability. Therefore, marketing and communication strategies in the tourism sector should be planned so that messages are created in accordance with potential tourist's own country of origin. In other words, tourism communications must be 'national tailored'. That points to the need for rethinking tourism product promotions, particularly when it comes to an international trading scenario perspective.

### **Value Chain of the Festival Internacional Cervantino**

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This project aims to analyze the value chain (VC) of the Festival Internacional Cervantino (VC-FIC), a cultural event that has been realized in the capital of the state of Guanajuato in Mexico for 44 years. It represents an influx of almost three hundred thousand visitors who experience more than 3000 cultural activities, and spend almost 400 million pesos each year. Due to these indicators, it is considered the most important festival in Latin America combining fine arts with folklore. The project seeks to answer questions such as: Which is the value chain of the Festival as a cultural and tourist industry? Which are the links of this chain? and Which are the governance and key factors? The objective of the research was to contrive the value chain of the FIC (VC-FIC) as a cultural and tourist industry, and to identify the key links of the chain. The value chain regards the business activities that generate wealth and offer services to customers. This qualitative case study focuses on formal and informal documents regarding FIC, and extends a previous work that determined that the FIC tourist and cultural industries are disarticulated. Therefore, it emerged the need to identify the value chain components and to analyze the services offered to visitors to the Festival. Due to the amount of informal businesses involved, this appears to be a complex task, in which this kind of information should be included. A qualitative perspective allowed to identify the links existing between formal and informal instances regarding social and economic aspects, as well as its processes, and unofficial activities. As a conclusion of the analysis it can be affirmed that the value chain of the festival is in the link of the Patrimony, in the tangible and intangible cultural field and it is formed by seven links that should unite both industries and that include the following elements: Cultural Market, Government and Services, Pre-production, Lodging, Production, Events, Food and Souvenirs.

## **Model for tourist local destinations' carrying capacity measurement. The case of the Basque Country**

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Sustainable tourism has been a topic for discussion in tourism circles since the early 1990s. Interest has been motivated mainly by two factors. On the one hand, one can point out the influence of the Brundtland report, "Our Common Future" (UN, 1987), and on the other hand, one cannot forget the role of the Rio Summit (1992) on sustainable development. More recently, the challenge of being a sustainable and responsible destination is part of the logic of smart destinations and this idea is also considered as goal definition into the United Nations 2030 Sustainable Development, into the UNFCCC COP22 and into the Global Covenant of Mayors for Climate & Energy. However, despite some progress made regarding discussions, from those milestones until 2016, on the threshold of the Year of Sustainable Tourism declared by the United Nations, there is still no consensus on how sustainable tourism should be measured (UNWTO, 2016). There is not only a gap in terms of consensus in its measurement, but also tourism measurement standards only exist at the national level, thanks to the international recommendations promoted by UNWTO in 2008 and ratified by the United Nations. Nowadays, Biosphere Certification process is understood as a useful tool for Responsible Tourist Destinations evaluation, therefore, this research aims to respond to the measurement needs collected into de Certification template. The research work evidences the importance of carrying capacity's indicators measurement in the tourism sector at subnational level and also point out the importance of having a tested methodology. The objectives addressed by the present study are:

- To develop a methodology that is scalable and sustainable over time so that it can be replicated and expanded with some cadence in the next few years.
- To establish, collect and analyze tourism load capacity indicators, including a geographical analysis of the distribution of tourism activity in the territory.

The paper is broadly structured in three main sections. The first one corresponds to a conceptual definition about carrying capacity and its indicators. The term carrying capacity is not understood by authors as synonymous of physical gauging, since the objects of study are aimed to be local municipalities where there is freedom of movement of residents, visitors, besides floating population. Precisely, one of the great values of the work is its contribution to the little literature on methodology for the measurement of the carrying capacity in local administrative units. Thus, the approach to the carrying capacity is approached both as its conceptualization as physical capacity, as its definition as capacity of management. In addition, this double interpretation of the concept takes place into 5 different dimensions: territorial, governance, economic, social and environmental. Secondly, the paper presents the Model for tourist local destinations' carrying capacity measurement. Finally, main conclusions are presented.

## **International cycling races: the role of the experience in visitors' decision to attend events**

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The last two decades we have seen a growing trend towards the globalisation of professional cycling events in terms the number of countries hosting a World Tour race, the growth in (live) television coverage per country, the global orientation of race organisers and the frequency race stages are crossing borders. This research focuses on the international differences between spectators at World Tour cycling races in their experience of cycle races. Outdoor professional cycling events possess three unique characteristics as events. Firstly they are 'open access'; visitors do not need to pay an 'entrance fee', can more or less choose their own 'seats', bring their own 'food and beverages' and can personalize their 'time of arrival', 'time of departure' and number of 'tickets' without reservation costs or cancellation fees. Secondly, the net time of the actual cycling event experience, namely the passing of the riders, often takes less than a minute, and there is no guarantee that the top or favorite riders can be distinguished in the peloton. Thirdly, it is noteworthy to mention that race organisers do not consider attracting (more) visitors as their core business. This research elaborates on the role of four dimensions of the race experience; atmosphere of the event, scenery and landscape of the location, being with friends and family and learning opportunities, in order to gain insight in the motives of visiting international professional cycling events. Attending professional cycling events can be defined as a social phenomenon with a specific unwritten code of conduct, only applicable on racing days, for all kinds of different rural and urban landscapes. The creation of the atmosphere around the event is initiated, inspired and facilitated by the local hosts and stakeholders, which flavors the authentic local hospitality, and or the scenery of the landscape. Spectators often spend time with friends and family and enjoy the race and associated activities together. They also exchange information about the race and the riders, which means the event can have an important potential learning function. In order to see what effect these aspects of the race have on the experience of spectators, 757 surveys from five different World Tour races in 2016 were analysed (in Australia, Italy, Switzerland, France and Spain). This paper specifically compares 247 surveys from the Tour de France (France) and 395 surveys from the Tour Down Under (Australia) to see if there are international or cultural differences in the race experience. Initial indicators show that there are statistically significant experience dimensions explaining the differences between Australian and French visitor motivations to attend race events.

## **Destination assessment for the development of senior tourism product: the case study of DiscOver55**

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Ageing population is indeed a great opportunity for the tourism sector. In fact, it is contributing to the increase of the tourism demand and seniors have shown to have the greatest market potential: senior citizens usually have a greater purchasing power than younger people, and nowadays they have better health with respect to seniors of previous generations. Moreover, as they are less bound to work issues when choosing the holiday period, they can contribute to tackle the longstanding problem of seasonality. Despite the important role of seniors in the tourism sector, most destinations are not prepared to receive

this segment of tourists, who in many cases have specific needs. In particular, several studies by the European Commission have analysed this heterogeneous market segment and have identified the main dimensions to create a senior tourism product: accessibility, quality, transports, innovative products, branding development and developing recreation in off-peak season. Destinations have to design strategies in order to be competitive for senior tourism. In this paper we present the case study of the project DiscOver55, financed by the COSME programme, which intends to create an innovative transnational tourism product specifically tailored on seniors needs. It involves four potential destinations, selected on the basis of the common theme of water and well-being: Vulkanland (AU), Lake Saimaa (FI), MontePisano (IT) and Izola (SI). Within this project, the Higher Institute on Territorial Systems for Innovation (SiTI) developed a methodology for the pre-assessment of the destinations' potential for senior tourism, with the final aim to set criteria and recommendations for the tourism product development. The methodology developed by SiTI for DiscOver55 consists in the combination of the participatory European Tourism Indicators System (ETIS) approach with the key elements of a senior tourism product defined by the European Commission. In particular, each area involved in the project filled a profile destination, based on the ETIS scheme, with the aim of defining the boundaries of the destination and providing a general overview of its touristic characteristics. Then, SiTI provided a list of indicators, divided in four categories: accessibility, safety and healthcare, active-age activities and quality. For each indicator, data collection and calculation methods were specified. Indeed, SiTI identified three methods for data collection: field survey and enterprise survey for the quantitative analysis, and focus group for the qualitative SWOT analysis. The methodology used in the project favoured the collection of a great amount of information, which was the basis for the identification of strengths and weaknesses of each destination involved in the project in terms of senior tourism development, and encouraged the active participation of the relevant stakeholders by raising their awareness on the potential of the senior market in tourism development.

## **Transformations in Destination Texture**

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This paper explores the palpable consequences of nonwestern mediatization of European space. Tourism is shaped by and shaping new place identities, which often entails a creative reconfiguration of destinations' narrative layers. Mediatized mobility blurs the distinctions between texts and contexts; between symbolic and material spaces and renders place production/placemaking and consumption fluid and mutually constitutive. These transformations are aptly illustrated by Gstaad (Switzerland) and its surroundings. Switzerland has featured as a Bollywood shooting location for over three decades, and since then it became a primary honeymoon destination for Indian outbound travellers heading for Europe (Monteneiro 2014; Josiam et al. 2015; Gyimóthy 2015). The "Indianisation of Switzerland" is not only perceptible in changing topographical vignettes for local sites and themed experience concepts (such as Lake Chopra, Mountain of India, Restaurant Bollywood at Jungfrauoch), but also in new, ritualized tourism performances, trajectories and spatial orderings atypical for Swiss resorts in the past. This study chronicles a transforming destination texture by analysing how Bollywood-induced tourist practices appropriate Alpine places, and intertwine (or clash) with other tourist performances. By linking Lefebvre's threefold spatiality (lived space, conceived space and perceived space), the analysis is informed by the concept of texture (Jansson 2007; 2014). Textural analysis has the potential to combine the analysis of material performances and communicative representations converging in the process of production/consumption of tourism spaces. The findings suggest that stereotyped Asian and (Western) European tourism performances are

diversifying and even crossbreeding, giving rise to unique, playful and cosmopolitan destination textures.

### **How can luxury lodges have a family environment while excluding children?**

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This article explores the exclusion of child from luxury lodges in New Zealand, while promoting a family environment. Family tourism factors as one of the most important sectors of tourism and yet there are many hospitality establishments that are adult only, thus making them 'child free zones'. Families are commonly defined as multigenerational social groups containing at least one adult and one child. Yet there are luxury lodges that portray themselves as having a family environment by encouraging a family atmosphere between staff and between staff and their guests, but do not allow children. Qualitative data was drawn from a study on luxury accommodation experiences. The study was framed by an interpretivist paradigm and used a multiple case study approach. 34 interviews were conducted in three luxury lodges within New Zealand. Although adult only accommodation is certainly not a new concept, what are the wider implications of the increase of this type of accommodation and why is there a need to exclude children from luxury lodges in New Zealand?

### **The co-creation of (reciprocal) value propositions in the event industry**

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The event industry has emerged over the last decades as a highly contributively industry with an increasing influence on sociological, political, legal and economic grounds. The rapidly evolving landscape of value offerings within the service industries in its turn influences the event industry. The event industry therefore needs to communicate the value and uniqueness of their business. This research builds upon the understanding of the co-creation practice of (reciprocal) value propositions and states that the function of (reciprocal) value propositions lies not in the application as a marketing communication tool in the event industry, but in the actual co-creation of (reciprocal) value propositions. The research evaluates the practice of co-creating (reciprocal) value propositions between an event company and their client to conclude on the significance of value propositions for the event industry. To evaluate the process of co-creation, this research primarily draws upon the principles of case based research. This inductive approach of collecting qualitative data is combined with some of the principles of action research. Action research is characterised by its value orientation, with various participants contributing by exchanging knowledge leading towards a problem solving practice. For this study, three event companies from the province of Friesland, the Netherlands are selected to conduct a co-creation practices with a client of their choice. The main objective of this approach is to gain a deeper understanding of the interaction between the participants and the results of the specific co-creation process. This study argues that three areas need to be considered to optimally conduct a practice of co-creating (reciprocal) value propositions. Each participant needs to meet specific Design Preconditions, a sequence of Design Steps should be leading for the practice and the assessment through Design Elements ensures well-composed (reciprocal) value propositions. This research proposes the Co-Creating Reciprocal Value Propositions

Blueprint that functions as a roadmap to navigate through the co-creation practice. It is recommended that event companies engage in such a practice each time an unique event is organised. The co-creation practice establishes a synergetic relationship between the event company and the client leading towards the exchange of values, a shared sense of passion and the renewal of knowledge. The Co-Creating Reciprocal Value Propositions Blueprint contributes to the premises of Service-Dominant Logic and functions as an innovative strategy tool for event companies to further professionalise the event industry and future proof its business.

## **Reflection on the destination management in the Czech Republic**

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The destination management, as a mature form of cooperation in a destination, has went through several changes that made the concept transformed. The strong process of globalisation and later consolidation as the exogenous determinants had an impact on the cooperation. Thus, the networks among stakeholders in the destination changed. In this context, many researchers dealt with the tourism destination governance. As far as the present situation is concerned, there is a discussion about the future of destination management organisations (DMOs). The development of the destination management described above is characteristic of highly-developed destinations such as the Alpine regions. The completely different situation is in the Central Europe countries, e.g., the Czech Republic, Slovakia, or Slovenia. In these countries the development was stimulated neither by the demand-side, nor by the market, but by the regime. The social-cultural and political-economic background of each country set by the process of transition creates certain conditions that are reflected in the development of the destination management. The aim of this paper is to describe the development of the destination management in the Czech Republic; more specifically, identify the factors that influence the cooperation among stakeholders and answer the question why there is a range of specifics (e.g., low engagement in the civil society; limited experience in cooperation activities; a lack of positive experience; a sporadic activity of private sector; or insufficient financial resources at the local level). The paper is based on the results of the longitudinal research. The partial qualitative research was conducted in 2006, 2010, 2013, and 2016. The research included questionnaires and interviews and addressed all the destination management organizations (DMOs) that operated in the Czech Republic. Totally, 42 DMOs (93 %) were examined. The study reveals the intensity of cooperation, and moreover, it shows that due to the external conditions, the cooperation has the form of the partnership with informal relations. The structure is made up by a dominant unit, the cooperation is more task-orientated with territorial and supply-side perspectives. To clarify the above mentioned range of specifics, the qualitative survey among stakeholders was held. The key finding is the mutual distrust and unstable environment of running business.

## **From winter wonderland to all-year-round destination – Seasonality in Lapland, Finland**

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According to Butler (1994), seasonality means ‘a temporal imbalance in the phenomenon of tourism, which may be expressed in terms of dimensions of such elements as numbers of visitors, the expenditure of visitors, traffic on highways and other forms of transportation, employment, and admissions to attractions’. Seasonality is one of the biggest problems in tourism business. Causes of seasonality are divided into 1) natural and 2) institutional reasons. The natural seasons have traditionally been regarded as permanent features. For instance, the weather and climate have many different effects in relation to tourism. The weather is a limiting but also an enabling factor in tourism. Skiing resorts are highly dependent on snow condition. Institutional seasonality is the result of human decision. Seasonal pricing, market diversification, product diversification and promotional activities are the most used tools for reducing seasonality and boosting off-season demand. However, tourist regions have different seasonal potential and resources. Sometimes reasons for seasonality restrict tourism during the low season so strongly that the only possibility is the acceptance of seasonality. In Finnish Lapland, regions have tried to expand winter season and create a new season in summer even if the popularity of these areas is based strongly on winter activities as skiing. In the presentation, it is discussed about seasonality in Lapland. Winter resorts as Levi, Saariselkä, Ylläs and Rovaniemi are compared aiming to understand the nature of regions’ past and future seasonality. According to results, seasonality is a persistent phenomenon in Lapland. During the years 1995 – 2016, the seasonality has been almost similar all years. Market diversification reduces seasonality mildly but tourism booming often means stronger seasonality. Ylläs continues to be ‘a pure winter destination’ but Levi is changing to ‘an all-year round destination’. Interesting fact is that in the middle of the 1990s Rovaniemi was a summer destination but changed its profile to a winter destination.

## **The risk perception of licensing officials regarding safety of spectators at motoring events**

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In this study the risk perception of licensing officials within municipalities of The Netherlands regarding spectator’s safety at motoring events is investigated. How do licensing officials perceive spectator safety at motoring events and how do they measure, monitor and manage the risk? What legal and regulatory frameworks are applied in assessing the safety of motoring events within The Netherlands? Licensing officials were subjected to an individual and in-depth, open-ended, semi-structured interview. Analyses of the data showed that the concept of risk is not defined, nor by the licensing officials, nor in one of the policy documents of the different municipalities. A key finding in this research is that a number of influences were revealed related to the risk perception of the licence officials, namely: “experts”, “experiences”, “previous tragic event”, “trust”, “use of own mind and thoughts”, “education” and “feelings and emotions”. The licensing officials experience a lack of risk perception of licensing applicants (event organisers) however this is not documented in any of the policy documents nor are any measures described in order to deal with this. The event classification is not commonly classified and only two municipalities followed the

recommendations from the Institution Physical Safety regarding the classification of events. It is noteworthy to mention that the municipality, who has outsourced its tasks related to event permits, has the most comprehensive and substantial event policy and the other municipalities lack in this aspect. Hedging responsibilities and dealing with rules is one of the challenges the licensing applicants face. The findings demonstrate the need for a common risk definition, mandatory event classification and a legal and regulatory framework with regards to event licensing (for motoring events). The importance of risk management in relation to event licensing is argued and needs to be acknowledged. To avoid accidents occurring policies and procedures should be implemented to control and minimise the risk at motoring events.

## **Coastal tourism in China: past, present and future**

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Coastal zones throughout the world are attractive areas for economic development and residence due to their productive natural resources, marine economy has become one of the most important catalysts of economic growth in China over the past several years. By the end of 2015, State Oceanic Administration (SOA) of China reports that the national Gross Ocean Product (GOP) reached 6.467 trillion Chinese yuan (about 929,862million U.S. dollars), accounting for 9.6% of total Gross Domestic Product (GDP). In particular coastal tourism which has undergone the transition from a planned economy to a market economy contributed to the rapid development of the coastal zone and it is one of major marine industries now in China. As China tourism has been developing at a phenomenal pace, it attracts the interest academics in China and abroad. However, a review of these English articles reveals that very limited attention is shown to coastal tourism in China though some exceptions do exist. In order to meet the needs of development of coastal tourism, also in order to meet the market demand, rational development and effective use of marine resources to create strong competitive marine tourism products in different regions, many Chinese scholars have already shown close attention to coastal tourism. However, due to language barriers and resource constraints, previous studies argue that opinions and research findings of indigenous Chinese scholars have hardly been exposed to the outside world. Against the above background, this research aims to provide an analytical interpretation of development of coastal tourism in China. It intends to identify, present and synthesise all studies in Chinese literature that examine expansions of coastal tourism in China. More specifically, three research objectives were sought:

- (1) to critically appraise determinants which influence the development;
- (2) to critically assess key issues in current development
- (3) to identify an agenda for future research that will inform key gaps in knowledge

This research employs a hybrid review method that combines the narrative and systematic quantitative review methods to delineate the status of research on coastal tourism in China and to indicate areas that lack academic inquiry. China National Knowledge Infrastructure (CNKI) was used to gather relevant Chinese literature sources as it is the largest and mostly-used academic online library in China. The retrieved articles are categorised and analysed. A theoretical framework was provided for future studies on coastal tourism in China. This review called for future research to shift from expansion focus to culture focus. Future studies were suggested to apply more theories to investigate coastal tourism in China. Adopting different and innovative research methods can also be considered.

## Destination management in Porto and Viana do Castelo: the tourists' perspective

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Every tourist builds their own experiences by using different elements and resources of a destination. Destinations have various potential experiential characteristics, they could evoke positive emotions to co-create meaningful, unique and personalized experiences. Nowadays tourists' demands change rapidly and destinations need to adapt quickly to those needs in order to attract visitors. However, the challenge is to understand and influence tourist experiences and perceptions pre, during and post the trip. Furthermore, due to the technological developments nowadays the internet and social media platforms also play a significant role in destination marketing, building and maintaining an image. The challenges with social media platforms are that it is difficult to control and monitor. Although tourists are frequently cited as the central focus of much destination management activity, little is known about how they regard destination management.

Against the above background, this study examines the tourists' perspective on destination management of Porto and Viana do Castelo. More specifically, three research objectives were sought as listed below:

- (1) To develop a critical understanding of tourists' perspectives in destination management
- (2) To assess destination management of two cities
- (3) To offer sensible recommendations for two cities to follow

A four-day fieldwork visit to Porto and Viana do Castelo was organised for postgraduate students who were undertaking MSc in Tourism and Hospitality Management at University of Plymouth in March this year. Based on their field visit experience and a wide range of information related to two cities they collected, the students developed the reports to critically assess destination management from tourists' perspective. This study used content analysis to analyse individual reports of nine students who went on the trip and their field observation notes.

Tourists' perspective in destination management were interpreted from their working definitions of a destination, three stages of tourists' experience, Buhalis' 6As model, destination image and the role of ICTs in tourist decision-making process. Such understanding informed their assessments of two cities. Overall, the assessments of two cities were positive. The DMO of Porto seems to be doing a very good job of managing Porto as a destination. Their website promotes Porto successfully and provides information regarding activities and accommodations, whilst giving tourists the chance to make bookings and co-create their experience through links to social media sites. Sustainably the destination seems to be managed quite well. The analyses of destination management in Viana do Castelo emphasised from four different categories (Cultural tourism, Creative tourism, ICT and Sustainable tourism). These analyses indicated that Viana do Castelo has excellent tourism resources and facilities to meet tourists' needs from tourists' perspective. However, there are some limitations for Porto and Viana do Castelo to find a sustainable way to develop in the future. It is also necessary to consider the perspectives from local communities including residents and businesses. A range of recommendations for both cities was provided in order to help them develop in a sustainable manner.

## **The Strategies for Joint Development of Red Tourism and Its Internationalization in China**

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The red tourism in China has now become a major tourism product with Chinese characteristics, and it is going towards internationalization together with the country's further opening-up to the world. Hence, "glocalization", or how to deal with the relationship between localization and globalization, is striking. Apparently, there are three closely related dimensions in the relationship: Chinese culture and foreign cultures, historical memory and present-age elements, knowledge-learning and recreational-travel, each of which involves two sides, and should be jointly developed. It can be argued that priority should be given to foreign cultures, present-age elements, and recreational-travel, and the three other sides can never be ignored, as the two sides are interdependent, and even the former are indispensable preconditions of the latter. Here we focus on the first two dimensions, Chinese culture and foreign cultures, historical memory and present-age elements, and take Shaoshan, Mao's birthplace, a red tourism and cultural heritage destination, as a typical sample. Simply, how will Shaoshan tourism and the whole red tourism develop in a glocalizational way? Recently, tentative efforts are made to build Shaoshan into a world-renowned destination, to attract more foreigners, as shown in the website of Shaoshan Tourism Development Committee. The sustainable development of Shaoshan tourism, is now closely referred to a broad topic of glocalization of red tourism. It is acknowledged that "the more unique, the more attractive", and "the more historical, the more modern". In this sense, at Mao's birthplace and starting point of life, the exhibition of Chinese culture and historical memory comes down to the issue of how to present Mao as the cultural representative and icon of Chinese nation. Mao's thoughts, activities and achievements are surely the development of Chinese traditional culture. Briefly, when he was a teenager living in Shaoshan, he indulged in reading *Outlaws of the Marsh*, rebelled against his father and the family ancestral temple, and wrote poems to express his Confucian ambition of "self-cultivation, family harmony, country management and world peace". Therefore, the key to realize the glocalization of Shaoshan lies in highlighting Mao's close attachment to Chinese traditional culture as it is. Mao's experiences, including his appropriation of Marxism and Leninism, should be well exhibited in a factual, unique and vivid way. Accordingly in strategic planning, the authorities must have a better understanding of the glocalization of red tourism, and make great efforts to blend Chinese culture with foreign cultures, and historical memory with present-age elements, in a reasonable, credible and interesting way. In addition, travel routes of Shaoshan and some nearby destinations should be linked conveniently and effectively. So that Shaoshan can become part of an extensive and happy journey, which will open up a wide tourism market to foreigners. In short, a joint development of red tourism and its internationalization/glocalization may be a necessary consideration for Shaoshan to become a worldwide attraction.

## **The power of brands in wine tourism: the Lisbon Region experience**

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Wine tourism can be understood as "visitation to vineyards, wineries, wine festivals and wine shows for which grape wine tasting and/or experiencing the attributes of a grape wine region are the prime motivating factors for visitors" (Hall: 2002). Its importance is well known, and

the theme has been widely explored in the scientific literature since the 1990s (Getz, 2000; Hall et al., 2002; Getz & Brown, 2006). Several examples, all over the world, prove that this touristic trend benefits wine regions, the producers and other local stakeholders (Corigliano, 2002), revealing to be a good development tool in the “Old World” as well as in the “New World” context.

The wine tradition in Portugal is very ancient. Wine tourism has also been exponentially growing within the country (Inácio, 2008) and within Lisbon region. Lisbon area includes several micro-wine regions, also with an old producing tradition that began with the Phoenicians. In 2014, Lisbon has created a new Brand, an “umbrella brand”: “Lisbon Wines” gathering wines, produced around Lisbon, in a total of nine wine regions: Alenquer, Arruda, Bucelas, Carcavelos, Colares, Encostas D’Aire, Lourinhã, Óbidos e Torres Vedras. Some are well known and prestigious, others less (185 producers, a total volume of 100 millions liters of wine, meaning 60 millions of euros in certified wines in 2015). Together they may have reached more notoriety, dynamic and power and can be easily identified as Portuguese Wine Regions in Lisbon area.

So, the new Brand is working well for the Wine Sector, but what about Tourism in the Region? Does the brand achieves the same goal? This paper aims to evaluate how this “umbrella” brand is influencing and may influence in the future wine tourism development in Lisbon region. It departs from studies of Brand and Destination Brand and how it affects destination communication, and develops a frame to analyze and evaluate to what extent the “Lisbon Wines” is efficient in filling up proposes in the tourism context. Do tourism stakeholders identify themselves with the brand, assuming it was a good step towards the increase dynamic for the wine tourism, helping tourism development or does it only work for Wine Branding.

While this is an on-going study, two kinds of methodological approaches are being followed. First, a qualitative method, with semi-structured interviews to wine makers and local stakeholders within the nine sub-regions was completed in 2016 and revealed that there is a generalized feeling that the new brand was not yet doing much for the tourism development. Yet, it presents new opportunities in the long turn if well integrated by stakeholders and well communicated and understood by the public. Second, a content analyses using intensive quantitative methods to analyze media and social media interactions and work produced by the “umbrella brand”, a work in progress aiming to know how the new Brand is working the Tourism within the Region.

## **Events and the Blue Economy : Malta Tourism – sailing and yachting as a driver for change**

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According to Royle (2009) it is Mediterranean Islands that exemplify, aptly, the interactions between tourism and the traditional European holiday destination. According to Briguglio (2009) tourism is often more important, in an economic sense, to such island destinations, because invariably it comprises a significantly larger part of an island’s economy. It is a fact that tourism development has brought many economic benefits to such islands but at the same time its’ often unchecked growth, through mass tourism, has been harmful towards both social and environmental sustainability. It is such phenomena and notions that are common experiences within the Maltese islands. Tourism plays a significant part to the Maltese economy today. Tourism now accounts for over 29% and 17% of full-time employment . In recent years the Maltese Government has put increasing priority in re directing tourism policy toward more sustainable alternatives. One of the key drivers for change has been interest expressed in the ‘Blue Economy’ and re focusing direction towards Malta’s past maritime traditions. Much work recently has focused on Maritime Spatial

Planning, Integrated Coastal Zone Management and 'Blue Growth Strategies' with sailing and yachting identified as a key growth potential. It is such ideas that have transcended new tourism thinking in Malta by re focussing tourism strategies that are linked to the 'blue economy' which primarily focuses on the sustainable use of marine resources. The research primarily focuses on the development of such markets specifically the impact of sailing and yachting events, their strengths, weaknesses and future contribution to the Maltese tourist economy. The general premise of the research reviews the current status of Malta as a tourism destination and questions whether the current tourism strategy is optimizing the full benefits from developing the yachting and sailing sectors and associated events. In this context, the research raises questions that seek to give answers to i) the overall impact of such events on the Maltese tourism economy; ii) how such events can be improved to enhance its contribution to Maltese tourism; and iii) what challenges or barriers such events face in contributing to Malta tourism as a driver for change. This research focuses upon an inductive approach using qualitative and case study research methodologies. Secondary data is used to provide the contextual background. At a macro level event management, sports tourism and sustainable tourism development provide the main 'backdrop' for the study. At a micro level Maltese tourism policy backgrounds and niche market development provide a more focused framework. Primary research is used to collect qualitative data which is based on purposeful sample selection of interviews from professionals associated with Maltese maritime industries and key stakeholder groups. The data is analysed through discourse analysis techniques utilising grid matrices to evaluate and ascertain common themes and responses that occur from the discussions and questions asked. Results point to lessons learnt and future policy directions for the Blue economy and sailing and yachting as drivers for change.

### **Website evaluation of lodging facilities along the inner Saint James' Pilgrim Way (North Portugal)**

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Purpose: An increasing number of consumers use the Internet to plan and purchase their holidays. Thus, ever more people contact with the region they want to visit through the individual websites of lodging facilities. Consequently, if we want to enhance cultural and experience orientated entrepreneurship, than it is important that these entrepreneurs know how to promote and sell not only their own "primary" product, but their region as a whole and preferably tourism packages in which they themselves or the tourism services provided by other stakeholders are included. This article is based on a research exercise executed within the CULTOUR+ project (an Erasmus+ initiative with identifier 2015-1-ES01-KA203-016142), which studies the Saint James' pilgrimage route that passes through the interior north of Portugal. The general purpose of this study is to explore the hotel website potential along this pilgrimage route. Specifically we wanted to determine the number of existing lodging facilities along this route (with and without websites); to analyse the quality of their websites in terms of some important dimensions (user-friendliness, site attractiveness, marketing effectiveness, F&B informativeness, wine information, spa information and pilgrim information); to verify if the lodging units website performance is different when compared to certain profile variables (location, size, among others); and to provide some improvement proposals to help hotel managers increase their marketing efforts.

Design/Methodology/Approach: Departing from a balanced scorecard approach, a team of 30 trained students evaluated the websites in seven dimensions. Our approach favors a reflection on customer and marketing related aspects like user friendliness, attractiveness, transfer of information and does not deepen technical aspects. To evaluate the lodging units we used a quantitative approach based on uni and bivariate data analysis methods. From the

identified 187 lodging units, this study will only analyze 119 (as 68 units did not have a functioning website).

Findings: User-friendliness was evaluated with 14 items. Globally, the evaluation of this dimension was positive. The web site attractiveness attributes are present in most of the observed lodging units with high scores between 75% and 94%. The lowest percentages refer to the efficient use of page space and aesthetic appeal. The higher percentages refer to the legibility and clarity of the text and to the contrast between background and text. As for the 50 marketing effectiveness features, too much critical information was missing on numerous websites. Regarding F&B informativeness, the majority of the websites does not have an online menu, vegetarian menus, food vouchers, information regarding high chairs for children, information on the composition of the breakfast, among others. Almost all the lodging unit's websites simply did not mention attributes and features related to wine, spa and pilgrim tourism. Overall, the results revealed that the performance of websites measured with the selected set of dimensions is low, that is, the studied lodging units did not work out nor executed an effective online communication strategy.

Implications: For tourism practitioners, the findings of this article can serve as a checklist to help them identify the strengths and weaknesses of their websites and possibly determine their relative position in the marketplace, but most of all can enable them to improve the quality of their website. For academic researchers this study is expected to inspire them to put the knowledge triangle into practice: share their findings with local communities and help implement good practice examples.

### **The potential of value co-creation with local resources through tourist-community encounters in rural tourism**

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Rural tourism has received increasing interest from both rural destinations and actors, wishing to find alternatives to a declining agricultural sector, and the continuously growing travel market, looking for new, varied and involving experiences (Kastenholz, Carneiro & Marques, 2012). Many rural areas provide unique experience settings, rich in natural and cultural heritage (Garrod, Wornell, & Youell, 2006), which innovative local actors may use as central ingredients to co-create appealing and distinct tourist experiences (Kastenholz, Carneiro & Marques, 2012; Kastenholz & Lima, 2013). The recognition of the tourist experience as the core driver of tourist demand and essential to destination competitiveness (Stamboulis & Skayannis, 2003) justifies a closer analysis of the nature of this experience, particularized for the destination context visited and type of experience sought. Rural tourist experiences are frequently associated with a quest of relaxation, tranquility, closeness to nature, cultural authenticity, traditional and calm lifestyle, small-scale facilities and services permitting closer host-guest relationships, where visitors may escape from the habitual, modern, massified, standardized, congested and polluted city life (Kastenholz, Carneiro & Marques, 2012). Co-creation, based on active customer participation, is increasingly recognized as a most relevant facet of the tourist experience, making it more involving and meaningful to the traveler (Kastenholz & Lima, 2013; Prebensen, Vittersø & Dahl, 2013). Co-creation of rural tourist experiences may involve tourists, local agents of supply and residents interacting with them. It would typically evolve over themes associated with nature and cultural heritage of the place/ region, may provide a sense of 'authenticity' and lead to stimulating host-guest encounters, enriching and meaningful to both sides. This communication is a result of a three-years research project undertaken in three hinterland villages in North and Central Portugal, selected from heritage-based thematic networks. In this paper, we will focus on qualitative data collected from visitors, local agents of supply and residents in the Schist Village Janeiro de Cima and the Wine-producing Village Favaio. This

approach permitted the understanding of a) motivations and experiences lived by visitors, b) the most valued resources, from the perspective of visitors and local actors, c) local actors' interest in tourism and view on the potential and desirable directions of its evolution. An integration of results from the distinct perspectives helps identify the central role of both local, identity-rich resources and host-guest interaction for value-co-creation and thus sustainable rural tourism development, as will be shown through an integrative summary of results and suggestions of experience-development for each village.

## **Germany's VAT reduction on hotel room nights – impacts on city tourism**

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**Purpose** - This research analyses the impact of Germany's Value Added Tax (VAT) reduction on room nights on city hotels in 2010. **Design/methodology/approach** – This survey reflects a convenience sample drawn from a full sample survey. All 1.940 hotel members of a provincial German Association of Hotels and Restaurants have been requested to fill in the survey. The reply rate was 40.36%.

**Findings** – This paper describes three effects of a VAT change to city tourism. First, the VAT reduction improves the situation of city hotels, but it favours hotels in non-metropolis areas over city hotels. Second, city hotels do not take advantage of the tax reduction in applying a different rate system to leisure and business travellers. Third, additional price reductions have a negative impact on business travel in city tourism.

**Research limitations/implications** – First, the research object was the city of Hanover. It cannot be called a major touristic spot for leisure tourism within Germany. Second, the comparison hotels from non-metropolis areas included minor German cities. Third, it has to be stated, that 2.6% of the answering hotels did belong to a national or international chain, only (ratio should be higher, approx. 20-40%).

**Practical implications** – Hotels should take their client's price elasticity into consideration when setting room rates.

**Social Implications** – This research supports Germany's and Europe's permanent discussion on appropriate VAT levels in tourism.

**Originality/value** – The paper provides information on the effects of VAT changes to the tourism industry.

## **Tourism vs. Terrorism: Destination Image Recovery Following Terror-related Crises**

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In recent years, a growing number of tourism destinations has been hit by terror, eroding these destinations' image and causing a drop in inbound tourism. Based on the image restoration theory, image is a critical asset for destinations, and local decision-makers should invest considerable effort in protecting it from stereotypes, negative perceptions and crises. To examine this theory in the current turbulent tourism environment, this study analyses how destinations can market themselves following a terror-related crisis. The study's research question was examined using qualitative content analyses of news reports, public relations items, campaigns and other promotional activities, aimed at uncovering the strategies and tactics used by these destinations to recover their image. The analysis was guided by the conceptual framework of the "Multi-step model for altering place image" which offers three

groups of media strategies in order to repair a destination's negative image during and after a crisis: source, message and audience. The cases selected for the study were countries that were significantly affected by terror in the last three years, countries which suffered from a major drop in tourism that can be related to terror, and which launched a tourism recovery campaign. Based on these criteria, five countries were selected: Turkey, Israel, Kenya, Egypt and Belgium. The results of the study unveil the use of all three groups of media strategies offered by the "multi-step model for altering place image". Using source strategies, Belgium, Kenya and Egypt launched social media campaigns aimed at by passing the source of the message. As for message strategies, all five case studies - Turkey, Israel, Kenya, Egypt and Belgium - used several strategies to challenge the current perception regarding their current image. Lastly, audience strategies were employed by Turkey, Israel, Kenya and Egypt, launching recovery campaigns aimed at alternative audiences with a higher resilience. The current research offers several contributions. For scholars, it sheds a contemporary light on the image restoration theory, extending its scope to cover tourism destinations that aim to recover their image following a terror-related crisis. For practitioners, the study lists several media strategies that can be used by national tourism boards and destination marketing organizations in order to enhance their image following a crisis and to re-attract international tourism. As terrorism keeps playing an important role in contemporary tourism, the current study provides us with an in-depth understanding of how destinations handle the effects of terror, recover their image and bring back tourists and tourist receipts.

### **Strengthening regional food identity during events - a visitor research**

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There is a notion of a natural relationship between a region's land, its climatic conditions and the character of food it produces (Hughes, 1995) making it necessary to link the pleasure of good food with a commitment to the region (Corigliano, 2002). In the Minho region in the North of Portugal, food traditions remain a factor of pride for local people. It is seen by local people that the traditional ways of cooking will not only preserve their heritage, but will also distinguish Minho to tourists seeking authentic food experiences (Fernandes, 2015). A region well known for its gastronomic identity, Minho was designated European Region of Gastronomy in 2016, alongside Catalunya in Spain. Even though food is an important tourist attraction (Henderson, 2009), limited research has been conducted on the various aspects of gastronomy and tourism. Research has tended to focus on food as a key element of the tourism experience with tourists becoming one of the major markets for local and regional cuisine (Dodd, 2011; Hjalager and Richards, 2002), establishing classifications of gastronomy tourists (Kivela and Crofts, 2005) and destination marketers employing local food as means of positioning and differentiation (Boyne et al, 2003). But little research has been conducted on the impacts of gastronomy during local events. This paper attempts to fill this research gap by monitoring trends in food consumption by visitors to cultural events and to determine the impact of Minho-2016 as European Region of Gastronomy and the contribution to strengthening regional food identity. A total of 223 usable questionnaires were collected using a randomly selected sample of visitors to three cultural events. A two-section questionnaire was developed for the research. The items were derived from previous research and pilot tested under the ATLAS Events Monitoring Project. In terms of food consumption and experience, results show a fancy for local food and wine with respondents identifying favorite and less favorite dishes. Furthermore, respondents placed high value and satisfaction in the link between gastronomy and cultural events with authenticity most valued in the experience. About a third of the respondents (30,5%) were aware that Minho was designated as European Region of Gastronomy in 2016 and few respondents (4,9%) actually

took part in associated activities. Finally, respondents generally agree that local gastronomy plays a pivotal role in Minho's identity.

### **Wind-based tourism, as an alternative product in tackling the seasonality in tourism in a Mediterranean island.**

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Wind-based tourism, as an alternative product in tackling the seasonality in tourism in a Mediterranean island. Seasonal variations in number of tourists has always been an important issue in the destination management, with greater economic and social impacts on small state islands. Seasonality has been regularly looked at as a serious problem for the tourism industry and always been accused of inflaming and creating difficulties for the sustainable development of the tourism industry, problems such as limiting the accessibility of capital, hiring and training full-time staff, increasing the operation's risk in return on investment, and problems surrounding the peaking and overuse of natural resources or capacities. The structure of the literature review is twofold. Firstly, it insights into the patterns or causes of this phenomenon. Secondly, it prescribes recipes to overcome the seasonality. Relatively little research has been conducted on both aspects of this issue. This paper begins with a discussion of the characteristics of seasonality in a Mediterranean island of Cyprus and develops a mix methodology to study the phenomenon in more detail. The paper suggests wind-based tourism byproducts such as Kite-surfing and wind-surfing as an alternative solution in tackling the seasonality of tourism in this island. The paper first evaluates the best spot for wind-based activities using 5-years of meteorological data on wind patterns such as the strength and direction. Second the local communities' perception of wind-based tourism as an alternative livelihood has been measured by conducting in-depth interviews (n=15), in the next phase wind-surfer's motives and expectations using push-pull factor in choosing Cyprus as a wind-based tourism destination has been identified (n=50). The papers provide valuable insights into the main issues facing the seasonality of tourism in Cyprus introducing wind-based tourism by considering the capacity of this island and the impact of surf activities on local community's nature, culture and the economy. Moreover, the paper demonstrates the significance of wind-based tourism and its consequences in order to attract more scientific and academic attention. tourists are more sophisticated and they desire beyond the 4S (sea, sun, sand and sex) in a destination, which complicates the product design and destination marketing in seasonal destinations. Thus, the study confirms that destination managers should look beyond the 4s which traditionally form part of the characteristics of small islands. Destination planners should put their focus on other pull attributes. At the same time, push factors like destination marketing and promotion will encourage tourists in their future choices of the destination.

### **The Impact of Creativity on Sustainable Competitiveness of Tourism Destinations**

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The global creativity is connected to the economic development, a higher level of productivity, competitiveness, entrepreneurship, overall human development, prosperity, and urbanization. The transformation from the industrial society to a new one based on creativity and knowledge means a move from the natural resources and large-scale industries to

creativity that turns on knowledge, innovation, and talent. It is a return to the traditions and contact with nature and landscape. Tourism has been subject to many changes and transformations over the course of the past decades. The demand for tourism services became more segmented, specialized and sophisticated. Destinations face the challenge of changing their offer, finding new ways to communicate and interact with visitors and other stakeholders. In this context, it is important that destination focus on the intangible dimension of the tourism offer, i.e. imagination and creativity, to sustain competitively. The global crisis changed many aspects of technology, communication networks, globalization, but also relationships and values. Today's visitors move away from mass tourism and prefer tourism products that are tailored to their requirements. Individualism has contributed to creating fragmented and diversified supply and demand of tourism. Changes also occurred in the structure of markets and their redistribution within the countries. The increasing adoption of mobile devices by visitors leads to the evolution in tourism destinations' marketing. By now, visitors do not trust advertising that focuses on the advantages and special features of the destinations. They are less susceptible to marketing than a visitor in the past. One-way communication, the common marketing tool for the past years, will not stand anymore. In this context, the destinations' creative offer must be available in mobile applications. Visitors require a personalized approach, intelligent, creative interactive, communication, and messages including empathy and emotions. They want to participate in the creation of tourism products, want to buy based on relationships, and want to feel like a part of the particular destination. Creative tourism is an opportunity for destinations; it can help to distinguish the particular destination from others and stay competitive in the tourism market. Creative tourism also represents an opportunity for those destinations, where the cultural infrastructure is not entirely developed. Developments of creative tourism, which in turn uses and evaluates the cultural potential of destinations, enable to provide new experiences to visitors. This development is also in line with the changes in the motivations of the visitor towards the search for authenticity. This paper shows how creativity is bounded with tourism development in the destination. It points out the influence of changes in visitors' behavior on the destinations, discusses the relation of culture and creativity in tourism as a source of competitiveness and subject to differentiation. The research questions for this study were stated as: Can creativity and creative tourism enhance sustainable competitive tourism development in a destination? Best practice examples show how is the concept of creativity already applied in tourism in the Czech and Slovak Republic to help quantitative and qualitative tourism development.

## **Trochee and Nostalgia - Healing the Image of Lahti World Ski Championships**

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This paper addresses the visual image and rhythm of the Finnish city of Lahti as host for the Nordic World Ski Championships of 2017. The event was organized for the seventh time in Lahti, sixteen years after the previous championships that had left behind a deeply traumatized city due to a doping scandal involving the entire Finnish ski team. The visual marketing material of Lahti2017 is juxtaposed with tourism posters from 1950's, a golden age in Finnish poster art. The city of Lahti, situated on the Salpausselkä moraine ridge, has about 100.000 inhabitants and is located about 100 kilometers north of Helsinki. The city skyline is dominated by the ski jump hill that hosted world championships as far back in history as 1923. Thus the city has a long-established tradition of organizing international winter sports events. The author of this paper made observations in the city during the weeks prior to the event, noticing a certain understatement in terms of visual presence. For instance the market square at the heart of the city had minimal visual signs of the upcoming international event. Additionally, the scarce billboards in the city featured aesthetics

reminiscent of Finland in the 1950's: that of a post-war homogenous culture with very little foreign influence. The question that arose from these observations was why Lahti2017 would choose an all-Finnish theme for an international event? The media coverage before Lahti2017 was dominated by articles depicting the trauma of Lahti 2001, when the entire Finnish male team was disqualified from the world ski championships due to doping. Significantly, the visuals of Lahti2017 present a trochaic Finland: pure, solid, heroic and innocent. The rhythm of the Finnish language is that of a trochee, with the stress on the first syllable. This distinctive Finnish rhythm is also reflected in the tourism posters of the 1950's, as in the slogan written in old colloquial language "leiskauta piletipuotiin" (flash into the ticket office). With these images the attention is drawn away from the paralyzing effect of the doping scandal of the previous time the ski championships were organized in Lahti. For this paper, the author will interview bachelor students in the degree programmes in sports management and tourism management on the themes and rhythm in the visual marketing material of Lahti2017. Similar interviews will also be conducted with people in the age group of 40-80 to determine the impact of the nostalgic style in the marketing of the international event.

### **Tourism investment in 8 German coast destinations from 2000 to 2015**

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The purpose of this paper is to describe, understand and possibly explain the relationship between public and private investments in 8 coast destinations in the two German provinces, Mecklenburg-Vorpommern and Schleswig-Holstein, between 2000 and 2015. The paper is theoretically based on the notion of strategic drift (Johnson, 1987, Tribe, 2010, Sammut-Bonnici, 2015) and methodologically on on site inspections, participatory observation, interviews and study of strategic and policy documents. Findings indicate clear relationships between (initial) public investments followed by private investments, but no causality between them can be shown. Both public and private actors are convinced that the relationship is there, but no numbers or other kinds of "proof" can show causality. Findings show that strategic drift can indeed be avoided through tourism investment. However, more interestingly, the mental flexibility that is necessary in order to initiate public investments to stimulate private investments and thereby avoid strategic drift can be found. The paper is also based on studies of the tourism development in Mecklenburg-Vorpommern from 1989 to 2000. This is necessary to include in order to understand how strategic drift occurred in Schleswig-Holstein after the year 2000. The article therefore also has a historic perspective.

### **Exploring Interorganizational Relations in Post-Socialist Croatian Tourism Then and Now**

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Background: Croatia is a popular post-socialist tourist destination competing globally in a market-oriented tourism environment. This study explores interorganizational relationships (IOR) between organizations in the tourism domain in a post-socialist transformational environment with a market-oriented environment. For this study, an IOR is defined as contact, exchange, or interaction between organizations. The focus of this work is on the external environment, specifically the relations between organizations in the tourism sector.

The study of interorganizational frameworks and relationships requires one to take into account the environment or context in which organizations interact (Benson 1975, Dawson 1986). The post-socialist transformational environment of Croatia's tourism sector provides a unique setting for this research. This environment represents change that includes a complete transformation of its economic and political system. This study compares data collected between tourist suppliers and governmental tourist organizations during a transitional period in the late 1990's and early 2000's with today's market oriented environment. This work has potential theoretical and practical implications in the areas of organizational and destination management theory. Tourism is developed and managed by different organizations at different levels depending on the tourism activity involved. Since planning, development, and marketing activities vary with each level within a destination, interorganizational frameworks are useful in achieving tourism goals, since successful tourism development will require different activities to be closely matched and coordinated (Pearce 1992, p. 20). Gunn (1988) suggests that the greatest opportunity for achieving desired goals in tourism may lie in the voluntary integration among and between many sectors within tourism. Tourism research concerning collaboration is often derived from Gray's (1989, p. 227) seminal work in organizational theory in which she defines collaboration as "a process of joint decision making among key stakeholders of a problem domain about the future of that domain." By studying the interorganizational relations between governmental tourism organizations and tourism suppliers within a post transitional environment, collaboration and organizational theory may be advanced. Additionally, those seeking to manage tourism development may come to understand the potential of achieving destination goals through interorganizational frameworks. A standardized questionnaire was used to collect the primary data in this study. This survey was administered in person since it also allowed the respondents answering the questions to request clarification when needed. A sample was selected which consisted of community tourism organizations that represented the services, attractions, promotion, and planning of Dubrovnik-Neretva County. These included tourism boards, hotels, and tourism institutions. Findings regarding the interorganizational relations of the hotel sector and the characteristics of these interactions are compared with findings generated during the height of privatization within Croatia's tourism sector.

### **Theoretical Framework of an event experience: the case of associative meetings**

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The convention industry is a fast-growing industry that has become a strategic objective for host destinations (Lee, Lee & Yoon, 2013). Within the business industry associative meetings play a special role (Opperman, 1996; Mair & Thompson, 2009) and has been extensively reviewed in the literature from different perspectives: attendees' motivation (Severt, Wang, Chen & Breiter, 2007; Rittichainuwat & Mair, 2012) and satisfaction (Chen & Mo, 2012; Brown, Getz, Pettersson & Wallstam, 2015), impacts on the destinations (Oppermann, 1996) and stakeholders relationships (Weber, 2001) among others; however no specific coverage to event experience at associative meetings exists. Based on the Event Experience Scale (ESS) by Geuss, Richards & Toepoel (2016) and by conducting a literature review relating event experience with associative meetings a new theoretical framework is outlined in this paper. In the discussion, practical implications are obtained that will significantly relate the event experience at associative meetings with the planning process and hence, with event design that will represent a future research topic.

## **Gastronomic tourism: a case study of the relevance of higher education**

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In the last few years gastronomic tourism has gained increased importance both for its potential to provide innovative tourist experiences as well as for allowing to strengthen regional identity by enhancing cultural heritage and promoting the regeneration of sociocultural practices of the territories. However, for these potential to be translated into advantages for destination sustainability and competitive growth, education in various levels of gastronomy studies is of the utmost importance. The creation and innovation of tourism gastronomic products must be sustained on a deep knowledge of local culture, endogenous resources, historical roots, as well as being linked to the new trends and meeting the needs of the demand in a market which is ever more demanding and competitive. In Portugal, the registration of the Mediterranean Diet on UNESCO World Intangible Cultural Heritage List and the intrinsic characteristics of Portuguese cuisine has increased the attention on the gastronomic tourism as a product that enhance the country's tourism supply. However, this challenge demands a deeper knowledge on gastronomy and tourism through education and scientific research. This paper aims to discuss the importance of enhancing knowledge on gastronomy and tourism through education and scientific research. In particular, it is highlighted the main areas in which scientific production should be focused as to consolidate knowledge on gastronomy tourism products and experiences that have the potential to add value to different tourism destinations according to their characteristics and enhancing its endogenous resources as well as the quality of life of local communities. The methodology applied in this study was based on the literature review about the main theoretical principles on gastronomy and gastronomic tourism. Based on these conceptual discussion, it is then analysed the relevance of higher education and scientific research on this field. This discussion will be based on a case study about the first undergraduate course on Gastronomy, created in 2016 in Portugal which resulted from an innovative partnership between different levels of education institutions involving, on one hand, various schools of the Polytechnic Institute of Coimbra and, on the other, the Hotel and Tourism School of Coimbra which integrates the "Turismo de Portugal" schools network. It is aimed to add value to this filed of knowledge, highlighting the importance of establishing partnerships among diverse levels of training and education institutions so as to increase research and the production of scientific knowledge to trigger the development of gastronomic tourism in Portugal.

## **Knowledge transfer in tourism development cooperation: the views of stakeholders**

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Tourism has a great potential as a tool for development in developing countries. Consequently, in recent decades diverse development and aid agencies around the globe have supported initiatives and programs, using tourism as a development strategy. As Knowledge is increasingly being required for more effective decision-making and as a necessary and sustainable source of competitive advantage, international development cooperation (IDC) programs focused on knowledge transfer (KT) approaches are being preferred as a way of reinforcing capacity building in tourism destinations in developing countries. However, little is known about the characteristics of these programs and their real effects. In order to extend the literature in this field, this paper analyses IDC programs

focused on KT in the tourism context. The main aim of this paper is to discuss the KT dimensions in the context of IDC programs in the tourism field as to identify the main critical success factors of these programs. In order to achieve these objectives, a qualitative research was developed using a case study of an IDC program launched by the United Nations World Tourism Organization (UNWTO) - the UNWTO.Volunteers and its implementation in the Mexican state of Chiapas. Documental analysis, participant observation, and semi-structured interviews with both the knowledge transferor (UNWTO staff and volunteers) and transferee actors (public sector, private sector and civil society) were undertaken. Some results of this study reveal that there is a disparity of approaches, implementation realities, and outcomes regarding IDC applied to tourism with most of those projects taking place without any planned development strategy or articulation with other initiatives in the destination. Some major criticisms to these approaches are related to its neo-liberal nature and the lack of follow-up measures to guarantee the continuation of the initialized measures that tend to be focused on the short-term results. Accountability from both the donors and the recipients in ensuring long-term results would be required. It was found that there is a growing recognition that KT approaches are more prone to produce long-term results than technical or financial assistance as long as capacity development is forwarded through "learning by doing". Nevertheless, this is a complex social process being often dependent on local political contexts that often limit long-term results. The paper ends with a discussion of theoretical coverage and practical insights of how IDC programs in tourism focused on KT should be informed to promote sustainable development in developing countries.

### **The dimensions of experience economy and tourism: an application to camping practice in Portugal**

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Despite the limited research about camping as a subsector of tourism industry, the recent evolution of consumers' behaviour and preferences has been reviving this activity, namely due to the emergence of new business models, such as glamping. Camping is a particular form of tourism that goes beyond the simple accommodation. It is, according to Triantafyllidou e Siomkos (2014), a form of experiential tourism that requires more in-depth research, aiming at planning, and managing the campers' experience and highlighting the practical impacts that the analysis of this type of experiences may have. Considering that camping is a topic that has not been sufficiently studied at an academic level, this research has the main objective of analysing the experiences associated with the practice of camping, focusing on the dimensions that are most valued by the campers according to the particularities of the experience. The results of this study may help to take more informed and consistent decisions, contributing to a better management of the camping parks thus to an increase in their competitiveness. The construct used is based on the four dimensions of experience defined by Pine and Gilmore (1999): entertainment, educational, aesthetics and escapist. According to the authors, the supply of experiences occurs when a firm intentionally 'uses' the service as a stage and the goods as props, in order to create memorable events to capture clients. Experiences work as a strategy of innovation and marketing for many branches of the economy, especially for tourism. Brakus et al. (2009) argue that the experiences associated with the provision of services and, therefore, tourism can only be recovered and revived through memory. Thus, the inclusion of memorability in the experiential construct becomes relevant, indicating how much the supply of experiences is important for campers as well as allows predicting future intentions. This construct consists of statements that correspond to the four dimensions of experience, plus memorability - three affirmations for each dimension, to which were added two that aim to evaluate campers'

expectations and satisfaction. For this purpose, an exploratory study was conducted based on a quantitative methodology, where a questionnaire survey was applied to 50 campers. The results suggest that the location and surrounding area are the most important elements in the choice of the camping park, and demonstrate that the aesthetic and escapist dimensions are the most relevant of the four dimensions of experience. The educational and entertainment dimensions are less valued by campers, which may be related to the low value attributed to the activities offered by the camping sites. Memorability was the second dimension, with the highest score, confirming the importance of a remarkable and positive experience for overall satisfaction. In this context, the social interaction that camping provides can be a determining factor. The results contribute to the design of innovation and of more effective strategies and actions based on the improvement of the tourists' overall experience that may contribute to the competitiveness of campsites in the context of the global tourism industry.

### **The cooperation between public entities and local associations to create event experiences**

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The tourism sector is increasing its importance regarding countries' competitiveness, growth and economic development. As a strategic sector, public entities look at this industry as crucial for the territory, playing as a driving force behind the tourist activity, creating conditions for their development, providing basic infrastructure and support equipment (Costa, 2012). One of the reasons for the public sector be involved in the destinations' planning and management is to offer activities and events to improve the local communities' well-being as well to attract tourists to the region (Elliott, 1997). The creation of events can benefit the destination's development and sustainability by supporting the creation of local businesses, filling the territory's lodging capacity and enhance the infrastructure and quality of life of local communities. Events also help defining the destination image and its positioning, branding and promotion (Daniels & Norman, 2003; Getz, 2008; Gursoy, Kim, & Uysal, 2004). Apart from the public sector, private entities and local associations can also participate in the creation of events to attract tourist to the region. Their participation, alone or in cooperation with other entities, is essential to offer a quality offer and exceeding tourist's expectations. This collaboration should agree in some critical factors such the definition of clear goals and a commitment to achieve it, a shared leadership, a flexible approach by partners, periodic evaluations and effective communications between partners (Augustyn & Knowles, 2000; Franco & Estevão, 2010; Kim, Kim, & Tae-Hee, 2005). This paper wants to focus on the relation between the public entities at a municipality level with local associations using Barcelos as a case study. The city of Barcelos has a vast number of associations spread several areas of action and creating numerous events for the local community. This research wants also to know if these events also have importance in the attraction of tourists to the region, confirming the importance of these organisation for the destination's development. Using a qualitative methodology, the research will begin by an identification on what are the main stakeholders in the municipality's local associations and proceed to interviews to these selected entities. We expect that the conclusions will support the theoretical background and demonstrate that the cooperation between different entities within a territory will increase the development of tourist activity and create a more competitive and sustainable destination.

## **On-line representation of Douro (Northern Portugal): the case of the municipalities websites**

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Tourism has been identified as a strategic solution for the development of rural areas. This hegemonic narrative has been adopted as guideline for several national and regional agents. Locally, the municipalities, among other entities, are in charge of creating an official tourist identity, promoting it across different media. The Internet emerges as a strategically place promotion tool for the municipalities. This function coexists, in a more or less peaceful way, with its administration and citizenship ethos. Tourism is based on “imaginaries” and narratives about places (Selwyn, 1996; Butler, 1998; Pereiro, 2009; Salazar, 2011). It is mainly through these representations that the potential tourist establishes the first contact with the destination, being these images crucial in the destination choice (Echtner and Ritchie, 1993; Baloglu and McCleary, 1999). The municipal websites become an official representation of a place that is intended to be touristic. Thus, the effectiveness of the promotional discourse relies on the narrative models of tourism marketing and on the creation of a place branding (Gold and Ward, 1994; Dann, 1996; Morgan and Prichard, 1998; Kotler, 2014). The goal of this research is to analyze the destination image projected by the official Douro sub-region municipal websites. Douro is part of the Porto and Northern Portugal tourism region, one of the five tourism regions of Continental Portugal, and holds three UNESCO classifications: the wine-growing landscape of “Alto Douro Vinhateiro”, the archaeological park of “Foz-Côa” and the pottery of “Barro Preto de Bisalhães”. This article is a result of a methodological and theoretical approach that combines qualitative and quantitative analysis techniques and also theoretical perspectives from the disciplines of marketing, anthropology and geography. It is structured in three phases: analysis of quality and functionality of the websites based on Choi et al. (2007) previous study; content analysis based on the destination attributes (pull factors) established by Crompton (1979); concluding with a critical analysis of the websites touristic discourse, in line with the study of (Hallett and Kaplan-Weinger, 2010). A clear dissonance has been detected between the “ideology of tourism” (Ribeiro, 2004:54) as a local development strategy and its application in the technical, aesthetic and narrative contents of on-line touristic promotion. This is reflected, among other results, in the poor quality of the websites. With regard to the destination positioning, there is a misunderstanding between the identification and description of the existing natural and cultural resources and their availability as products and experiences accessible to the visitor. The language used for the touristic promotion isn't strategically marketing oriented, and moreover the relation between text and image communicate contradictory messages. In spite of the relevance of this research to the body of knowledge in Douro region's tourism, as well as its usefulness to the different stakeholders involved, further analysis of Internet dimension 4.0 is required in order to provide a new approach to the influence of the virtual and digital interactions on the destination promotion.

## **Peace and Touristic development in Natural Protected Areas: The case of Caño Cristales, Colombia**

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The aim of the paper is to determine the possible influence that a peace process has on the tourist development of a natural protected area. To achieve this, an evolutionary analysis

was developed based on the principles of Evolutionary Economic Geography theory (GEE). Caño Cristales, a touristic attraction located in the National Park Serranía Natural de La Macarena, Colombia, will be used as a Case study. This area is located within the territory previously known as “Zona de Distensión” which was occupied by the FARC (Fuerzas Armadas Revolucionarias de Colombia) guerrilla forces. Hence, Caño Cristales were directly involved in the mayor armed conflict in the republic of Colombia. In order to elaborate an evolutionary analysis this research focuses on and compares the tourist development of this area in three different historical periods of the conflict and of the history of Colombia. Taking into account the political, economical and social factors that influenced this development. During this research several key concepts of the Evolutionary Economic Geography theory are used and applied to the different periods analyzed. The methodology for this investigation included the compilation and creation of a database based on comments published on virtual platforms such as Tripadvisor, due to the fact that it is considered a platform in which consumers, in this case tourists, can offer their opinions "without censorship" or filters, as a secondary information source was used the information provided by international organizations and different governmental institutions and destination management offices involved. The results show the creation of a new growth route for tourism development based on a peace process. Allowing Caño Cristales to be incorporated as a one of the principal destinations of the Colombian tourist portfolio.

### **The efficacy of Multi-destination Place Branding in enhancing the competitiveness of Emergent Tourism Destinations in East Africa**

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East Africa's tourism sectors remain relatively underdeveloped, compared to other destinations globally, in terms of number of tourists, yield and diversity of experience. Currently, there are efforts by the East African Community to develop a regional strategy for the promotion of tourism. Central to this strategy is the development, marketing and promotion of East Africa as a single tourism destination brand. This study sought to address the fundamental question, whether the Multi-destination brand would provide a basis for competitiveness of emergent tourism destinations in East Africa. The study shows the need to enhance the nature of visitor experiences by responding with a branding strategy that differentiates the destinations and enhances the brand identity as well as association. This study recommends the need for the place brand's personality and (or) uniqueness be revealed better through marketing concepts that are linked to historical, ecological, socio-cultural values of the destination.

### **The route to transformation? Evaluating Yoga event experiences**

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Experience has been a focus in some research since the 90's, seeing a particular rise since Pine and Gilmore (1998) gave shape to the concept the “experience economy”. Since then, awareness in business followed by research on the “experience” has been increasing. In events, only in recent years there has been a specific focus on the experiential aspect, on the one hand with the popularity of experiential marketing and events marketing, and on the other hand with the attempt of trying to capture the specificities of what a “great” event

experience is. However, the answers are much more complex than just coming up with a set of indicators or measures which would be the recipe for the successful event experience. The aim of this paper is to compare visitor's experience using indicators from Geus et al. (2015) applied to two Yoga events, one in Portugal, another one in the UK. By comparing these event in the profile of visitors, motivations and experience factors, an outline of the specific experiential characteristics of a yoga event can be made.

The data points out to the existence of some specificities in a yoga event experience, although further research on transformative experiences should be pursued. With these elements, yoga events can better differentiate from others and aim at being "transformational" (participating towards what Gilmore argues as the "transformation economy"). This paper aims therefore to bring new insights on a specific type of event experience, bringing forward the comparison between two countries, which can be a stepping stone in understanding how events are encompassing transformational elements in their design of the guest's experience.

### **The interactive touristic guide of Ponte de Lima**

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This research project consists in the creation of an interactive tour guide with augmented reality for mobile devices, with the municipality of Ponte de Lima as a territorial laboratory. Ponte de Lima is a small rural municipality, situated in the region of Minho, northern of Portugal. The seat of the Municipality, Ponte de Lima village, is the oldest village of Portugal. It is intended with this technology platform for mobile devices (smartphones and wearable devices), to expose and make known the tourist resources that characterize this territory. The local population will be involved in this project. Local artists will paint the principals points of interests and this paintings will be integrate in the interactive touristic guide. The technology to be developed is based on augmented reality. In Augmented Reality we have the interaction, in real time, between the real world (predominant) and virtual 2D / 3D virtual objects, through a mobile device (Milgram et al., 1994). The interactive guide of Ponte de Lima, will allow the user to know the main points of tourist interest, real time access to existing public and private tourist services, as well as historical and heritage interpretation. The interactive guide will work through the geolocation process in real time, using augmented reality as the interface between the mobile device and the user. The project is being developed in close collaboration with Ponte de Lima Municipal Authority. In conclusion, with the development of this application, we want to make a perfect symbiosis between innovation and tradition.

### **Tourism in the Intermunicipal Community of the Region of Coimbra - Potential for Ecoclusterization**

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The Inland Territories (IT) constitute spaces in which the small size and interiority are, on the one hand, limiting conditions and, on the other, advantages capable of triggering opportunities. These particularities intensify the need of these territories to sustain themselves in their strengths to develop differentiating products oriented, fundamentally, to

singular tourist segments, with strong identity and fomenters of experiences and enriching emotions capable of developing a distinctive ecological awareness. This research intends to evaluate the development potential of an ecotourism cluster in ten municipalities of the Intermunicipal Community of the Coimbra Region, which implies firstly, a two-level approach, one more systemic applied to ecodevelopment, and another applied to ecotourism stakeholders. The main objective of this study is to present a proposal of an ecotourism cluster model, drawn from the analysis of the state of the art in this field and empirical research in the territory under study, based on the following specific objectives: to verify the attributes of the region for the ecodevelopment through the survey of the perception of the stakeholders of the tourism sector; to verify if there are any lags between the perception of stakeholders in the tourism sector and the attributes of the region for ecodevelopment; determine the extent to which environmental education is implemented in stakeholders in the tourism sector; to verify the attributes of the region for the ecoclusterization through the survey of the perception of the stakeholders of the tourism sector. In order to respond to the objectives outlined for this study, the following methodology was adopted: a review of the literature and a quantitative empirical study, by applying and validating 65 questionnaires to stakeholders in the local tourism sector through a cluster sampling process (with identification of specific survey groups) and multi-step sampling, with the division of the study region into sub-regions (municipalities). The results allowed to develop a proposal of a model with identification and foundation of its structuring elements. Many interrelated processes influence the potential and success of ecotourism within a given territory, and the ecoclusterization processes applied to IT prove to be as complex as it is demanding. For the success of the implementation of the proposed model, IT needs to invest in reinforcing a set of forces supported around existing endogenous resources and in the involvement and accountability of the various stakeholders, namely, in the construction and implementation of a management model (cluster) capable of developing qualitatively differentiating real processes and actions.

## **Sustainable Tourism facing Tourismphobia**

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Tourism scholars that have been invited to discuss new trends in sustainable tourism and new profile of tourists are now facing a new phenomenon: tourismphobia. In the recent last years in Barcelona and others urban tourist destinations have appeared banners as “Tourist you are the terrorist”, “Tourist go home” or “Refugees welcome, tourist go home”. This is emblematic of a new refusal social phenomenon of the local population towards tourism. In 2008 in a well known Spanish newspaper “El País” a Catalan anthropologist Manuel Delgado published an article titled “Turistofobia” where he pointed out, among certain social sector, a kind of frontal rejection of tourism as a threat and a danger factor in Barcelona. Since tourism scholars have been observed such a trend in cities as Hong Kong, Lisbon, Rome, Venice and Berlin this phenomenon has been associated with the Doxey’s Irridex model or to the O’Really’s theories on tourism carrying capacity. Although tourismphobia in urban tourist destination is still a relatively young area of research, new questions are arising on its cause and origin, on the relation with sharing tourism platform Airbnb and on potential solutions among tourism scholar. It is not surprising that recently some publications are coming out as “Protest and Resistance in the Tourist City” (Colomb & Novy, 2016). This publication was the result of an International Symposium in 2014 that compared “anti-tourism” demonstrations worldwide. Based on the qualitative field research in Barcelona from 2016, the purpose of this paper is to contribute to the comprehension of this discussion and to the effects that this phenomenon may have on the sustainable tourism strategies of one of the most visited European urban destination.

## **Mountain Areas, biocultural landscapes and tourism in Alto Minho**

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The Alto Minho region has a rather hilly landscape, looking like an amphitheatre spreading from Peneda-Gerês mountains, on the west, into the lower lands, by the sea. These mountain areas cover more than one-third of the region's area and despite their highly valued landscape and ecosystem services, they are facing significant socioeconomic disadvantages, abandonment and depopulation. Humans and nature have worked together to produce an important natural and cultural heritage, depending on each other, and forming part of what is being called as bionatural diversity. This concept upholds the awareness of the human community's role, through traditional farming and grazing activities, in managing and promoting biodiverse and valuable habitats and landscapes. Preserving human settlements and traditionally managed activities in these areas implies achieving economic and sociocultural conditions which fit contemporary well-being needs. The development of tourism supply is perceived as a sound strategy to take advantage of these highly valued natural, cultural and scenic attractions, by creating new income sources, by reducing isolation and by generating employment opportunities. Nevertheless, mountain village communities are frequently too fragile to initiate and develop sound revitalization plans. Plans which should consider integrating tourism to traditional activities, and promoting synergies between tourism, farming, landscape and nature. On the other hand, pressures from visitors may also cause social and environmental costs in these delicate contexts. Sustainable and harmonious development requires social innovation, as well as technical innovation, aimed at sustainable and inclusive development. This article presents a reflection on the trajectories of change affecting Alto Minho's mountainous areas, and introduces a working methodology that is being developed in the village Sistelo, located in municipality Arcos de Valdevez. This village, also called «little Portuguese Tibet», has already taken some steps towards its promotion as an important case of biocultural diversity, strongly based on traditional farming and grazing systems, resulting in an astonishing but very fragile scenery, highly dependent on the continuity of farming practices and human management. Our approach taught us that we should work with multidisciplinary teams in this kind of environment, and strive for strong community involvement to implement new planning and monitoring practices for rural development.

## **From No Image to Award-Winning Branding: The Case of Branding the State of Utah**

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Many destinations struggle to develop a brand that represents their destination both accurately and in a positive manner. This is even more so the case when a tourists have a negative image of a destination. But what happens when a destination has no image with tourists? The purpose of this presentation is to trace the way in which the State of Utah has developed their tourism brand. In the mid-2000s, a study commissioned by Utah Tourism found that tourists, instead of having positive or negative images of Utah, had no image of Utah. By 2014, Utah Tourism received national awards for their Might 5 branding campaign. After presenting the evolution of this branding campaign, the presenters give suggestions how destinations can improve their branding campaigns.

## **Touripilgrims in the Portuguese Inside Way to Santiago de Compostela**

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Past, present and future of inland tourist destinations as Inside North of Portugal depends on the strategies to define a more creative tourism. Creative tourism is a new trend from the cultural tourism, not without critical dimensions (Korstanje, 2015). Creative tourists develop more creative and participatory activities in the tourist destinations, with the aim of living cultural and human experiences (cf. Raymond and Richards, 2000; Jelincic and Zuvela, 2012). The creative tourists are more skilled – in TICs, languages, humanities, among others, also prosumers and more post-tourists. In that sense, The Portuguese inside Way to Santiago de Compostela is a creative tourism product. Our work focuses on the current de-differentiation between pilgrimage and tourism and the role of pilgrimages in the construction of this creative tourism product (their social conditions, motivations, social practices, experiences and post-experiences)

If traditionally in tourism anthropology was defended the idea that tourism was a sacred ritual journey, a contemporary secular experience that aimed at a ritual of passage similar to that of religious pilgrimages, nowadays the opposite happens and tourism has become a model through which and without which the pilgrimages cannot be understood. Our reflection is based on an anthropological fieldwork and interviews with pilgrimages and other social agents begun in September 2015 on the Portuguese Inside Way of Santiago de Compostela (Viseu - Vila Real - Chaves - Verín - Ourense - Santiago de Compostela).

This is a case study to analyse the possibilities of creative tourism in rural areas of Portugal, using the pilgrimage routes to construct a more creative and responsible tourism. The Portuguese inside Way to Santiago de Compostela is an old pilgrimage route that has been revitalized recently in a slow way. In our analysis we shall discuss the porosity between tourism, pilgrimage and new secular spiritualities. We will also discuss the motivations, meanings and senses of the tourism pilgrimage experience that respond to a mechanism of contemporary reflexivity about life and world. Besides, in our communication, we want to discuss the transnational connections of this international route and the redefinition of new European transnational identities and communities as Portugal and Galiza (Spain).

The creative tourism dimension of this cultural route is to create knowledge that offer locals and visitors the opportunity to develop their creative potential through active participation in the area. Also, our aim is to design a more creative strategy for the development of tourism in the Inside North of Portugal region crossed by this international pilgrimage route.

## **Visionary trends in Jules Verne's novel "The Floating Island"**

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Verne's *The Floating Island* (Ile à hélice) epitomizes our current tourism industry; it symbolizes its opportunities but also confronts society with its dangers. We may even go so far as to maintain that already in the 19th century Verne's work puts into fictitious practice what many tourism related text books explain in theory nowadays. The scope of interest pertains to different dimensions such as the production of energy, mass communication, target groups, entertainment, sustainable production of food, social peace and coherency, transport, the perfect accommodation, innovation or speculation. A whole world of tourism emerges in Verne's novel which remains relatively unknown among the works of the French science-fiction author who is particularly renowned for texts such as *20000 Leagues under*

the Sea, Five Weeks in a Balloon or Around the World in 48 Days. What many readers neglect is the fact that Verne has acquired a profound knowledge of tourism thanks to his thorough readings of then current scientific, economic and travel-related documents as preparation for the writing process. As a consequence, we should look for touristic visions in his extraordinary series of novels, particularly *The Floating Island*. The following questions should be answered: a) Which categories of tourism does Verne deal with? b) What priorities does he set in the travel industry? c) Which touristic visions become manifest in *The Floating Island*? d) Which negative aspects surface in the relevant business? When maintaining Verne shaped tourism today, we have to be aware that our approach inscribes itself in the context of narrations. They serve as a backdrop helping to measure how far the current service industry has gone, if it has transgressed borderlines that endanger our world, oppresses large parts of the population worldwide or fosters inequality. So especially dangers lurking for the travel industry can be derived from Verne's works. Critics might state that the subjective scope seems to be predominant preventing researches from drawing relevant conclusions. Such a position can be refuted if we consider the vast amount of Verne's text production; numerous narratives (about 60 novels) add up to a three dimensional picture of profound expert knowledge that offer guidelines in a time of trouble. In other words the 21st century touristic economy needs comparisons with the past narrative constructions in order to better grasp its flaws and take corresponding measures. These will be summarized at the end of our paper giving an overview of what we can really learn from the French science fiction author.

### **Sports as a factor of competitive advantage for tourism destinations: The case study of Porto and the North of Portugal**

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Nowadays, in an increasingly saturated market, competitiveness is a crucial factor for destination development and this is reflected in tourism flows, both real and potential (Armenski, Marković, Davidović, & Jovanović, 2011; Dwyer, Livaic, & Mellor, 2003; Omerzel, 2006). For this reason, research on tourism competitiveness is important, being also relevant for tourism destinations where the supply is based on sports experiences, however studies about this kind of destinations have not get much attention until now (Hallmann, Müller, & Feiler, 2014). Therefore, this research aims to deepen the knowledge of sports tourism, in particular in Porto and the North of Portugal region, unveiling the contribution of sports in the competitiveness of the region's tourism supply. For this purpose, this research combines qualitative and quantitative approaches: semi-structured interviews applied to the Destination Management Organization of the region (Turismo do Porto e Norte de Portugal), to some representatives of tourism entities and to experts in this field of study; questionnaires applied to travel agencies and tourism animation enterprises. The analysis of the promotional materials used by the respondent companies will also be performed. With this study we hope to clarify what has already been done in the region, but also what can be improved to potentiate the supply of sports, and understand how the tourism supply can be diversified through a particular kind of tourism, in order to make it a tourism product that can contribute to the growth of the region's competitiveness.

## **Place branding and heritage-making: Suggestions for a performative approach**

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The aim of this paper is to provide a more fluid understanding of the relationship between place branding and heritage-making in front of tourism as an ordinary form of cultural consumption. In this context, the relationship between place branding and heritage-making may result in a mutually constitutive process mediated by material culture, discourses, and embodied performances. It is proposed that a performative approach will provide a sounded understanding of how some narratives, objects, images, rituals, are stabilised as cultural heritage in connection to a specific geographical location. On one side, the intrinsic performativity of place branding is in fact a powerful tool in producing, reproducing and stabilising cultural heritage. On the other side, the recent shift of the meaning of cultural heritage towards a subjective and intangible acceptance has opened up to a larger set of elements and performances that are suitable to brand place. The paper questions the coproduction of place branding and cultural heritage on the ground of tourism by asking: Can a performative approach provide a viable framework to facilitate less patronising, albeit not less problematic, forms of place branding and heritage-making than that currently instituted? To answer this question, I'll make reference to two different case studies that I have developed in my researchers in the last years. The first focuses on place branding and heritage-making as they are jointly enacted at local food & wine shops addressing tourism. The foundation of this case results from an ethnographic research carried out in Verucchio, a town in the Italian countryside recently rebranded for cultural tourism. The second case addresses the copformance of place branding and heritage-making as it emerges from "participatory" tourist experiences based on the active engagement of a variety of populations, including residents, city users, migrants and tourists. This is the case, for instance, of Mygrantour or Piacere, Milano, two initiatives that I have studied in a major urban centre as Milan, in the north of Italy. Drawing from a transversal reading of these two different cases, I stress how the shift of tourism towards more symbolic albeit diverse interpretive acts is contributing to the entanglement of place branding and heritage-making. Both place branding and cultural heritage now need to be authenticated through a series of hybrid performances (discursive and embodied, human and non human). The theoretical framework proposed enables a more open-ended, creative, complex and inclusive consideration of the coproduction of place branding and cultural heritage. However, they can also be confined to a few commodified elements of a place multiple identity as they are not exempt of ideological restrictions.

## **International best practices and issues in creative tourism**

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Creative tourism provides a bottom-up, proactive avenue for local cultural and tourism actors to actively and creatively engage visitors in artistic activity, expression, and the "cultures of place" of a particular city or region. Creative tourism online platforms have proven to be essential infrastructure for marketing and visibility and building a network of offers within a geographic location. In non-metropolitan areas, such platforms also serve to build a critical mass of offers, allowing individual entrepreneurs to become "visible" to potential visitors. Today, an array of creative tourism platforms can be identified internationally – in both

metropolitan and non-metropolitan territories – but a systematic evaluation and comparison of their features, learning trajectories, and issues has not yet been conducted.

Addressing this gap, this paper reports on an international review to identify and systematically analyse the best practices of international creative tourism platforms and related initiatives, to assess the key opportunities and challenges faced in this work, and to identify key trends and future directions in these enterprises/organizations and in creative tourism more generally. The organizations were identified through existing networks and contacts, references in journal articles, and searches of database platforms. The research process included two stages: First, the organizations identified were analyzed on the basis of a diverse array of fields, including: the size of the enterprise/organization; geographic scope and focus; type of intervention; number of employees; partnerships; cultural and creative activities developed and to be developed in the short- and medium-term time periods. Secondly, twenty one in-depth semi-structured interviews were conducted with the directors of the organizations to understand their organization's development trajectory, the factors behind success, and to obtain insights on partnerships, management approaches, and sustainable strategies.

The research was conducted within the three-year project "CREATOUR: Creative Tourism Destination Development in Small Cities and Rural Areas", funded under the joint activities of Programme of Portugal 2020, by COMPETE2020, PORLisboa, PORAlgarve and the Portuguese Foundation for Science, Research and Technology (FCT). CREATOUR aims to develop an integrated approach for creative tourism, combining interdisciplinarity theoretical, methodological and technical approaches to link tourism industry and cultural/creative sectors through the development of both investigation and application to catalyse of creative tourism in non-metropolitan areas of Continental Portugal, until 2019.

## **Enacting arctic destination futures – a practice approach**

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In this presentation, we argue that tourism futures are enacted within different networks of discourses and practices and exemplify this by presenting current activities towards developing Greenland as an Arctic tourism destination. Recently, the emerging destination of Greenland has experienced increased global interest from tourist and tourism operators alike. This interest has led to growing visitor numbers and subsequently to a raising societal and political awareness in Greenland of tourism as a tool for economic growth, supplementing fishery and mining. In As a consequence of this 'discovery of tourism', a national tourism strategy for Greenland was formulated for the first time in 2016. Also, a tourism strategy was created by the tourist board of Visit Greenland that same year. Both strategies provide indications of where and how tourism should move in the years to come. To explore the connection between such strategic tourism activities and tourism development at a local destination level, first author conducted fieldwork at four Greenlandic tourist destinations where she investigated how tourism actors envision and work with tourism development on the ground and how they experience the connection between policy-level activities and their daily operations and challenges. Drawing on insights from the strategic as well as tactical level of tourism development generated from the fieldwork material, we propose how three parallel trajectories currently unfold through the various attempts of actors at different levels to develop tourism in Greenland. These trajectories outline three tourism future scenarios. The first is based on large scale tourism development and is characterized by infrastructure development and cruise tourism. The second scenario focuses on advanced niche tourism development based on in-depth customer knowledge and a high level of product innovation. The last scenario sketches out community based development, where

development is rooted in the specific, available resources at each destination. To end our presentation, we discuss how each of these futures connect to larger interests of development and politics in Greenland and point to different ways on which some rather than other futures might be preferred and supported.

### **Measuring the event experience: An international comparison**

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Experiences are the core of events. However the measurement and analysis of event experiences is still at a very rudimentary stage. Very few studies have tried to quantify or measure the different dimensions of the event experience or to test the many assumptions about the nature of visitor experiences. The ATLAS Events Experiences Project was therefore established in 2015 as a platform for the measurement, analysis and comparison of event experiences in different countries and different types of events. A standard measurement tool, the Event Experience Scale (EES) was developed (de Geus et al 2015) to provide a common frame of reference for event researchers. To date the EES has been employed in the study of events in the UK, Portugal, Hong Kong, Mexico, Brazil, Romania and Bulgaria. The scale has been applied to a wide range of events, including traditional festivals, gastronomic events and art festivals. A comparison of the different events and locations shows some significant differences in the experience of events by visitors. A total of almost 1200 EES surveys were collected by members of the ATLAS Event Experiences Project in the period 2015-2016. These included surveys from 7 different events in 5 different countries. The responses of event visitors were analysed using SPSS software to compare different aspects of the event experience. Particular attention was paid to 10 core items of the EES, which were selected to highlight different aspects of the visitor experience. These include cognitive, affective and physical engagement and novelty. The analysis of the events revealed significantly different experience profiles. The events in Brazil (Carnival and Sao Joao) had remarkably similar profiles, which emphasized excitement and active involvement. In contrast an arts festival in the UK had a profile that was heavily skewed towards learning and intellectual activity. An e-gaming event in the UK had a very distinct profile, with very high levels of excitement but low levels of intellectual engagement. A traditional festival in Bulgaria also had relatively high levels of excitement and uniqueness, but lower levels of learning and active involvement. These results seem to point towards an important interplay between event context and content in influencing the nature of the event experience. Further analysis and research will be need to examine how different event experience profiles relate to event type, visitor profile and behaviour.

### **Residents and visitors perceptions of an event-experience: An on-site event-experience analysis of Lazarim Carnival (Portugal)**

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In a society based on experiences, cultural events (festivals, carnivals, parades, celebrations, religious events) play an important role in strengthening the image of a destination, boosting the tourism activity and the regional economy. Despite the high relevance of cultural events, very few studies have been conducted to analyse the experience of temporary attractions, such as the carnival. The aim of this study is to examine

participants' perceptions of the experience of the Lazarim Carnival (Portugal) in order to establish the overall value of the event. Specifically, we intend to analyse the motivations, profiles and social practices associated with the participation in the event (for example, motivations for participation, sources of information used, general and specific evaluation of the event-experience, intention to return and to recommend the visit, among other factors). The study aims to answer two fundamental questions: What are the residents and visitors' perceptions about this event-experience? Are there differences in the perceptions between residents and visitors?

We have chosen a quantitative research methodology of a descriptive nature, based on the collection of information obtained by a survey design method. We chose to conduct a face to face interview survey with the support of a structured questionnaire. The participants (residents and visitors) of the four-day Lazarim Carnival event were the target population of the study. The collection of primary data was held on February 26th, 27th and 28th, 2017 and 120 questionnaires were applied to participants based on a non-probabilistic sample procedure. From the total amount, 100 questionnaires were validated.

The questionnaire was operationalized through dichotomous and multiple choice questions. For the analysis of the collected data, we used the statistical program SPSS version 22. The data was treated through the use of simple and univariate statistical procedures. In order to verify the existence of dependency relations, bivariate analysis was used. For the identification of the segments, an exploratory technique of multivariate analysis was used - the two-step cluster analysis.

This research analysed the profile of participants and their own perception about their experience in the Lazarim Carnival 2017. Besides the investigation of the participants' actual experience, some determinants of this participation were also explored, such as motivations, previous knowledge about the event and the sociodemographic profile, as well as some consequences, such as global satisfaction and intention to return and to recommend. In general, the perceptions of residents and visitors about the lived experience were very positive. Three large groups of participants, each with its own particularities, were determined, and should be taken into account in the strategic planning of future events. This study aimed to contribute and improve the knowledge about this market, and sought to broaden the current data about the typology of participants that, generally, can be found in this sort of cultural events. It is through the analysis of participants' experiences that event organisers and other stakeholders, linked directly or indirectly with the tourism industry, can identify how to improve event experiences.

### **Looking for unique event venues: An opportunity for industrial heritage tourism**

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Cities hold yearly thousands of special events. We consider as such “a unique moment in time celebrated with ceremony and ritual to satisfy specific needs” (Goldblatt, 2002 p.6) Special events are a high percentage of the incomes a destination receives from tourism. Events have become so popular that most companies organize meetings, conferences or exhibitions as part of their marketing strategies; and this sums up with all type of cultural and sport events planned throughout the year in most tourist destinations (Mathews, 2016). Nowadays, one of the biggest demands this industry has, is to look for venues that are unique, special and authentic (Torrents, 2005). Even though theatres, exhibition centres, hotels or universities are still the sites that most organizers use to allocate their events (Eventoplus, 2016), we must consider that there is a high demand for new and unusual locations, capable of hosting efficiently a special event. This is where our study on Industrial Heritage Tourism has focused its attention. Most of the cities in European countries count with industrial buildings that have been abandoned, and are awaiting for initiatives that allow

them to be rehabilitated and reused with a new purpose (Pardo, 2008). Our research shows that, in most cases, as part of processes of urban regeneration, these buildings are being reconverted into multifunctional cultural spaces, that can be used with different purposes. When so, one of these purposes is to be venue for special events. This paper summarizes the results of the research that we are still developing, based in the analysis of the new uses of industrial heritage sites in Western and Northern European countries and its impacts according to the 3-bottom line in the destinations and its inhabitants.

### **Economic factors for the quality of destinations: The case of Portuguese municipalities**

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This paper aims to analyse the psychometric properties of the tourism economic dimension subscale, considering a wider measuring scale for tourism quality of destinations. We believe it is essential to create and analyse the psychometric characteristics of measuring instruments, adapted to the Portuguese reality and be able to evaluate tourism quality dimensions and clarify its factors, as well as to contribute to the development of training and operational programs focused on overcoming the Portuguese tourism sector's difficulties and needs. Empirical evidence shows that competitiveness and sustainability of tourism destinations depend on the combination of several factors that must be grounded on premises or dimensions of tourism quality: economics, training, marketing, resources and development (European Union, 2016; UNWTO, 2007). Both the European Commission and the World Tourism Organization have attempted to respond to this situation. However, it is always challenging to build instruments for measuring these complex processes and, moreover, to tailor them to the specificity of different regions. Hence in the case of Portugal we decided to focus on the economic dimension. Based on a thorough investigation (Ascanio, 2010; Booms & Bitner, 1980; Dwyer & Kim, 2003; Estevão & Ferreira, 2015; Oliveira, 2014; Saraniemi & Kilänen, 2011; Sheehan & Ritchie, 2005), we confirmed the connection between this dimension and the role of Destination Management Organizations (DMO), particularly, their responsibility in defining, managing and monitoring financial and non-financial profitability indicators and in encouraging the quality of tourism services and products (Dunning, 1988; Prates & Balbinot, 2010; Volgger & Pechlaner, 2014). Since destination management and development is in Portugal often included in local public initiative, and municipalities are assumed as DMO, we found it was worth getting to know and making the supply perspective within the scope of its articulated action at local level explicit. Consequently as local decision makers and stakeholders are the foundation for creation, promotion and commercialization of tourism services and products and are therefore responsible for ensuring their quality, value and identity while stimulating their differentiation (Stylidis, Sit, & Biran, 2016), they were considered the preferred target audience for the application of a measuring instrument, adapted to the Portuguese reality. The goal was to understand the economic factors structuring the tourism quality process, from the perspective of the coordination or management bodies. Results obtained through this empirical quantitative study allowed us to determine which assets Portuguese public decision makers value the most in this dimension, which is defined as a priority for their destination economic strategy, demand indicators and financial incentives, and led us to draw some conclusions about planning and development policies for Portuguese destinations, concerning economic circumstances and competition, financial incentives and cost-benefit monitoring.

## **Mobilising memoryscapes: tourist practices at Catalan Civil War landmarks**

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The current paper discusses the features and functionality of two landscapes of the Spanish Civil war in Catalonia as visitor attractions. Though focusing on – and critically questioning – their current situation and interpretative strategies, thus addressing the scientific objective of characterising the models of social production of historical memory in the ‘age of mobilities’, the paper also seeks to unearth their potential for enticing visitor experiences. In this way it thus addresses two policy concerns: the development of sustainable and responsible tourism in a region characterised by mass tourism, and the development of shared narratives of peace to overcome existing divides on the legacy of the Civil War, and, more in general, engaging a wider public of European citizens. The project this paper draws from first interrogates the issue of historical memory as socially constructed through discourse and narrative, both in formal ways by institutions and management organisations, and through the practices of remembering and celebrating the past of communities of interest. It then deals with tourism at these sites, departing from Minca and Oakes’ (2011) insight of tourism as ‘analytics’ for contemporary societal models of organization. Focusing on the practices of visitors, as ‘temporary dwellers’ that have no fixed relation with space, we can understand more of the social construction of place identities; and focusing on the tourism industry (and related enabling institutions, as for instance tourism marketing boards) as ‘agencies of mobility’ we can unveil the power forces that frame the development of places as they are.

## **Participatory methods for creative tourism: a case study from Dominican Republic**

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The academic literature exploring the theoretical linkage between creative tourism and local participation remarked the several advantages spread out by this combination on interested territories (Binkhorst 2007; Richards Wilson 2007). Firstly, cultural and creativity resources are crucial to increase destination competitiveness, improving the overall country tourism sector (Richards 2011; Csapó 2012). Secondly, the involvement of local stakeholders is fundamental in identifying sustainable and creative solutions to enhance local tourism. Essentially, creative tourism practices can be considered as drivers to promote local development, but how to do it? According to the background considerations, the aim of this contribution is to suggest a methodological way to underpin creative tourism policy in non-consolidated tourist destinations, showing how participatory approaches are essential to enhance destination competitiveness. The need to find new solutions for the tourism sector using community-based methods descends by: (i) global changes in people’s lifestyle, moving from industrial to post-industrial societies; (ii) the necessity of adapting the tourism offer to sustainable local practices, essential for the maintenance of the environmental equilibrium of destinations and the well-being of their populations (Tosun 1999; Hassan 2000; Gutierrez Lamoureux Matus Sebunya 2005; Forno Garibaldi 2014). In fact, these two components are strictly connected because the change of lifestyles concerns simultaneously an overall rethinking of tourist preferences and a cognitive reconsideration of tourism places carried forward by local stakeholders. For this reason, sustainable tourism initiatives promoting intangible territorial elements such as festivals, events, traditions, food and developing new attractions are generally considered as local development drivers (Gutierrez Lamoureux Matus Sebunya 2005; Csapó 2012). In the frame abovementioned, this case-

based contribution will highlight the importance of participatory methods in the identification of sustainable and creative solutions to enhance cultural tourism in Santiago de los Caballeros, the second largest city of Dominican Republic. This case study is particularly interesting because the lack of a direct access to the country's beaches raised the need to develop an alternative tourism strategy. Referring to the methodological dimension of the research, a Strength Weakness Opportunities Threats (SWOT) analysis was conducted with the participation of the key actors involved in the development of tourism in Santiago, identified through a Stakeholder Analysis. Thanks to the participatory method implemented, the analysis shows important results. Indeed, the local community carried out a cognitive effort essential to identify tangible and intangible local resources such as traditional music - Perico Ripao - and cultural events, traditional dishes and products, forming the basis for an enhanced and renewed tourism offer.

### **Conceptualizing place-attachment to mountain destinations**

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Research shows that for many reasons, people are attracted to natural environments and, over time, they create and strengthen links with these natural spaces. In fact, natural environments, such as mountains, offer a range of physical, psychological and social benefits that make them attractive tourism destinations providing potential affective link with tourists. Mountains are view as natural and sacred places with a plenty of social, cultural and symbolic meanings that attracted people overtime. Nowadays mountains are the destination choice by 500 million tourists annually, representing 20% of the global tourism flows. Place-attachment influences what individuals see, think and feel about the place (Yuksel, Yuksel & Bilim., 2010) and therefore includes emotional and symbolic expressions (Hwang, Lee & Chen, 2005). People develop a sense of belonging, identity, and dependence to certain places that visit or live and so place-attachment is a multidimensional construct that incorporates two dimensions that have recently been applied to tourism area: (1) Place-dependence that represents the functional dimension and (2) Place-identity the emotional or symbolic one. The present study is a conceptual work that attempts to summarize, systemize and discuss these distinct dimensions of place-attachment to mountain places as a tourism destination. An extensive literature review focusing on the concept of place-attachment and social and cultural meanings of mountains provide a framework which allows assess the emotional and functional bounds that tourists have to mountain places. The study is intended to increase social, cultural and scientific knowledge of mountains. These allow a deeper understanding of mountains value capable to awareness for mountains preservation, turning them sustainable tourist attractions. On the other hand, the results could have potential practical implications for tourist mountain destination' planning, marketing and management, promoting their own differentiating and unique mountain features that attract tourists and involve emotionally tourists and mountains.

### **The rise of solo travel: A study on female travellers**

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Independent tourism is one of the fastest growing segments (Hyde & Lawson, 2003; Laesser, Beritelli, & Bieger, 2009), mainly influenced by social changes and cultural norms,

namely late marriage, the choice of having no children or even the growth of single people (Bianchi, 2016). Within this segment, the majority of tourists are women (Carvalho, Baptista, & Costa, 2014; Laesser et al., 2009; McNamara & Prideaux, 2010; Wilson, 2004). Patterns of consumption are changing and women have more predisposition and desire for adventure tourism, ecotourism and educational tourism than men (Wilson, 2004). They prefer to travel alone, seeking adventure, social interaction, education and increased confidence. These changes are a reflection of social transformations that we have witnessed in the last decades: more education, more job opportunities, and changing family roles. Recently the news of two women travelling alone who were murdered in Ecuador created a wave of outrage in social media, in which more than 5,500 women have used the hashtag #viajosola to tell their experiences as solo women travellers (Bates, 2016). The fact that the media cast the news as "women traveling alone" raised several questions, such as why were they considered to be traveling alone if they were traveling together or "what clothes would they be wearing?", rather than focusing on the capture of the murderers. This development of events has led to various debates in social media about safety for women as solo travellers and when it is socially acceptable or not, taking into account cultural norms (Pinto, 2016). Thus, it is of the utmost importance to study the profile of women who travel alone and how gender influences their security. This study combines qualitative and quantitative approaches: a semi-structured interview applied to women that travel alone, which helped to obtain an in-depth perspective on the characteristics of this travel segment, followed by a questionnaire to obtain a broader view on the topic.

## **Analysis of the Cultural Tourist Profile in a Local Museum**

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Cultural tourism is seen, today, as a growing market and the patrimonial and historical sector has gained position to others tourism markets. In the present case, we present tourism culture through the local museological reality with the use of ICT mobile applications. The positioning and offering by tourism products are currently developed in the digital field. However, there are still omissions by cultural entities that hinder access to visiting data. Therefore, this research aims to report the analysis of the profile of the cultural tourist in a local museum situated in the city of Braga (northern Portugal). In order of the use of a mobile application for historical re-creation, that intended to break with the traditional guide visit and understand how the tourist sees the use in the ICT, in this case in a prototype proposal of a virtureal mobile application, allied to the visit of the Museum. For this case of study, data collection was done by observing, at the local Museum, in two moments: the first between March and April 2016 and the second between July and August 2016. These periods were chosen according to statistics previously provided by the Museum, in view of the period in which the visits are most significant and corresponded to the Easter and the large holidays, respectively. Both questionnaires were analyzed and treated in a similar way through the Statistical Package for Social Sciences (SPSS) software, to understand the profile of the cultural tourist who visits the Biscainhos Museum and therefore to elaborate a coherent mobile proposal. In this sense, we will present some possible marketing strategies to apply in the Museum, in its context according to the existing economic reality. The patrimonial, historical and cultural existence in the urban centers allows the consumer to acquire an eclectic knowledge, with respect to the museological culture that marks a time in history and a unique identity. In this sense, the use of ICT is increasingly a bet in the future in the sense that we put the visitor-tourist to experience past memories as if they were incorporated in them; as if they were part of identity and the growth of the place.

## **An analysis of the shopping behaviour of international tourists in Oporto**

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Tourism shopping, usually known as souvenir shopping, has been recognized as a crucial element in the tourist experience. This importance is noticed for its economic and social impacts in tourism destinations. However, this topic has been neglected by the scientific community. The main purpose of this work is to depict tourist shopping behaviour in Oporto. In order to achieve this goal, an empirical model was developed based on the main approaches and findings found in the literature. In order to test the model, primary data was collected through a questionnaire survey applied to 278 tourists. The empirical findings reinforce the conclusion of previous studies by confirming that variables such as shopping motive, age, income, household size, accommodation type, length of stay and travel activities, help to predict the tourist shopping behaviour. Furthermore, these research findings underline that Oporto is not a main destination for shopping travellers, with a minimal number of tourists travelling to the city with shopping as the main purpose. This low motivation for shopping reflects on the low expenditure and reduced time spent by tourists in this activity. In order to overcome this weakness, this work presents managerial recommendations for retailers and destination management organizations aiming to increase the dynamization of commercial activities among tourists visiting the city.

## **Water as an answer to wellness and welfare**

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Health, spa's, hydrotherapy, tourism, welfare and economic interests become deeply intertwined components. Several situations call for new social restructuring forms and styles of life, but also cover other environments and cultures capable to provide access to more time and leisure, which is reflected by behavioral changes and appellative alternative medicines. It is in these situations that the phenomena of Hydrotherapy/SPA's and tourism, coming from times of yore, with its entire range of activities, have achieved great strength, also appearing as an answer to these well-being matters (Leandro, E. et al, 2014). In 2014, almost half of the customers who have chosen to use the, were aged between 36 and 65 years (25,300/p) and 29% between 16 and 35 years (15,200/p). This type associated with new dilemmas, which affect individuals in nowadays societies, always in search of more welfare, when human aspirations have no boundaries, diseases assume facets that are not always easy to identify (Carvalho, A. et al). This increasing development has a great importance at social level. The Portuguese Spa demand has been growing. The impact of this kind of development in social culture. This research aims to analyse - How this impact call for new social restructuring forms and styles of life, but also cover other environments and cultures capable to provide access to more time and leisure. Data were obtained inside two SPA's that belongs to public administration (town hall), as public service (Caldas de Aregos and S. Pedro do Sul) and also from the profound review of literature. It is an important bridge between quantitative and qualitative research methods. We also used an exploratory data analysis. An exploratory analysis is used to find ideas for a theory, but not to test that theory as well. The Thermalism and Welfare way achieved in 2014- 56% representation (13% in 2004). Nevertheless it tends to grow more and more. The welfare is the first reason for the customers loyalty. With 51,900 costumers this segment reported an advance compared to the year 2013, 8.3% (+4.0 thousand). Compared to 2013 with 41,500

customers users (44%) classic Hydrotherapy decreased the recent years. (-10.6% less 4,900 customers). The income from those two segments of hydrotherapy (classic and welfare) reached 11.7 million euros, which resulted in a decrease of 10.6%, equivalent to less 1.4 million euros, in 2013. (Turismo Portugal, 2015). It should be noted that this kind of tourism has been increasing, and also increasing demand, which contributed to improved incoming results for tourism sector. Our proposal was achieved and the data provided were important. Although we don't have good information available. Summarizing, the level of experience and operation was satisfactory, and certainly that is a very important theme that must be analysed. We found that Spa's and hydrotherapy are increasingly inserted in Portuguese society, in all age groups. We need to analyse our results more clearly and develop more researches in this important area.

## **Online and offline interaction rituals of three event communities: a comparative analysis**

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Events are per definition limited in time and space. But nowadays, in the network society (Castells, 2010), events have become nodes in complex social networks. The social interaction taking place during events, continues virtually, until long after the time limit of the physical event. Events can be prolonged online in different ways, ranging from a controlled interaction by the event organiser and marketer, to interaction which is completely outside the scope of the event organisers. One way to understand community building through events is by regarding events as leisure practices in which rituals take place. This paper explores how interaction rituals (Collins, 2004) during events can be maintained within online communities. In the network society, the interaction ritual chain (Collins, 2004) can arguably move from bodily co-presence to virtual co-presence and vice versa, which presents a crucial turning point for events. As a consequence of these online interactions, the control over the event experience shifts away from the event organiser. It is a new social dimension around the event, eventually resulting in a hybrid community, existing of an online dimension and an offline component (Sechi et al., 2012) in which the event is the offline context. Using ethnographic methods, such as participant observation and interviews, the interaction ritual chains of three events, taking place in the Netherlands, were studied. The events were selected because they attract an international audience and they have resulted in an online community. Per event, approximately 20 interviews were conducted and participant observation took place during at least two event editions from 2014 - 2017. This was complemented with an online study, following Kozinets (2010) Netnography approach. The data were analysed using the qualitative data analysis program MAXQDA. The analysis of online and offline rituals chains does not only lead to knowledge about similarities and differences of real life and virtual interaction rituals, but it also illustrate how these two types of interaction complement each other and build on each other, resulting in a refinement of existing theories. Studying these hybrid communities and their practices leads to a more detailed understanding of role that events can play in the creation of social cohesion.

## **Imagining tourism and leisure futures: Narration and co-creation as powerful analytic tools**

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Although the future in general, and the future of tourism and leisure more specifically, is inherently contingent and therefore difficult to grasp or conceptualise, an estimation of its possible, probable and desirable variations has powerful potential, not at least in terms of the opportunity to act upon such alternative futures. Within the field of futures studies, a wide range of methodological approaches has been proposed to tackle and develop alternative futures. This paper aims to contribute to this growing body of work by making a plea for the analytic relevance of a participatory and bottom-up perspective in the analysis of futures in relation to tourism and leisure. More specifically, it focuses on two overarching methodological principles within such a perspective: narration and co-creation. It argues that assumptions about leisure and tourism futures must take account of individuals' situated understandings and joint reflections, through narration and co-creation, in order to fully grasp these futures' actual complexities. To inform and guide this central argument, the paper builds upon a case study exploring the future of tourism and leisure in Belgium in 2035. In cooperation with the case partner Pasar – a large Belgian sociocultural organisation with over 280 local departments (<http://www.pasar.be>), the case study draws an overall picture of the wishes, concerns, needs and expectations of diverse Pasar stakeholders and target groups in relation to experiencing tourism and leisure in 2035. The case study examines the viability of narration and co-creation as methodological cornerstones through the consultation of four distinct types of research subjects and the invocation of three distinct research methodologies. More concretely, heterogeneous groups of (1) 20-year-old students in tourism and recreation management, (2) Pasar recreationists, (3) Pasar staff members, and (4) Pasar board members were questioned by means of the methodologies of (a) "Futures Literacy Laboratories" (FL Knowlabs, UNESCO), (b) "conversational interviews" (e.g. McCabe, 2003), and (c) focus group interviews. Within this diversity in research subjects and research methodologies, the participants' local and situated orientations, interpretations and understandings are taken as analytic starting points to track the emergence of alternative images of the future in relation to 'leisure' and 'being a tourist' in 2035. The strength of such a participatory and bottom-up approach lies in the participants' situated descriptions of leisure and tourism futures, which involve a co-creative process in which narratives about the future are jointly constructed. Overall, the case study shows the potential of narration and co-creation as powerful analytic tools to collectively uncover images of the future from within; i.e. from individuals' concrete imaginings and ideas of possible, probable and desirable futures with respect to tourism and leisure. Narration and co-creation are thus presented as promising qualitative approaches to the understanding of questions of future tourism and leisure dynamics.

## **Budapest City of Spas: Health Tourism Destination?**

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Hungary has one of the richest sources of thermal and medical waters in the world (Bottoni et al., 2013) and the thermal spa culture is nearly 2000 years old. The role of thermal spas is therefore important in everyday life in Hungary for health, leisure and recreation, as well as for domestic and international tourism. Hungary is often promoted as the 'Land of Spas' and

Budapest (its capital city) as 'The City of Baths'. Jónás-Berki et al. (2014) refer to health tourism as the leading tourism product in Hungary. Budapest is known as the Spa Capital of the world with good reason, as there are over 130 natural hot springs. The history of some of the spas or thermal baths goes back to the Turkish occupation in the 16th century. The Hungarian Government in recent years has supported the renovation of the thermal baths in Budapest using national and EU funds. Budapest has around seven thermal spas (four or five of these are especially popular with tourists, namely Gellért, Széchenyi, Rudas, Király, and Lukács). Many of these have been renovated recently. Some of them have started to increase their prices with the realisation that they are attracting international tourists. Residents with no state, social or medical support are being priced out of the market as a result. There have also been some changes in cultural traditions such as separate mens' and womens' days or naked bathing because of tourists' needs (i.e. wanting to wear a swimming costume, preferring to visit with a husband or wife or a mixed group of friends). Special party nights in spas (e.g. the Rudas) are also becoming popular, especially amongst younger visitors (e.g. 18-25 year olds). These have nothing to do with health. In order to research the different understandings of thermal baths and preferences of local residents, domestic tourists and international tourists, 2,063 questionnaires were distributed in April and May 2016 to visitors in the seven thermal spas in Budapest. The most striking finding is the fact that foreign visitors came to the spa to have fun (hedonic motivation) whereas Hungarian visitors came to relax and rejuvenate or because of the healing benefits of the waters (health motivation). Participant observation in the spas also confirms that foreign tourists are usually having fun with friends, chatting somewhat noisily, sunbathing, drinking and taking 'selfies', whereas Hungarian visitors (local and non-local) tend to relax quietly and most often alone. Foreign tourists are also much more motivated by the beautiful architecture or heritage than any other group. It is possible that many of them have no knowledge or understanding of the healing benefits of the waters at all. The main question that is addressed in this paper is therefore whether Budapest can be considered to be a health tourism destination at all, despite being promoted as the Spa Capital of the World!

## **Talent Management in the Hospitality sector - A Systematic Literature Review**

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Talent management is understood as a pivotal activity at the core of enterprises. One of the main challenges for organizations is the capacity in adapting to changing demographics and expectations of work, in order to attract the best talents, retain them and then compete globally in a sustained and sustainable manner. On another hand, it is expected from the Human Resource Management (HRM) that new forms of leadership are created for the employees, with actions of attraction, selection, development, and retention of talent, which are vital for organizational success (Stahl et al, 2012). This study presents a systematic review of literature produced over the last 20 years (1997-2017), with research conducted in the database Web of Science. The terms for the search were 'talent', 'human resource' with the Boolean operator 'AND' and 'hospitality', with the same Boolean operator, resulting in 7 articles found. A second search on the same database, without selecting any Boolean operators, with the terms 'talent management in hospitality', resulted in 17 articles. A total of 9 articles were processed and cited in this study. The aims of the research are, therefore, to identify problems, trends, and practices concerning talent management in hospitality and to provide a systematic literature review on the topic. The problems that the hospitality industry faces are discussed, as for example, the precariousness and the negative working conditions that hotel workers live in. The review of the literature suggests that is responsibility of the HRM to be aware that there is a need for practices that treat employees with relationships of "respect, care and support", which meets prior investigation in the area: it is argued that it is

expected, from the part of the HRM, the profusion of opportunities for staff development, as well as a real interest in the professional and private lives of the staff, so that harmony in the workplace can be achieved, hence, the employee can be retained with success (Deery & Jago, 2015). Therefore, the HRM should consider talent management a priority area and of systematic processes, trying to instill a vision that people are the most important resource and deserve the best treatment and respect, which may result in greater levels of motivation and, consequently, the successful retention of the employee.

## **Constructing new urban tourism space through Airbnb: Evidences from Reuterkiez in Berlin**

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Visitors of urban destinations increasingly leave confined tourist zones. They venture into residential neighborhoods and stay at private apartments, a phenomenon discussed as 'off the beaten track' or 'new urban tourism'. Whilst being in search of authentic, everyday localities, these visitors are part of the performative co-creation of new urban tourism spaces. The perspective of local residents who offer their private apartments on Airbnb and thus also construct and promote new urban tourism areas on the Internet has so far been much less considered in urban tourism research. The author addresses this research gap and focuses on the local residents' perspective in their double role as stakeholders in the tourism service chain. Residents participate in the process of constructing new urban tourism areas by describing and promoting local neighborhoods on their Airbnb-adverts. The article focuses on Airbnb-hosts as co-producers of new urban tourism space and it analyzes how the hosts construct these tourism areas digitally on their Airbnb profile. In order to discuss the notion of tourism space in a wider sense, the concept of the tourism destination and particularly the notion of space within this concept is critically reviewed. Special attention is paid to the concept's applicability to grasp the spatial and temporal emergence and development of urban tourism areas. The author argues that the understanding of destinations as territorial agglomerations of service providers, management organizations, such as the DMO, and consumers is too short-sighted and argues for a more constructivist perspective of tourism space. This is necessary to fully understand how a neighborhood like Reuterkiez in Berlin-Neukölln that was formerly associated with a Turkish immigrant population, poverty, and crime can transform into a cool but edgy tourist hotspot. Most attention is given to the residents and their abilities and means to build tourism space, digitally and in the real world, out of a place that is lacking any larger sight and other elements traditionally regarded as being fundamental for a tourism destination. The empirical basis of this paper consists of a qualitative and quantitative content analysis of 470 Airbnb-adverts located in Reuterkiez. A selection of Airbnb-adverts is qualitatively examined to identify how Airbnb-host re-conceptualize their neighborhood as a tourism destination and in doing so create new urban tourism space. Special attention is also paid to the particular sense of place in new urban tourism areas and the way it is constructed in a written form in the Airbnb-adverts. A quantitative content analysis completes this qualitative approach and also provides further information about the hosts.

## **The semiosis of urban heritage tourism, meaning-making and tourist experiences**

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This paper examines the semiosis of urban heritage tourism, and its movement from pure linguistic turn to meaning-making of history in tourist experiences. At the micro level, the meaning-making represents a relational communication through shared signs, texts, languages, and broader knowledge frameworks (Bramwell, 2006; Hall, 1997). According to Sum and Jessop (2015), people engage in efforts at meaning-making about the world, efforts that often involve meanings in the semiotic realms of discourses, visual images and other representations. In most of heritage tourism terms, whose heritage and what language used often depend on the agencies that mainly represent official heritage values. This is can be different from tourists, seen as capable of responding in their own ways of making semiotic meanings and doing so in the particular circumstances, at specific times. There are interdependences and tensions between officials and tourists towards different semiotic representations and so as in different visiting experiences. However, very few studies have sought an integrated approach to contextualise these relationships and processes between urban heritage tourism and tourist experiences. Loulanski and Loulanski (2011, p.841) identify this potential gap in which “the majority of studies investigate the supply side of heritage and its management, while relatively few have focused on the demand component, and even fewer on the relationship between the two”. There is a call for an integrated way that examines both macro-contextual structure and micro-individual processes of agency that making meaning about urban heritage tourism and towards interactive tourist experiences. Extended de Saussurian-thinking of signifier (image, word or sound) and signified (meaning or concept) (Waterton & Watson (2014), this study employs structure-agency dialectics and offers a semiotic analysis of heritage tourism, here say how it makes meaning about history, and to what extent actors communicates tourism practices as a reflection of urban development. A case study of Nanjing city, China was conducted with eighty-five in-depth interviews. Analysed by NVivo 11, the case application illustrated in particular the visual representations can facilitate tourist make meaning about sensitive Nanjing Massacre history, alongside the actor-governance relationships in tourist experiences. The semiotic process of heritage tourism also involves the potential tensions with China’s political system and urban-regional economic development. This research focuses on a key contribution to urban heritage tourism: the importance of taking seriously the semiotic aspects of heritage tourism when representing it in urban context, associated with political and economic relationships and processes.

## **Evaluation of natural and cultural resources of Konya / Akşehir in the framework of ecotourism**

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The tourism potential of a region is consisted of that region's natural, cultural and historical values. Among those sources, coastal areas were the most important ones according to the previous trends, however the viewpoint of the people on tourism has been changing recently. The people that require to get drawn away from the suffocating environment of the cities which developed by industrialization, are missing the natural areas. The ones who like to escape from the rapid city life are preferring to go to natural, quiet places instead of crowded beaches. Eco-tourism, a common-sensical and a responsible type of tourism, which is

performed on the natural areas increases the welfare of the local community, is seemed to be the best tourism choice because it is touristic activity that aims the achievement and continuity of tourism facilities without destructing the natural and cultural sources and also because of saving the ecological structure and economical wealth and transfer them through the forthcoming generations. In this study, ecotourism which is tried to be widespread in our country is emphasized and emphasized the need to develop ecotourism in a region where ecotourism is applied and the topics are covered in a holistic approach covering the economical, ecological and sociocultural dimensions of the environment. The main aim of the study is to make suggestions about the uncovering, planning and management of the ecotourism potential of the region. In this context, natural resources are investigated in the ecotourism area of Konya / Akşehir district, which has the potential of ecotourism, and information and solution proposals about ecotourism applications that can be made are prepared. The main reasons for the weakness of ecotourism in the region are thought to be lack of sub-top structure, importance of entrepreneurs and lack of promotional activities. In order to make ecotourism more active in this region, alternative tourism varieties should be developed and supported, promotional activities should be increased and ecotourism education should be given to the stakeholders.

### **Vacation experience and tourists' quality of life**

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Vacations are generally seen as events that boost general wellbeing and enhance the quality of life. People savor preparation for vacations evidenced by higher happiness levels experienced by people in proximity for departure compared to people that are not going on vacation (Gilbert and Abdullah, 2002). In fact, vacation taking benefits tourists' health, life satisfaction and happiness (Chen and Petrick, 2013). Given the effect of vacations on travellers' wellbeing destination marketers need to know which features of vacation enhance the quality of life of vacationers. This understanding is helpful in developing destination image capable of creating tourists' expectations about destination's offering. Existing research in quality of life and tourism provides only partial insight on this point. The main interest of this research in the last decade was in demonstrating the link between vacation taking and quality of life enhancement. In fact, numerous studies show positive effect between taking vacation and diminishing level of stress, higher levels of happiness or greater satisfaction with life (e.g. de Bloom et al., 2011; Nawijin et al., 2011). As with regards to the determinants of QoL enhancement detachment from work, physical activities and enjoyment of leisure positively affect QoL measures (de Bloom et al., 2011; Sonnentag and Fritz, 2006; Cleaver and Muller, 2002). According to Neal et al., (1999, 2007) satisfaction with services before-, during- and after-trip together with reflections on leisure experiences positively affect satisfaction with life in general. Tokarchuk et al. (2015) showed that a series of factors affect the quality of life enhancement due to vacation at a destination. Based on comprehensive congruity model developed in Bosnjak et al. (2011) it shows that accounting for self-, functional, economic, hedonic, safety, health, moral and leisure congruity provides a better understanding of tourists' quality of life improvements. The model was tested on a sample of recent tourists to Tasmania. In the present work we provide a further investigation of comprehensive congruity model applied to quality of life research. In the present model we show that satisfaction with various aspects of vacation, matched by self-, functional, economics, hedonic, safety, moral and leisure congruities, affects satisfaction with vacation. This short-term satisfaction in turn influences a long-term satisfaction with a vacation provided at destination measured by enhancement in quality of life. The proposed theoretical model is empirically tested on a sample of 916 tourists to Thailand interviewed at the end of their vacation. The results of the empirical testing demonstrate that self-, functional,

economic, hedonic, health and safety, moral and leisure congruities significantly and positively influence overall satisfaction with, that, in turn, affect enhancement of quality of life due to vacation in Thailand. We further study the moderating role of factors like duration of vacation, first visit to the destination compared to repeated visitors, the impact of the travel party composition. These findings extend the existing knowledge of factors determining beneficial effect of vacations and destination features on quality of life of tourists.

### **Flood risk in coastal tourism regions: a method to assess beach vulnerability**

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Coastal management strategies in relation to the changed flood risks arising from climate change are becoming increasingly important in the protection of coastal economic, conservation and social assets including those that are significant for tourism. Coastal environments are facing increasing pressure under climate change scenarios, including sea-level rise and inundation, ocean acidification, and coral bleaching. Climate change can be expected to become a growing threat to the management of coastal tourism in many parts of the world. Many settlements and critical infrastructure are increasingly vulnerable to erosion, storms and tidal surges, and saline intrusion. Evidence suggests changes in the frequency, intensity and timing of rainfall in many destinations in the world, with significant consequences for tourism. So far, the temporal patterns of these impacts, as well as tourist demand responses, are as yet insufficiently understood. Changes are expected to affect coastal tourism, often a mainstay of local economies, in complex and interrelated ways. Flooding, as one aspect with potentially great relevance for beach vulnerability, has so far received limited attention: it remains insufficiently understood under which scenarios the phenomenon would affect different beach types, and how this will affect tourism. This work develops a method for the assessment of the vulnerability of coastal tourism to flooding. Based on the example of a touristic region prone to flooding, Galicia in Spain, the framework is tested and conclusions are drawn for adaptation and coastal management. The region has been chosen because floods have been identified as a specific threat for the region. Factors for flood vulnerability are first investigated and analysed, this project provides an overview of aspects involved in flooding, including hydro-geomorphological, biophysical and human exposure and resilience indicators. In addition to its intrinsic natural and ecological value beaches an important recreational and leisure spaces for the local community, the development of beach vulnerability assessments can identify the most at-risk locations. The model projected can potentially be adapted for other coastal settings, particularly in Europe's coastal regions where similar data sets are likely to exist.

### **Tourism and sport. Experiences and use in a small inland destination**

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Sport tourism is a booming modality that combines two of the activities that currently occupy a greater part of the leisure time of the inhabitants in developed countries: trips and sport practice. This is revealed in the increase of research that links both fields and define this concept addressing different aspects such as sports events, health and fitness or outdoor recreational activities. In addition, sports tourism encompasses various fields or activities (nautical tourism, golf tourism or ski tourism, among others), which significantly influences

the tourist offer of a region. Therefore, it is important to assess the impact of sport tourism on the territory, particularly in the case of events since they involve the displacement of a significant number of visitors or tourists on specific dates. Such an assessment may focus on the short-term effects on the economy and the local image, but it is also advisable to take into account other long-term impacts such as socio-cultural and environmental impacts. The experiences presented in this work illustrate how a relatively small inland destination can take advantage of the tourist opportunities that generate the management of sport infrastructure or hosting a big event. And this on the basis of involving one of the main resources susceptible to tourism exploitation of the territory, as are the mineral springs. One of the experiences directly incorporates the health and spa sector to its tourist offer and the big event promoted widely the health and spa tourism. First, we carry out a theoretical review of the scientific literature related to sports tourism, particularly sport event tourism. Next, the case study of Ourense (Spain) was carried out focusing on two sports tourism activities: the cycling tour to Spain "La Vuelta", a sporting event that started in 2016 in this province (stage Ourense thermal-Madrid), and a Rowing training Centre (CERLAC) located in three spots of the province. For the analysis data have been collected from the official websites ([www.lavuelta.com](http://www.lavuelta.com) and [www.cerla.es](http://www.cerla.es)), as well as other secondary information published by official bodies.

### **Beyond the "Environmental Bubble": Cross-cultural Encounters of Business Travelers**

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The current study examines the nature of the guest- host encounter, by focusing on cross cultural encounters between business travelers and locals during the latter's stay at the visited destination. Since business travelers meet colleagues or clients that are not part of the local tourism industry, they have the opportunity to cross what Cohen (1972) calls "the environmental bubble" (EV) and engage in a more authentic tourist experience than most conventional tourist. This study aims to shed light on the challenges and difficulties as well as on the rewards and benefits of such encounters that take place beyond the environmental bubble. In this context, note that crossing the EV is also evident among other hybrid travelers who combine tourism with other domains, such as work family, health, politics etc.

**Methodology** The present study is based on interpretative analysis of 26 in-depth semi-structured interviews. All the interviewees were business travelers whose positions require a minimum of eight international business trips a year. To interpret and understand the significance of the data, the interviews were dismantled and re-organized in accordance with the methodology of "Grounded Theory" (Glaser & Strauss, 1967).

**Results** Business travelers employ tourism services such as flights, hotels, and restaurants and face the tourism industry like other tourists. Yet, they also encounter the local culture and population through colleagues, clients, local businesses, etc. The findings indicate that compared to other tourists, their experience is both more demanding and rewording. In order to succeed professionally, it is crucial for the business traveler to know and understand how certain practices differ across cultures. This can be reflected in business card exchange, seating arrangements at a meeting, negotiation management and so on. Additionally, business trips often include dining with local colleagues or other gatherings that expose business travelers to cultural differences such as table manners, food types, drinking habits and other behavioral codes that they must implement in order to respect both their hosts and the local culture. At the same time, the effort invested in the encounters with locals provides business travelers with a sense of cosmopolitan identity, self-development and deeper understanding of people and cultures around the globe. They also have to opportunity to avoid "tourist traps", meet "real people" and engage in "authentic" local culture. Research implications The

current paper joins previous studies that stress the distinctive nature of the business travel experience by shedding light on the unique nature of the guest-host encounter of business travelers. The findings uncover the “beyond the bubble” sort of interaction between business travelers and local peoples. By identifying the characteristics of this cross-cultural encounter, this study also provides insight about the costs and benefits of a lifestyle that involves what Cohen and Gossling (2015) call “hyper-mobility”.

### **Tourist, recreational and second home behaviour of Czech population**

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The paper set the agenda surveyed as a case study in Czechia into the context of global and European trends and research on the leisure, recreational and tourist activities. However, specifics of tourist, recreational and second home behaviour of Czechs are pointed out, indicating historical development under unique political, social and economic terms of the recent hundred years as a crucial factor. The second home tourism has been focused especially as major research topics of the Leisure Geography Research Centre at the Department of Social Geography and Regional Development, Faculty of Science, Charles University, Prague in recent two decades. Up-to date research points out significant processes influencing on tourism and second home behaviour as internationalisation (Hall, Müller et al. 2004), commercialisation (Gallent 2011), ageing population and rural displacement (Marjavaara 2013) and amenity migration (Bartoš 2013). The contribution sources from the results of vast questionnaire surveys prepared by the authors and conducted by CVVM – Centrum pro výzkum veřejného mínění (Centre for public opinion research in Czechia) in 2014, 2015 and 2017. Fundamental data on the tourist and recreational behaviour were exploited and new trends and processes in leisure, second home and tourist activities were analyzed on the base of more than 1.000 respondents. The data from the quota surveys were compared with the results of partial surveys from 2009-2011 (relationships of second home users and residents, regional identity and identity of regions) as well as with the data from a broad research on regional differentiation of second homes in 2003-2005. The results roughly confirm general trends in the developed countries (preferred summer, family-driven holidays). The Czech specifics can be seen in traditionally high regular weekend and holiday stays at own cabins and cottages (20% , resp. 35 % population) and quite a high share of people with no holiday abroad. The warm seaside destinations keep their popularity, with Croatia at the top for many years. However, close winter destinations in Austria have already prevailed over traditional Slovak holidays. Our surveys put also attention on regional identity of tourists (cf. Paasi 1986; Chromý et al. 2009) or (latent) political risks for selection of tourist destinations also for possible future scenarios. Second home tourism behaviour tends to concepts of multiple dwellings (McIntyre and Pavlovich 2006) and semi-migration (Flognfeldt 2004; Overvåg 2011).

### **Entrepreneurship and cooperation practices in the Italian tourism business**

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The aim of the paper is to verify if the organizational model of the albergo diffuso satisfies the requirements of competitiveness and sustainability. The qualitative research method adopted uses a case study approach based on three case studies of alberghi diffusi (Yin, 2009).

These are analysed by focusing on the business and organizational model of the albergo diffuso. The results will be evaluated by applying the Weaver model (2000; 2011). According to Weaver, the competitiveness of a tourist destination depends on the level of sustainability of tourism development. The albergo diffuso is a valid and sustainable hospitality business alternative to traditional Italian hotels. It is not just a different kind of hotel with historical, cultural and artistic associations but a project to promote the history and culture of an area which can have a major impact on competitiveness, economic growth, and local social and environmental development. The paper contributes to the hospitality industry literature on the subject of the albergo diffuso, analysing it on the basis of its potential sustainability and its advantages in terms of tourist satisfaction and the subsequent competitiveness of the territory. The paper discusses three different case studies using qualitative analysis. In future research, the study will focus on a wider sample analysis, with a qualitative examination in different geographical areas. The paper studies how entrepreneurs manage this original tourism business model with a view to improving the competitiveness of Italian enterprises. The relationship between sustainability and competitiveness is based on the belief that businesses that pursue environmental and economic and social performance improvements may benefit from these activities.

### **Perceptions about the urban landscape and tourism in the Historic Center of Guimarães**

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The main goal of this project is to understand the perceptions of residents and visitors concerning to the urban landscape of a historical city classified as World Heritage. This article is a first research of a replicated project born in Seville and Malaga and implemented in Porto historical center. This project aims to compare some urban realities in the Iberian Peninsula and share the information with the city decisions makers. The urban landscape is studied with the historical and aesthetic values identified by the landscape Convention (2000) that contributes for the quality of the landscape perception very important for the satisfaction of the visitors and tourists. More even when we are visiting a city classified as World Heritage that improves the expectation of a high quality of the urban landscape. In this context, this article intends, also, to study the perception of Guimarães in some dimensions studied in Seville, Malaga and Porto: the directional signs, outdoor advertising, furniture for catering and similar companies, urban furniture, gardens and natural elements, car traffic, cleaning, pedestrian areas, visitors flow, conservation of monuments, museums and buildings. As this is a first approach to the perception of Guimarães historic center, we will present the first conclusions about the historical landscape perceptions.

### **Mobile learning: paving the way for the future in Tourism Education and training**

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In the increasingly competitive world of Higher Education, Information and Communication Technologies (ICT) are playing an increasingly important role in promoting new and innovative educational experiences in different settings, including Tourism education and training. An example of this growing trend is the expansion of mobile learning. In this paper, the authors set out to provide a comprehensive review of recent published research on the

use of ICT, and more specifically mobile learning in Tourism education. In addition to a theoretical framework, they also document a recent project that took place at the Polytechnic Institute of Viana do Castelo, in which the online application Socrative was used to promote language learning within the school's Tourism degree. Socrative is a student response system that makes it possible for students to answer quizzes by using their mobile devices. In this project, the platform was used to give students the opportunity to check their progress in class and correct their mistakes as they answered questions focusing on vocabulary, grammar and cultural issues. The project focused on two different German for Specific Purposes courses and analysed students' perceptions regarding mobile learning and its potential for learning and how this particular experience reflected on their motivation and long-term content retention. The onsite use of mobile devices is still regarded as a challenge. As a result, students are often discouraged from using mobile devices in the classroom. However, recent reports suggest that students are willing and able to use mobile devices for academic purposes. The review and findings presented in this paper support this argument, as participants became more engaged and motivated for class work. Mobile learning can become instrumental in bringing together students and educational institutions, also bridging the gap between education, skills and knowledge needs, something that is key in the tourism sector and education.

### **Festivals, Stakeholders and Place Making: The Case of Harvest Festival, Oland, in Sweden**

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The role of festivals and events in place marketing or branding is better understood than the role of festivals in place making. The concept of place making is usually applied to particular projects within urban renewal or community development, featuring empowerment and community action, and can include festivals and events as catalysts or animators. It can also be extended to the idea of creating a unified place identity where none exists, and to consideration of how the nature of a place influences events in this context. In this case study of an annual harvest festival it is shown how diverse and geographically distinct rural communities and other stakeholders on the island of Oland, Sweden, collaborate to produce an annual event, within the context of advancing the development and marketing of art and food tourism. The event is marketed as an art and food festival but covers much more. What has emerged over many years is a better sense of being part of one island community, reflected in common purpose, organization, branding and economic development. This evolution is documented through a review of available literature, the input of key stakeholders, and participant observation (as one of the authors has been personally involved with the festival as both organizer and researcher). The case study presented is an accumulation of data collected between the years 2007 to 2017. The data is drawn from surveys, interviews, seminars, participation observation, and observation participation. The emphasis and perspectives of the study is on participating organizations and primary stakeholders to the event. The study is an analysis of how an event creates a community, an action context larger than the actual event; how a 137 km long and 20 km wide island becomes unified despite an uncooperative history. Theoretical implications are drawn on the meaning of place and applications of place making through events, as well as stakeholder theory. Implications for both food tourism and art tourism development and marketing are also drawn.

## **Cruise Tourism in Ireland: Underdeveloped? The Case for the Port of Cork**

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This research examines the cruise tourism industry in Ireland, specifically in the Cork region in the south to see if there is potential for its port to become a home port in the future? Cork Port benefits from being a deep water port; in 2015 it welcomed 193 cruise ships (CSO,2016). The study analyses the landscape of cruise tourism, and evaluates the challenges faced by local Cork businesses trying to capitalise on the cruise tourism market. Attitudes and experiences of the key stakeholders are also examined. The cruise industry has presented an energetic and lively development for the tourism industry in recent years. Research in an Irish cruise context, however, is inadequate and scant. This research study aims to close this gap in the Irish tourism literature, as no similar research exists to date. The modern concept of leisure cruises began in 1844 when P&O organised a Mediterranean cruise. Today, cruising is the fastest growing segment of tourism industry and the cruise line industry continues to strengthen its global presence. Even with the world economy in an ongoing recovery mode, CLIA (Cruise Lines International Association) outline that its 62 cruise line members acknowledged growth in passenger numbers, at over 22 million worldwide guests in 2015 (CLIA, 2015; Cruising.org). In 2016, 24 million passengers embarked on a cruise (CLIA, 2016; Faust, 2015; Leppert, 2015). During 2014, there were 42 cruise lines domiciled in Europe, operating 123 cruise ships with a capacity of around 146,000 lower berths (CLIA Europe, 2015a). Another 60 vessels with a capacity of around 89,000 lower berths were deployed in Europe by 18 non-European lines (CLIA Europe, 2015a). This research is exploratory in nature and employs a post-positivist perspective. Qualitative data collection was utilised to answer the research questions and achieve the objectives of this study. Ten face to face interviews were conducted with relevant and informed experts in the field so as to gather the attitudes and opinions of the interviewees in the context of this study. This research found that Cork is not entirely aware of its potential in the cruise market and local businesses have difficulties trying to capitalise on the cruise tourism market. This research identified the key stakeholders in the region and noted their desire to sustain what has been achieved to date, and to further develop this lucrative and important sector, which is both important and economically beneficial for the region. Irish Ports are competing with each other, e.g., Dublin in the east and Cork in the south. This research strongly recommends co-opetition between the large Ports to grow Ireland as an independent cruise line destination. The Port of Cork could, in the future, achieve a home port status and attract turnaround cruises into the region, a major income generating factor for the province. The research concludes that a well-considered joint strategy should be embraced and funded to position Cork as an engaging, charming, secure and appealing cruise destination in the future.

## **The evolution of senior traveller's experience --With a specific focus on ICT usage**

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Senior travellers has drew much research attention from all around the world because of its large size, great purchasing power, and fast growth rate. Research studies regarding senior travellers initiated in the developed countries of the West. Over the years, researchers conducted a large number of investigations on this market segment at different locations around the world and their studies were published in different languages. The initial research

articles were market-oriented ones, and focused more on socio-demographics of senior travellers. However, recent research has shown an emphasis on the mechanism of various psychological and behavioural constructs to investigate the travel experience of senior travellers. Information communication technologies (ICTs) have been transforming tourism globally. Search engines and social media, two mega trends, significantly affect the tourism industry. They have been widely adopted by travellers to search, organise, share and annotate their travel stories and experiences through blogs and microblogs, online communities, media sharing sites, social bookmarking sites, and other tools in a collaborative way. Considering the important role of ICTs in travellers' experience, a plethora of research on application of ICTs have been catalogued in referred journals. Although several researchers already conducted literature reviews for senior travel, few of them specifically analysed the role ICT played in senior travellers' travel experience. Therefore, it is necessary to analyse this phenomenon and its relationship with the travel experience of senior travellers. Against the above background, this research aims to provide an analytical interpretation of development of senior travel in relation to usages of ICTs. More specifically, three research objectives were sought as listed below: (1) to identify, present and synthesise all studies in literature that examine senior travel in English and Chinese; (2) to critically appraise senior traveller experience in relation to usage of ICTs (3) to identify an agenda for future research that will inform key gaps in knowledge This research adopts a systematic review approach to examine the evolution of senior tourism research, as well as the role of IT usage played in senior travellers' travel experience, and its relationships with travel motivations and perceived constraints. It uses content analysis of journal articles published in the English and Chinese literature to analyse the questions of interest. The conclusion focuses on the trends in ageing research in the tourism and hospitality industry, as well as influences of information technologies over senior travellers' international travel experience.

### **Attractiveness and Constraints of European Destinations: Perspectives of Chinese Tour Operators**

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Chinese outbound tourism experienced tremendous development in the past two decades. China has already become a major tourist-generating country to many destinations around the world in terms of its scale and spending power. Since 2004 China has continued to be the global leader of outbound travel with double-digit growth in tourism expenditure annually (UNWTO, 2016). In 2015, the total number of Chinese outbound travellers rose by 10% to 127.9 million and the tourism expenditure increased by 26.2% which reached the total amount of US\$ 292.2 billion (UNWTO, 2016). Long-haul destinations such as Europe have seen impressive growth as a Chinese outbound travel destination (Li et al., 2010). With 10.23 million Chinese tourist arrivals, outbound travel from China continued to grow in 2016 in terms of both visits and visitor nights within most European destinations (ETC, 2016). Though there are recent adjustments on the economic policies and direction, the official indicators suggest strong GDP and consumption growth in China which demonstrates a great potential for China continuing to be an important force for European destinations. The aim of this study is to explore and evaluate the travel propensity of Chinese tourists to engage in European tourism destinations. It contributes to the understanding of Chinese outbound tourism by analysing the characters, motivation, behaviour and expectations of Chinese outbound tourists' traveling to European destinations. Marketing segmentation and push-pull model are employed as the analytical framework for this study. Since most of the Chinese outbound tourists still travel in organised groups and Chinese outbound tourists visiting European destinations continue to prefer packaged tours, this study explores the views of managers of Chinese tour operators on European destinations. Eight major Chinese

state-owned and privately owned leading tour operators specialised in European packaged tours were selected for this study. Their European routes' managers were invited for interviews. The findings suggest that the profile, expectations, behaviour and values of Chinese tourists differ from Western tourists. They suggest that within the current homogenous market for Chinese tourists traveling to Europe, there is a growing, ever changing and diverse demand for Chinese outbound tourists. The packaged tours to European destinations have therefore evolved and developed to accommodate such growing diverse demand. This study offers management recommendations to European tourism destination managers and service providers, in order to manage Chinese tourists' expectations.

## **Negative Impacts of Terrorist Incidents on Tourism in Turkey: A Case Study in the Grand Bazaar**

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Terrorism has been kept at the forefront of national and international agendas as a result of changing world conditions and global development. In recent years, there have been many terrorist incidents in several countries all over the world causing major social, economic and political problems in each country. Since tourism industry is vulnerable to changes and requires stability, a potential sign of weakness in a security, political, and economic sectors not only causes uncertainty in tourism sector, but also influence all aspects of economy related to tourism including international tourism flow and foreign exchange inflow. Considering tourism industry and the determinants of demand for tourism, security and political stability of a country are as important as its cultural and natural beauties, the key elements of tourism marketing, for developing a successful tourism strategy. Tourism is a multi-dimensional and rapidly growing industry. Terrorist attacks taking place especially in tourist destinations have a short-lasting influence on a country's image, but a long-lasting negative effect on the economy. Besides the loss of lives and properties, terrorist attacks also give rise to specific social and economic problems, such as homelessness, unemployment and a decline in the value of money. In recent years, there has been an increase in terror attacks targeting tourists and tourism destinations worldwide. The most common reasons for terrorist attacks on tourists and in tourist destinations are economic reasons. In other words, such attacks aim to cause economic loss by creating a negative perception of the country, and thus, decreasing the tourism activities in the country. After serious terror attacks and a coup attempt by the military that took place in Turkey in the last few years, Turkish tourism have been considerably affected at both national and international levels, and the industry has suffered losses as many tourists cancelled their holiday bookings to Turkey. This study differs from the other studies in the literature addressing the terror-tourism relation from the perspective of tourists in that it evaluated the issue from the perspectives of the people working in the tourism industry. The Grand Bazaar in Istanbul is one of the most-visited tourist attractions of Turkey attracting hundreds of thousands of visitors daily. The Grand Bazaar is one of the places where the impact of the terrorist attacks on tourism deeply felt. Within the scope of the study, a semi-structured interview form was created to collect the opinions of the shopkeepers at the Grand Bazaar on this issue as they are always in close contact with tourists. The study data was obtained through face-to-face interviews and analyzed using the content analysis method. The results of the research indicated that the shopkeepers at the Grand Bazaar believe that the negative events experienced in the country created a negative perception of Istanbul and Turkey, which have manifested themselves in the tourism industry with decreased sales, unemployment, and shutdown or downsizing of the stores.

## **Tourism product: community participation and benefits of Osun Osogbo festival in Nigeria**

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A tourism product is any product that is marketed by a country or an institution to visitors so as to attract them to visit a country as tourists and experience the said product. Tourism products include festival, tours, recreational activities, historic sites, etc. Tourism products are the basis for a destination's tourism sector operation: unless the tourism product meets the needs and expectations of tourists, the destinations cannot realise its full potential. The primary tourism products are key draw cards which attract tourists to particular destinations. The paper discussion focuses on community participation and benefits of Osun Osogbo festival as primary tourism product in Osogbo, Osun State Nigeria. Osun Osogbo festival is one of the biggest art festival in Nigeria. The Osun Osogbo cultural festival is a unique annual celebration in honor of the River goddess called Osun in Osun State, Nigeria. The festival is in commemoration of the event that led to the founding of Osogbo town and the renewal of the mystic bond between the people of Osogbo. Primary data were obtain for the study using questionnaire. The questionnaire sections B and C used a Likert scale with five options: strongly agree, agree, not sure (undecided), disagree and strongly disagree. The population of the study consists of fifty (50) members of Osogbo Heritage Council, the organisers of Osun Osogbo festival. The study used Krejcie and Morgan sample size table to select sample size of forty-four Organisers for the study. Data collected were analysed using descriptive statistics. The results of data analysed shows that Osun Osogbo festival have significant social benefits and increase local economy gains for the organisers (community) as key stakeholder in the festival. The social benefits derived by the festival community include: social interaction between the visitors and the community, the festival help foster a sense of community pride as visitors choose to visit Osogbo, the festival is a tool for raising community awareness of local heritage, the festival boosts the preservation and transmission of cultural and historical traditions, the festival contributes to the protection of local heritage. Overall, this suggests that the community perceive the festival to have positive social benefits. On the other hand, the increase economy benefits of Osun Osogbo Festival are: the festival brings income to the community, the festival creates employment for the community members, the festival promote the sale of local crafts and local farmers sell food to tourists during the festival, etc. It is evidence from the findings that Osun Osogbo festival bring increase local economy gains to the community. This accounted for the continue community's support and sustenance of the festival over the years. Thus, the Osun Osogbo festival brings positive social and economy benefits of tourism to the community.

## **The development of an oenological route of Malaga from the demand-side**

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Wine routes have become a powerful focus of tourist attraction in Spain in the last decade. They have certain advantages over other typologies because they allow the tourist flow without "seasonal" links associated with quality tourism. These routes place value on cultural traditions and deserve a thorough study both at general level and cases studies. Malaga must be studied as it enjoys a leadership capacity in the world tourism sector and an oenological tradition of centuries whose territory can and must be revitalized by adapting its development strategies to new forms of tourism. The potential of wine tourism in tourist

destinations is an expanding reality and Malaga aspires to position itself in this new niche market. The construction of a new route will extend the tourist routes to the different territorial demarcations, because to this day only the one existing in the region of Ronda, is certified by the Spanish Association of Cities of Wine (ACEVIN). After the literature review, we will carry out an analysis of the profile of the oenological tourist in Malaga, with the aim of outlining a quality tourism product in line with the existing demand, identifying the potential customers of the future Malaga Wine Route. We have used the survey as a way of gathering information to know the needs of wine tourism and generic tourists who visit Malaga. The sample reached 610 individuals (406 tour operators and 204 tourists). The sample was applied a bivariate study to find possible relationships that identified other aspects of interest. The results show interesting differences between the enotourists and the rest of the visitors, not only because of their sociodemographic composition, they have different needs and expectations of their trip, starting from a completely different motivation but sharing the same destination territory: Málaga. The study justifies the creation of a Málaga wine route, which covers all the territorial demarcations and not only the area of the Serrania de Ronda, which is currently the only route that operates in a regulated manner. The certification of a global wine route will revitalize cultural traditions and will have a very positive impact on the development of the rural territory, diversifying its tourism offer, making the tourism a richer, more diverse and environmentally friendly activity, with wine as a basic element of the Mediterranean culture.

### **Past, present, and future of International hotel chains (IHCs) operation in China**

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Economic globalisation, one of the most important traits of contemporary world economy as well as a trend of world economy development, is propelled the progress by multinational corporations. International hotel chains (IHCs) as multinational corporations are experiencing continuous development and expansion all over the world to promote economic globalisation (Komodromou, 2012). Due to rapidly economic development of China in the recent three decades, it has become the main destination that IHCs invest. In the light of China National Tourism Administration (CNTA, 2016), Chinese domestic tourists and inbound tourists were 4 billion and 0.134 billion respectively in 2015, which separately increased 10 percent and 4.1 percent compared with last year. Again, by the end of 2015, Chinese hospitality industry had a direct contribution of 7.34 trillion RMB to GDP, which took up 10.8 per cent of GDP (CNTA, 2016). The development of Chinese tourism and hospitality industry could not ignore the penetration of IHCs that infused capital to China and brought in advanced management system and marketing strategies for Chinese hospitality industry. Because IHCs (e.g. Hilton, IHG, Marriott) had strong branding effect in the world, tourists especially foreign tourists might consider whether the destination had IHCs' properties when they planned to travel there. However, IHCs are facing fiercer competition in China than ever, along with their expansion. Hospitality industry is among the labour-intensive industry, which means that human resource management (HRM) is one of the core competitiveness of IHCs and employee performance (such as services quality to hotel guests) has a direct impact on IHCs' development (Law and Tam, 2008; Yang, 2014). Against this background, this study aims to provide an analytical interpretation of development of IHCs in China. More specifically, four research objectives are presented:

- (1) to identify and present the development of Chinese hospitality industry;
- (2) to critically appraise expansion strategies adopted by IHC and determinants which influence their expansion in China;
- (3) to critically assess the key human resource issues reported from IHCs in China and employee motivation;

(4) to identify an agenda for future research that will inform key gaps in knowledge. This research employs a hybrid review method that combines the narrative and systematic quantitative review methods to delineate the status of research on IHCs in China and to indicate areas that lack academic inquiry. The most used databases for hospitality research (such as Emerald, Hospitality and Tourism Complete, Science Direct, and Web of Science) will be employed to collect English literature sources, while China National Knowledge Infrastructure (CNKI) will be used to gather relevant Chinese literature sources. A review of relevant literature sources indicates that articles about IHCs operation in China published in leading journals of hospitality and tourism remain rare. This review also calls for future research to shift from expansion focus to people focus. Moreover, appropriate integration of motivation theories in its cultural context to generate positive employee motivation should be further researched.

### **Transformation from ethnic cultural representation to destination identity**

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Crossing-border mobility increases the flow of information, goods and people. With the rapid growth of regional cooperation between China and Vietnam, the border areas like Dongxing, Guangxi province of China, which used to play the “corridor” role in the international exchanges becomes aware of the necessity to re-position itself as a tourist destination. Although numerous researches have examined the relationship between hosts and guests in the tourism context, the inter-group relations within such a complicated host community, especially when it comes to the border areas, in this case Jing ethnic group mixed with majorities of local Han and various types of migrants remains hardly investigated. This paper adopts Barth’s ethnic boundary theory to study different host community groups and their interdependent relationship in the representation of destination identity. Data are collected through participant observations and in-depth interviews. Observation notes and interview transcripts are analyzed using content analysis. The outcomes indicate that:

- 1) market-oriented perspective is dominant in the destination identity selection;
- 2) even with more frequent contact and closer work relation, boundaries between different ethnic groups are still well-maintained with overt cultural characteristics;
- 3) under great influence of local government and entrepreneurial elites, various ethnic groups overcome cultural differences and forge a relatively balanced interdependency in order to maximize the mutual interests in the tourism industry.