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Spring Symposium on Challenges in Sustainable Tourism Development

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The “Spring Symposium on Challenges in Sustainable Tourism Development”, as part of the I INTERNATIONAL CONGRESS OF TIDES, was conceived in order to provide an international forum for academics, researchers, professionals and students to discuss some aspects related to sustainability, competitiveness and economic prospects in tourism and transport.

Communications were framed within the following issues: a) Tourism and Sustainable Economic Development; b) Consumer behavior in Tourism; c) Economic Perspectives on Tourism and Transport; and d) Tourism and Marketing.

This CONFERENCE PROCEEDINGS, has been the result of two days of knowledge and experiences exchange, related to Sustainable Tourism Development.

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Tides Institute

Campus Universitario de Tafira,
MÓDULO E (Edificio de Ciencias Económicas y Empresariales)
Universidad de Las Palmas de Gran Canaria

+ 34 928 454 960

www.tides.es

tides@ulpgc.es

Design:

Tides Graphic Design Department

Technical Support Team:

Antonio González Hernández, Yen E. Lam González and Chaitanya Suárez Rojas

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Silvagráficas S.L.

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Abstract 1**DELIMITING BOUNDARIES FOR SMART DESTINATION MANAGEMENT****Raúl Hernández Martín**

University of La Laguna, Spain
rahernan@ull.es

Yurena Rodríguez Rodríguez

University of La Laguna, Spain
yrodrigr@ull.edu.es

Dominique Gahr

University of La Laguna, Spain
dominiqugahr@gmail.com

Eduardo Parra López

University of La Laguna, Spain
eparra@ull.es

KEYWORDS:

Smart destinations, micro-destinations, delimitation, destination management, Canary Islands

ABSTRACT:

The objective of this paper is to highlight the geographical dimension of smart tourism by showing that delimiting micro-destinations can improve destination management in this new context of smart decisions supported by technology (Hernández-Martín et al., 2014).

Recent developments in tourism management point out that the destination as an object of tourism policy may be misleading because it often comprises several areas with different functionality. We argue that identifying homogenous areas of tourism activity and delimiting these micro-destinations' boundaries can ease the use of information for management purposes.

The paper illustrates its key ideas using a case study. First we discuss the concept of smart destination in the context of destination management. Smart destinations must be managed wisely as smartness is not only linked to technology and the firm level, but also to improving the quality of decision making at the destination level. Secondly, we develop the concept of destination, which proves particularly complex as it encompasses different scales: a city, a municipality, a region, a country, a group of municipalities, an area of high tourist concentration, etc.. Thirdly, we present a methodology for establishing geographical boundaries in tourism micro-destinations.

Finally we present the results of a case study from the Canary Islands (a consolidated tourism destination) and we offer concluding remarks.

Abstract 2**ALTERED SPACE. ALTERNATIVE TO MASS TOURISM****Lucía Martínez Quintana**

University of Las Palmas de Gran Canaria, Spain
lucia.martinez@ulpgc.es

Eduardo Cáceres Morales

University of Las Palmas de Gran Canaria, Spain
eduardo.caceres@ulpgc.es

KEYWORDS:

Sustainable territory, Mass tourism, Heritage.

ABSTRACT:

The subject of this paper is to highlight the effects that mass tourism brings in space, especially those virgins territories, which consequently have no significant previous infrastructure.

One of the most influential activities in the transformation of space is the construction of buildings and infrastructure. We can say that in these cases, the original territory, its landscape and identity, absolutely disappear through artificial ways, and an exclusive purpose of mercantilist exploitation of its recreational character make it impossible to recognize its past situation. These tourist settlements despite the magnitude and complexity that often acquire, not usually established as authentic urban habitats but are constituted by a group of small inbred ghettos offering all kinds of services. This tourist colonization creates a landscape-morphological dislocation that, in many cases, are hardly capable of transmitting its identity.

This phenomenon takes on special relevance in countries with few economic resources and low capacity to impose their culture, and allow tourism managers disrupt both the environment and the landscape essence of their territory and their own cultural essences, if not destroyed.

We must support the responsibility to establish that contact according to its own nature, based on respect for their society and for their tangible and intangible heritage.



Abstract 3**CO-EVOLUTION FOR SUSTAINABLE TOURISM IN AFRICA: THE INTERACTIONS BETWEEN LOCAL AUTHORITIES AND THE INTERNATIONAL HOTEL CHAIN****Antonia M. García Cabrera**University of Las Palmas de Gran Canaria, Spain
antonia.garcia@ulpgc.es**Juan J. Durán Herrera**Autonomous University of Madrid, Spain
juanjose.duran@uam.es**Sonia M. Suárez Ortega**University of Las Palmas de Gran Canaria, Spain
sonia.suarez@ulpgc.es**KEYWORDS:**

Co-evolution, sustainable tourism

ABSTRACT:

This paper delves into the co-evolutionary process in order to identify the main challenges and key factors that condition the reciprocal that give rise to co-evolution between local authorities and foreign MNCs in Africa. Specifically, this research intends to answer the following questions: (1) what are the specific challenges tourism MNCs face to successfully operate in an African country?; (ii) what are the specific problems faced when interacting with local authorities in a developing country?; (iii) what are the mechanisms used by tourism MNCs to interact with and exert influence over the local authorities and their possible effects?; and (iv) what are the key factors to successfully co-evolve in Africa?

We apply a qualitative methodology based on a single and in-depth case study to examine the relationship between a Spanish hotel chain and local authorities in an African country. The specific country is one of the fastest-growing tourism markets among the highly tourism-based economies, according to the IMF. Its inbound tourism expenditure as a percentage of exports was, on average, 58.4% in the period 2011-2013, according to the World Bank data in 2015. As part of the Unamuno project, we travelled to the developing country under study to collect the necessary information. We met with two public consultants established in that country who had supported Spanish companies and had intermediated in relationships and conflicts that have risen with local authorities. Those consultants suggested to us that we further study the case of this particular hotel chain as it represents a clear model of what happens in the country. They had had a conflict regarding input VAT which had not been refund; a conflict that can be considered as very common in developing countries where budgetary constraints are such that implementing a refund mechanism for MNCs is often not feasible.

The hotel chain was founded in the 50s and had grown to over 100 hotels in 16 countries by the end of 2014, which led to its ranking among the largest hotel chains in the world as measured by room counts. We conducted two in-depth interviews. We conducted face-to-face interviews in order to gather information about: (i) challenges to successful operation in the African country; (ii) specific problems faced when interacting with local authorities; (iii) the mechanisms by which the relationships between the hotel chain and local authorities were taking place and answers received by local authorities.

We find that a co-evolutionary approach based on cooperative interactions between tourism MNCs and local authorities may contribute towards guaranteeing sustainable tourism. Our findings also show how differences in negotiating methods can be one of the strongest challenges that co-evolution faces in Africa. Also, as co-evolution is a time-consuming and complex process in these countries, some qualities of the actors involved such as learning capabilities, patience and readiness to deal with unforeseen conditions are of high relevance for the successful culmination of the process.

Abstract 4**DETERMINING THE SUSTAINABILITY FACTORS AND PERFORMANCE OF A TOURISM DESTINATION FROM THE STAKEHOLDERS PERSPECTIVE****Manuel Rodríguez Díaz**University of Las Palmas de Gran Canaria, Spain
mrodriguez@dede.ulpgc.es**Tomás F. Espino Rodríguez**University of Las Palmas de Gran Canaria, Spain
tespino@dede.ulpgc.es**KEYWORDS:**

Sustainability, tourism destination, stakeholders

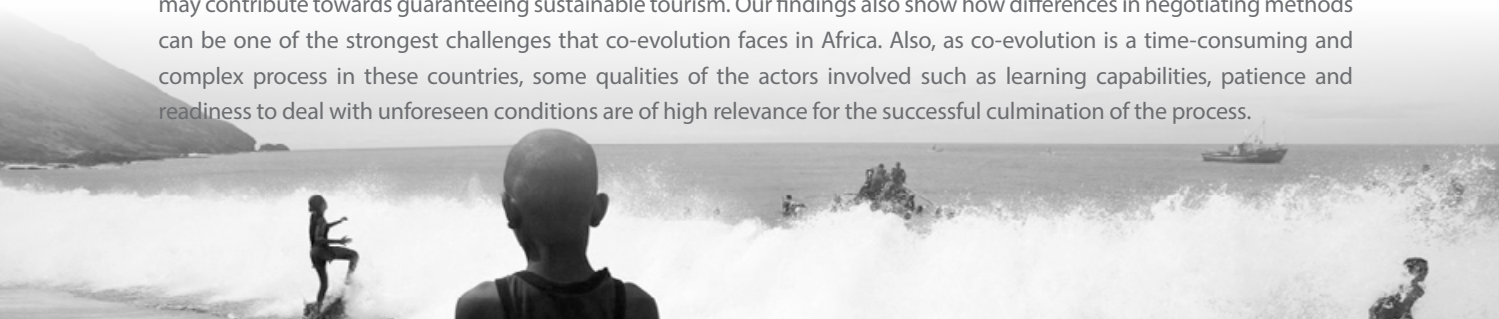
ABSTRACT:

The aim of this study is to determine the key sustainability factors and their relationship with the performance of tourism destinations, in order to propose a framework that can facilitate the decision-making process and achieve the integrated objectives of the resources, capabilities and agents involved.

A methodology based on the opinions of stakeholders is developed to determine the sustainability factors in a specific tourism destination. To carry out the study, a stakeholder survey was conducted in the tourism destination of Gran Canaria (Canary Island, Spain).

The results demonstrated that in the tourism destination studied there are six sustainability factors that have a strong similarity with the destination drivers proposed by Assaf and Josiassen (2012).

The study contributes to determining the key factors in the sustainability of a tourism destination. Although the specific characteristics of each destination can orient the type of variables to use depending on the main resources and target market, this study gives a broad view of the variables to take into account in establishing the main elements that support the sustainability of a tourism destination.



Abstract 5**THE IMPACT OF TOURISM AND RECREATION ON REGIONAL DEVELOPMENT**

Doston Fayziev

University of Las Palmas de Gran Canaria, Spain
fayziev.doston101@alu.ulpgc.es

Hudayberdiev Ulugbek

University of Las Palmas de Gran Canaria, Spain
ulugbek.hudayberdiev-sies@rambler.ru

KEYWORDS:

Tourism development, economic impacts, social impacts, environmental impacts, integrated modeling.

ABSTRACT:

The growth of tourism in developing destinations has raised great interest in the problem of measuring the impact of tourism on the economic development. The income from tourism attracts investors not only in the production of the regional tourism product, but also in other economic activities. Thus, there is need for an integrated model to evaluate the economic, social and environmental potential of developing destinations. This paper focuses on the assessment of the potential impacts of tourism on Uzbekistan, utilizing an integrated socio-economic-environmental model, which brings in all impacts following the incipient development of tourism both at the local and regional level.

The overall assessment shows evidence on the net benefits of development, in terms the creation of jobs; the multiplier effect; the socio-cultural character; the improvement in the living standards of the local population; the preservation of cultural heritage; the promotion and support of museums; the strengthening of the culture of the local population; and the provision of opportunities for intercultural exchanges. However, identified problems associated with the development of tourism and recreation are noted in the great human pressure on the territory; the dissatisfaction of excluded residents; the cultural degradation of the territory; the loss of the identity of the region, customs, traditions, folklore, crafts and other cultural models; the aggravation of complex social problems related to drug addiction, alcoholism, prostitution; the need to strengthen security measures; pollution of the environment (soil, air, water); deterioration of the aesthetics of the landscape; problems with the disposal of waste; and damage to historical and natural monuments.

Thus, tourism should be developed so as to promote local economic development, and sustainable use of natural resources to benefit the local population by providing stable employment, the development of local crafts and folk art. Key stakeholders for sustainable development of tourism should address national and regional public authorities and tourism organizations. It is the state through control instruments, tax policy must set limits and conditions for the development of tourism.

Abstract 6**WHY AND HOW IS THERE A DIGITAL DIFFERENCE BETWEEN TOURIST'S HOME AND TOURIST DESTINATION?**

Gonzalo Díaz Meneses

University of Las Palmas de Gran Canaria, Spain
gonzalo.diazmeneses@ulpgc.es

KEYWORDS:

Social media, electronic device, digital behaviour differences at destination

ABSTRACT:

The disparity in the level of usage for devices and social media between home and destination is measured by subtraction and a means difference test so that a new variable with information regarding the metric difference is created. The measure of the difference and the study of causal factors are put forward as objectives of this research work. A questionnaire was given at random to 346 subjects with proportional stratification at the beginning of 2015 on the island of Gran Canaria. Semi-structured scales of more than eighteen devices, twenty eight social media platforms, eleven internet connecting places, eleven online services, and eighteen device and social media barriers - among other variables - are used as measuring instruments.

Making good use of this digital gap variable, the antecedent role played by sociodemographic make-up, situation profiles and barriers (for social media usage and intrinsic and extrinsic motivated for devices usage) are demonstrated. In addition, predisposition towards on online shopping, tolerance about online price, places to connect with the internet and the existence of a digital difference are correlated. In addition, the difference in level of usage of electronic devices and social media correlate with the predisposition towards making online purchases and level of tolerance towards Wi-Fi pricing at the tourist destination, moreover the number of places where the tourist connects to the internet.

A framework is developed theoretically, as well as estimated empirically, in order to represent the model of indisposed holidaymaker for ICT adoption at the destination. The difference in the level of usage of electronic devices and social media between tourists' home countries and tourist destinations might be considered as a kind of digital divide. Limitations stem from the fact a questionnaire was used and not any other direct measuring instrument. Practical implications are provided to overcome the inhibitors towards developing the online experience of holiday makers by considering that the independent variables of this model distinguish three kinds of factors: sociodemographic make-up, situation profile and barriers.



Abstract 7**TOURISM SOCIAL PERCEPTION IN ANDALUCÍA, MÁLAGA AND GRAN CANARIA****Juan Carlos Martin**

University of Las Palmas de Gran Canaria, Spain
jcarlos.martin@ulpgc.es

Pedro Ernesto Moreira Gregori

University of Las Palmas de Gran Canaria, Spain
pedro.moreira.gregori@gmail.com

Concepción Román

University of Las Palmas de Gran Canaria, Spain
concepcion.roman@ulpgc.es

KEYWORDS:

Tourism Social Perception

ABSTRACT:

This paper aims to analyse the impacts of tourism perceived by the residents of Andalucía, Málaga and Gran Canaria, comparing both the similarities and the differences. The results will guide different stakeholders to prevent potential conflicts between tourists and residents recommending different policy actions.

The methodology is based on surveys carried out in different periods. In Andalucía, the survey was based on face-to-face interviews administered to 1.781 inhabitants in 8 provinces, in 2008 (IESA - CSIC). In Gran Canaria, the survey was administered by telephone to 504 inhabitants, in 2012 (INNOVA - FULP/ ITYT-TIDES-ULPGC). The comparison and analysis will be only based on the opinions of the residents in Málaga for being more similar to the case of Gran Canaria, a destination with the Costa del Sol - a "sun and beach" tourist product. Gran Canaria showed in general more homogeneous opinions, and the residents' answer styles are based on not-lazy attitudes as less don't know / don't answer are obtained. A general trend is also observed in both destinations, in particular regarding the more favourable opinions of those residents who work directly in the tourist sector or have some relatives working on it. Regarding the differences, it can also be highlighted that the marked seasonality that occurs in Málaga is not present in Gran Canaria, and the presence of national tourists is more relevant in Málaga.

From the theoretical point of view, this paper is based on the "Social Exchange Theory". Social behaviour is based on an exchange in which people expect to receive rewards from that relationship and is maintained if those rewards and expectations are confirmed. The reciprocity of the benefits expected in the tourist exchange is an essential factor for the continuity of this relationship of mutual interdependence.

The survey in Andalucía was based on face-to-face interviews at the beginning of the crisis. In Gran Canaria, the survey was administered by telephone and during the crisis. Some differences on the comparison can also be due to the discontinuity of the territory present in archipelagic regions. The results can be used by policy makers to avoid conflicts in which costs and benefits should be analysed in order to find a relationship between "tourists and residents" of mutual conformity. Thus, local marketing campaigns could improve the social perception of the tourism and this would also benefit the experience of tourists.

Abstract 8**WILLINGNESS TO PAY FOR ECOTOURISM PRODUCTS. A CASE STUDY IN THE SOUTH EASTERN REGION OF ECUADOR****Juan Carlos Martin**

University of Las Palmas de Gran Canaria, Spain
jcarlos.martin@ulpgc.es

Jessica Macas

Technical University of Loja, Ecuador.

Concepción Román

University of Las Palmas de Gran Canaria, Spain
concepcion.roman@ulpgc.es

KEYWORDS:

Ecotourism, Discrete Choice Experiments, Willingness to Pay.

ABSTRACT:

In this paper we analyse demand for ecotourism products in Ecuador. In particular, we focus on: i) the characterization of the visitor's profile, ii) the analysis of factors that determine demand; and iii) the obtaining of the willingness to pay for different ecotourism products. To obtain information about visitor's preferences we create a discrete choice experiment consisting in twelve choice scenarios defined by two hypothetical ecotourism alternatives each, that were defined in terms the following attributes: price, hiking, participation in rituals, tasting local cuisine, visit to a crafts center and experience the community life. Attributes and levels were defined after the identification of the main attractions in the area.

The demand analysis is based on the estimation of different Multinomial Logit models considering linear and non-linear effects in the explanatory attributes. In spite of considering an experimental design with potential for measuring non-linear effects in all qualitative attributes, in our case these effects only resulted significant for activities related to hiking and tasting of gastronomy. Also these attributes were those that exhibited the greater impact on tourists' utility. In addition, we obtained willingness to pay figures for the attributes considered in our analysis that resulted consistent with market prices of similar products offered in the area.

Although discrete choice methods have been applied in many different fields few are known in the field of ecotourism. In fact, this case study represents a precedent in Ecuador which encourage us to continue using these methodologies. In terms of value, ecotourism activities are a strategic products designed to be sold in high income segments which represents an interesting opportunity to create alternatives to the mass tourism of cost areas

This research provides preliminary results that open the door for future investigation, including the analysis of unobserved heterogeneity and the estimation of hybrid choice models incorporating information on individual's attitudes regarding environment conservation. Results of our analysis provide useful information for local authorities responsible of tourism departments to promote the development ecotourism products in the area.



Abstract 9**THE IMPACT OF TRANSPORT SERVICES ON THE FORMATION OF TOURIST PRODUCTS**

Uzakova Vazira

University of Las Palmas de Gran Canaria, Spain
vazirka_88@mail.ru

Doston Fayziev

University of Las Palmas de Gran Canaria, Spain
fayziev.doston101@alu.ulpgc.es

KEYWORDS:

Transportation system, tourism product, development, Uzbekistan.

ABSTRACT:

Transport infrastructure makes an important element of the tourism system that is necessary to be promoted for the development of new tourist products.

This paper focuses on the role of the transportation system in the development of tourism in Uzbekistan. Tourism as a socio-economic and political phenomenon is the most adapted to the emerging market economy in Uzbekistan activity. Although the potential development of tourism has been handicapped by the transportation system, recent developments in infrastructure investment shows that the potential benefits highly outweigh the costs.

Empirical evidence shows that demand is constrained by the transportation system, and that there is a need to focus on the development of quality and efficient infrastructure to unleash the potential benefits of tourism in the region.

Different types of tourist products are shown to be differently affected by the development of the transportation system.

The principal policy implication is that there is need to adapt the investment to the specific niches of the tourist activity, promoting private initiative and the capacitation of the labor force in order to provide high quality services.

Abstract 10**AGRICULTURE TOURISM AND FOOD SECURITY IN RURAL AREAS IN UZBEKISTAN**

Samariddin Berdiev

University of Las Palmas de Gran Canaria, Spain
samariddin3353@mail.ru

KEYWORDS:

Rural tourism, food security, agricultural development.

ABSTRACT:

Food security is an important objective of agricultural and rural development policies.

This paper focuses on the development of agricultural tourism with the aim of food security in rural areas in Uzbekistan. The first step is a wide evaluation of the infrastructure which has been developed in order to promote rural tourism in agricultural areas, with a special attention to its role in complementing the income of traditional farmers.

The success in terms of tourism attraction and the increase in the tourism flows are also evaluated. The second step is the analysis of the contribution that this development has ejected on the overall food security of the Country, by evaluating its contribution to the supply of agricultural products and the quality of food processes. The potential feedbacks between food security, rural development and tourism are also considered. The final step focuses on the impact on tourism of a policy of food security.

To this is aim, there has been much effort in communicating tourists the quality of natural products and their cultural identity.

Thus, there have been advances in self sufficiency and food independence which have contributed to sustainable tourism development in rural areas.



Abstract 11**THE CONTRIBUTION OF TOURISM ENTERPRISES TO SUSTAINABILITY DEVELOPMENT: ACTION PLAN TOWARDS SUSTAINABILITY IN RIOSOL HOTEL****Teresa Aguiar Quintana**University of Las Palmas de Gran Canaria, Spain
teresa.aguiar@ulpgc.es**Diego Medina Muñoz**University of Las Palmas de Gran Canaria, Spain
diego.medina@ulpgc.es**KEYWORDS:**

Sustainable tourism, sustainability certification, environmental impact, corporate social responsibility

ABSTRACT:

Since Enterprises play a significant role in any development strategy, sustainable development and sustainable tourism can not be achieved without their support (Vargas, 2000; Barkemeyer et al., 2014). The main assessment systems for Responsible Tourism and Corporate Social Responsibility are developed by Tour operators and by consulting companies or other organizations (Manente, Minghetti and Mingotto, 2012). Among the systems developed by Tour operators these authors establish: The "Responsible Tourism Standards" of the Italian Association for Responsible Tourism; The system of the French Association for Fair and Solidarity Tourism; The "ATR Certification Program of the French Association of Thematic Tour Operators; The "Tour Operators' Sector Supplement" of the Tour Operator Initiative, in cooperation with the Global Reporting Initiative (GRI); The system of the English Association of Independent Tour Operators; and, "The Travelife Project" supported by the UK Federation of Tour Operators (FTO).

The aim of the pilot project Kuoni-Towards Travelife was to test a bespoke approach to mentoring hotels to help them to increase their capacity and motivation to work towards a Travelife award. It was envisaged that those hotels involved would be able to demonstrate the business benefits of improving their sustainability performance after 2013 while overcoming identified obstacles. This pilot project has been developed by the travel industry in the UK (The Travel Foundation), through a partnership between the tour operator Kuoni, the University of Leeds Beckett in U.K. and Tides Institute from the University of Las Palmas de Gran Canaria. Four hotels on the island of Gran Canaria, Cordial Green Golf, Cordial Mogan, Riosol and Heliomar, and a hotel on the island of Fuerteventura, Las Playitas, took part in this pilot project for one year.

This case study focuses on the progress made by the Hotel Riosol in improving sustainability performance enabling Kuoni minimize the negative impacts of its business activities as the accommodation has the highest social and environmental impact on a trip. The first and second stages of the action plan of Riosol hotel consisted in an initial workshop and a visit by the consultant mentors to help them to make their self-assessment and identify a sustainability action plan. The third stage was developed through a monthly monitoring via skype/phone to support them to implement their plan during a year and the final stage was focused on helping the hotel to prepare for their external Travelife Audit by the end of 2013. Finally, the main implementations of this project were the accomplishment of a purchasing policy, a quality and loyalty policy, an environmental policy, a human resource policy and a Hygiene and safety policy.

Abstract 12**TOURISM INCOME ELASTICITIES: A QUANTILE REGRESSION APPROACH****Juan L. Eugenio Martin**University of Las Palmas de Gran Canaria, Spain
juanluis.eugenio@ulpgc.es**José M. Cazorla Artilles**

University of Las Palmas de Gran Canaria, Spain

KEYWORDS:

Tourism demand; Income elasticity; Quantile regression

ABSTRACT:

The main objective is to analyse the relevance of income as a determinant of tourists' expenditure. More precisely, the paper pursues the understanding of the non-linear relationship of the income and tourism expenditure, represented by a varying income elasticity.

Quantile regression analysis is applied to a cross section of households. Its advantage relies on its ability to accommodate a varying non-linear expenditure effect.

Taking into account the participation decision for a random set of households, the results show that such decision is income-elastic. However, provided that the individuals are already participating in tourism demand, their income elasticity is not elastic. The results consist on a double entry table that shows how the income elasticity varies by income level and by tourism expenditure quantile. It grows with expenditure percentiles and it moves from 0.14 up to 0.96.

The literature of tourism expenditure elasticity is dominated by the macroeconomic approach which do not disentangle the participation decision from the expenditure decision and it proxies income with GDP. This paper provides an original contribution to the literature because it is one of the few which works with household disposable income with quantile regression and it is the only one that distinguishes results by income and expenditure quantile. The main limitation of the quantile regression is that only tourists who have participated can be taken into account. Tourists who have not participated are ruled out and then the interpretation of the income elasticity is subjected to that truncation.

Income elasticity for tourists that are already participating is not as high as expected in the literature. Income constraints are very important, but provided that the tourist can afford traveling the higher expenditure is not very sensitive to income increases. It makes sense because time constraint is also relevant for tourism expenditure. Ideally, both variables need to be considered in this kind of analyses.



Abstract 13**THE COOPETITION IN TOURISM NETWORKS OF NONPROFIT ORGANIZATIONS: AN ANALYSIS OF POLOIGUASSU NETWORK****Adriana F. Chim-Miki**

CAPES Foundation, Ministry of Education, Brazil

Pino Medina BritoUniversity of Las Palmas de Gran Canaria, Spain
pino.medina@ulpgc.es**Rosa M. Batista Canino**University of Las Palmas de Gran Canaria, Spain
rosa.batistacanino@ulpgc.es**Silvia Sosa Cabrera**University of Las Palmas de Gran Canaria, Spain
silvia.sosa@ulpgc.es**KEYWORDS:**

Coopetition, Interorganizational Networks, Sustainable Tourism

ABSTRACT:

To verify the existence of coopetition behavior into non-profit institutional networks for sustainable development of the tourism sector analyzing the Pololguassu Institute that is a hub of interorganizational networks located in the triple border Argentina-Brazil-Paraguay. The methodology used is the case study combining four sources of information: in-depth interviews with decision makers of the destination about management strategies; surveys applied to directors of tourism associations to identify the degree of rivalry and the network structure; content analysis of documents and plans of tourism sector, in order to verify the concrete results that this operational form is generating the destination; and, finally non-participatory observation to support the results. The coopetition is the incorporation of competition in the cooperation networks, being more visible among direct competitors or between firms located in the final of the productive chain, i.e., near to the consumer. However, the results of this analysis indicate the existence of coopetition in institutional networks as a critical factor to increase the tourism destination results. In this sense, the coopetition generates collective advantages, as well as, individual results for its stakeholders, becoming promoter of the destination sustainability. Foz do Iguassu destination is often studied based on cooperation network perspectives. This research focused in the network formed by the joint work of three border cities, which have created the Pololguassu Institute to manage the tourism development as an integrated product to the region. It was observed that there are a cooperation to generate a market and, at same time, there are competition for the appropriation of the market created, becoming an example of coopetition paradigm.

The analysis from the perspective of coopetition is still scarce in the tourism literature although it was very representative of this sector, so, the coopetition research provides a most realistic behavior in any tourism destination. The research requires replication in other tourism destinations for validation. This paper provides a better understanding on coopetition, considering that there is a competition degree for benefits inside of collaboration in every levels or types of networks. Specially, coopetition is a more realistic way to analyze and understand the destination. In addition, the coopetition generates a balance between the risks of competition and the benefits of cooperation, as well as, it allow that different participants have access to resources, knowledge and distribution of advantages generated by the network.

Abstract 14**ASSESSING THE ECONOMIC IMPACT OF OVERNIGHT VS CRUISE TOURIST IN THE CARIBBEAN****Ubay Roberto Pérez Granja**University of Las Palmas de Gran Canaria, Spain
ubaypg@gmail.com**KEYWORDS:**

Cruise tourism, destination, expenditure

ABSTRACT:

The tourism industry in Caribbean countries represents an important part of GDP of 2014 in activities involving tourism, and in terms of employment is the most important sector of the total employment of the region in 2014.

The tourism in Caribbean countries comes from the stay-overs and the cruisers. The impacts of each of them are different. This study analyses the difference in expenditure of homeport cruisers and stay-overs, and the differences in socio-demographic characteristics. The expenditure in origin and destination is obtained and also the distribution of these expenditure among several categories of expenditure.

The expenditure in destination is used as an input for the CGE model in order to analyze the impact of each type of tourism for different indicators of the economy. The analysis shows that the results for each kind of tourism is similar in sign but different in magnitude due to the smaller population of homeport cruisers. The effects in the economy of tourism are positive, the unemployment is reduced, the welfare increase due to the tourism effect and the tourism related sectors increase the production.

However, there are losers in this trade off, even when the global effect is positive because there are industries that lose production and employment due to the effect of tourism. CGE analysis allows estimating such the trade-off that happens in Caribbean countries.



Abstract 15**SOCIAL MEDIA IN THE CUSTOMER RELATIONSHIP MANAGEMENT: AN EXPLORATORY STUDY OF TOURISM SECTOR ON GRAN CANARIA****Marta Cerdán Bes**

University of Las Palmas de Gran Canaria, Spain
cmartabes@hotmail.com

Carmen Domínguez Falcón

University of Las Palmas de Gran Canaria, Spain
carmen.dominguez@ulpgc.es

KEYWORDS:

Social Customer Relationship Management (SCRM), Social Media, loyalty.

ABSTRACT:

Today's organizations have to deal with dynamic and uncertain environments. In order to maintain its competitive position, organizations must quickly adapt. This fact has led to a transformation in business management, evolving from transactional to relational marketing. By doing this, organizations seek to achieve loyal customers as the basis for success against the competition. To achieve this goal, companies should make ongoing efforts and use technological means to better understand and meet customer needs.

Nowadays, technological advances allow, through social media, communication between customer and organization is larger, more accessible and bilateral. Therefore, social media has come to be considered a key tool for effective communication, because it allows company to customize the message and send it to key customers, as well as facilitating the interaction between them (company-customer and customer-customer). Service companies, especially in tourism industry, are keen to make a good customer management as they have some additional challenges compared to those which produce or sell a tangible product. The introduction of social media presents one of the most disruptive forces facing businesses today. Understanding what customers value, especially when they are in the unique environment of a social platform, is a critical first step toward building a Social CRM strategy.

Social Customer Relationship Management (SCRM) arises as an evolution of Customer Relationship Management (CRM), which is considered as a strategic element that enables companies to improve their management, based on a customer orientation, to strengthen its brand image and increase market share against competitors. The SCRM was born as a new business strategy that will allow companies to complete customer orientation. Through 2.0 platforms, company can perform better manage their customers to be able to listen, meet and precedence over any needs that may be required in order to maintain long-term relationships with them and loyalty.

This research aims to explore the influence of SCRM in managing customer relationships in companies related to tourism on the island of Gran Canaria in a qualitative study of three managers through in-depth interviews. Findings suggest that in tourism sector SCRM is still a very new subject and companies have not yet made adequate analysis to quantify its impact on business success, although they are aware of the multiple benefits that can be achieved with their application.

Abstract 16**CITY TOUR FOR VISUAL DISABILITIES IN ARACAJU, SERGIPE, BRAZIL****Letícia Bianca Barros de Moraes Lima**

Federal Institute of Education, Science and Technology of Sergipe, Brazil.
University of Las Palmas de Gran Canaria, Spain.
lemoraes@hotmail.com

Daniele Souza Santos

Federal Institute of Education, Science and Technology of Sergipe, Brazil
daniellesansouza@hotmail.com

Adinóia da Conceição Lima

Federal Institute of Education, Science and Technology of Sergipe, Brazil
ady.lima@hotmail.com

KEYWORDS:

Accessible tourism, city tour, visual disabilities, Aracaju, Brazil.

ABSTRACT:

The idea of inclusion in the tourism sector should have as a principle to guarantee adequate spaces for everyone, accepting diversity. Whereas the accessible tourism actions in Brazil still configured in an early stage, this article aims to propose a city tour for the visual disabilities in the city of Aracaju, Sergipe State, Brazil, guided by Faria constraint matrix and Motta (2012).

The methodological procedures of the research divided into four 4 strategic moments of work: (1) survey focusing in studies of accessible tourism in Brazil and Europe from Smith (1987); documents to clarify the concepts undertaken by accessible tourism policies in Brazil: Tourism and Accessibility: Guidelines Manual (2006); National Tourism Plan 2013-2016; ABNT NBR 9050/2004; Legal Guide Visual Disabilities (2004); (2) constraint model matrix elaboration according to Crawford and Godbey (1987), adapted by Faria and Motta (2012); (3) visiting the sights of Aracaju with key informants and (4) systematization of selected points and elaboration of the city tour.

We expect a further reflection on the part of public and private agencies that specifically meet the demands of the visual disabilities in order to provide product innovation and tourism services, such as applications with headphones.



Abstract 17**KEYS TO BEING SUCCESSFUL IN COLLABORATIVE TOURISM: THE CASE OF AN AIRBNB SUPERHOST****Adriana Regidor García**

University of Las Palmas de Gran Canaria, Spain
adrianaregidor@gmail.com

Santiago Melián González

University of Las Palmas de Gran Canaria, Spain
santiago.melian@ulpgc.es

Jacques Bulchand Gidumal

University of Las Palmas de Gran Canaria, Spain
jacques.bulchand@ulpgc.es

KEYWORDS:

Collaborative economy; Airbnb; case study

ABSTRACT:

The purpose of this study is to find out which are the keys that drive to success in collaborative tourism, by analyzing the case of AirBnb and more specifically, that of those who are named as superhosts in the platform.

The approach is a case study, by analyzing in depth the specific case of one AirBnB superhost to find out a series of issues: i) What host behaviors are most appreciated, online and offline; ii) Which are the most frequent consumer demands; iii) Basic approaches regarding income generation; and iv) Which are the competences needed by those who want to succeed in the collaborative economy.

The findings will be presented following the four sections that have been outlined in the design section: i) The creation of trust beyond the reputation awarded by reviews by prompt and honest responses; clear "house rules" to avoid misunderstandings; provide a "soft landing" through an easy welcome in order to enable a memorable trip experience; ii) Give indications on "gems" (hidden places) so visitors can feel as "holiday makers" instead of tourists; and providing customized advices and help without being invasive; iii) Price is the filter to find the target user; and satisfied customers as ambassadors and generators of future incomes by word of mouth effect; iv) Language and ICT skills; open mind to other cultures; flexibility and conflict management; knowledge about legal framework.

Although collaborative economy has been recognized as a current way for make a living (Eckhardt & Bardhi, 2015), research about it is scarce. To our knowledge, this is the first study to analyze in depth how collaborative lodging works: what is expected from those providing services, what is expected from consumers/guests of these type of services, and if this type of work can be a sustainable job, among others.

This study is based in just one case that has been analyzed in depth. However, this study should lead to further qualitative and quantitative analysis, from both perspectives (provider and consumer).

This study provides a series of guidelines for those who are considering providing services in the collaborative economy. It also sheds some light in a matter that had not been studied previously.

Abstract 18**IDENTIFYING TOURISTS' ACTIVITY PATTERNS IN GRAN CANARIA THROUGH SOCIAL NETWORK ANALYSIS****Tatiana David Negre**

University of Las Palmas de Gran Canaria, Spain
tatiana.david101@alu.ulpgc.es

Sergio Moreno Gil

University of Las Palmas de Gran Canaria, Spain
sergio.moreno@ulpgc.es

Juan M. Hernández

University of Las Palmas de Gran Canaria, Spain
juan.hernandez@ulpgc.es

KEYWORDS:

Social networks, tourist activities, communities

ABSTRACT:

This study analyses the structure of links amongst tourists and activities performed in Gran Canaria, identifying the existence of differentiated segments or communities both of tourists and activities. The study is based on a survey carried out on 483 tourists in Gran Canaria concerning 27 activities performed throughout 14 days. The analyses were performed by means of the UCINET software, which is specialized in social network analysis (Borgatti, Everett y Freeman, 2002; Borgatti, Everett y Johnson, 2013). A bipartite network was built linking tourists with activities, together with two other networks analysing activities and tourists separately.

The results show that the activities network follows a pattern known as core-periphery. A central and homogeneous group of performed activities can be identified, which include those activities generally developed close to the accommodation location, such as, for instance, "enjoying by the swimming pool", "walking around the touristic area" or "going to the beach". Another group is linked to this core and mostly includes activities further away from the accommodation or touristic area.

Additionally, no significant differences were found within the tourists' behaviour when comparing their sex or expenditure during their journey. However, differences were found when comparing their nationality. Two clearly separated groups could be observed. On the one hand, English tourists performed activities located near the core group, like "staying all day in the accommodation". On the other hand, another group was identified with prominent representation of Spanish tourists, which performed both core and peripheral activities. A third group was identified and is mainly composed of Germans, which share activities from the other two groups, as it is the case of "having performed an organized excursion".

This study shows that some aspects of tourist's behaviour can be studied using an alternative methodology such as social network analysis, where the global structure and position of every tourist in the network can be graphically observed. The methodology used is currently considered as a future research line with a great potential to understand tourists' relations (Merinero-Rodríguez y Pulido-Fernández, 2016). Finally, this study has some implications for practitioners, as it helps improving management and promotion of tourist destination by the identification of behaviour patterns.



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