

## Conference Proceedings

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# Gran Canaria SSTD2017

## **II Spring Symposium on Challenges in Sustainable Tourism Development**

May 18th and 19th, 2017, **GRAN CANARIA ISLAND / SPAIN**



This SYMPOSIUM is part of the II INTERNATIONAL CONGRESS OF TIDES under the theme "Gran Canaria Spring Symposium on Challenges in Sustainable Tourism Development" (SSTD 2017), 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. This second edition is focused on Big data.

Communications were framed within the following issues: a) Tourism and Sustainable Economic Development; b) Consumer behaviour 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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## Abstract 1

### ARE THE EVIDENCE OF TOURISM-LED GROWTH IN AFRICA?

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**KEYWORDS:** Africa, Tourism-led growth hypothesis, Panel data, Cross section data; Tourism, Economic growth.

**ABSTRACT:** The relationship between tourism development and economic growth is often described by the tourism-led growth hypothesis (TLGH). Tourism development has many benefits to the host country which include: increases in foreign exchange income (which can be used to pay for imported capital goods or basic inputs used in the production process); creation of employment opportunities; increase in incomes; spurring investments in new infrastructure; increased competition between local firms and firms in other tourist countries; and positive exploitation of economies of scale by national firms (Andriotis, 2002; Croes, 2006; Lin & Liu, 2000). In addition, tourism results in the diffusion of technical knowledge, it stimulates research and development, and causes the accumulation of human capital and cultural exchange. Tourism development also contributes towards economic growth through government revenue, multiplier effects, the development of infrastructure and entrepreneurial and other skills. For these reasons, tourism are often promoted in less developed countries and African countries are no exception.

The TLGH has been a contemporary issue in the tourism economics literature, which has gained momentum over the past couple of years. There is consensus that the broader economy is affected by tourism expansion through several channels. However, the nature of the relationship between tourism development and economic growth remains inconclusive. The debate on the validity of the TLGH is therefore unresolved and merits further academic investigation, especially for less developed regions that aim to stimulate economic growth through tourism.

This paper addresses the void by investigating evidence of tourism-led growth using cross section and panel data analyses for 53 African countries from 1995 to 2013 (excluding only Somalia due to data limitations). The methodology used followed previous researches done by Figini and Vici (2010), Cortés-Jiménez and Pulina (2010) and Holzner (2011). Two approaches are followed, namely a production function approach and a neoclassical growth approach. (i) The typical production function specification with capital, labour and three different proxies of tourism was used to estimate the effect of tourism on production. Country and region specific factors were included using dummy variables. (ii) A neoclassical growth model specification was subsequently employed where output growth was regressed against initial gross domestic product (GDP), physical capital, human capital, tourism exports, commodity exports, trade openness and dummy variables which captured country and region specific effects. The results showed that the determinants of economic growth in Africa are human capital, total factor productivity, commodity metal exports and non-economic effects. Tourism was initially weak or of minimal importance in explaining the differences in the economic growth of African countries. Over time, tourism became increasingly significant for economic growth in the region.



## Abstract 2

### THE INTERNATIONAL FINANCIAL CRISIS AS AN OPPORTUNITY FOR PROFITABILITY IMPROVEMENT THROUGH THE RENOVATION OF HOTEL ACCOMMODATIONS. THE CASE OF IBIZA (SPAIN)

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**KEYWORDS:** Mass Tourism destinations, Renovation of tourist accommodation.

**ABSTRACT:** Contrary to what might seem, periods of economic crisis seem to reveal themselves as opportunities for some areas and coastal mass tourism destinations. The purpose of the study is to examine the role of private actors, who take advantage of this situation to develop programs, plans and projects for the renovation of tourist accommodation. The paper is based on primary research carried out in one of the main Mediterranean tourist destinations, Ibiza (Spain). The research has an empirical basis, whose methodology is based on available sources that provide data on the main profitability figures of tourist accommodations such as SABI (Iberian Balance Sheet Analysis System), Mercantile Registry of Ibiza and data provided by tourist hotels.

Until now, most studies of Ibiza have been applied to provide information about the strengths and weaknesses of the renewal on the island based on public institutions' interest. However, private stakeholders' behaviour of mass tourism in tourist accommodation renewal processes has scarcely been studied in detail. The process of renewal must face changes, innovations and improvements in the different elements included in the tourist accommodation system, as the business model, marketing, business management, organizational and human resources structure, service delivery, etc, but specially in the profitability and increase in income. In this research, the data indicate that this is a destination that is at the forefront of hotel renewal and profitability in Spain, with hotel companies (Grupo Fiesta, Alonso Marí and Grupo Invisa) that have successfully reinvented themselves.

The conclusions of the study are relevant from the methodological and empirical point of view, however, even with these data, it is necessary to influence new studies and cases in other holdings in order to advance and improve the results. Thus, we consider necessary to expand the analytical process in statistics on the tourist establishments for further planning and destination management in the context of sustainability and renewal and thus allow greater knowledge.



## Abstract 3

TERRORISM AND LIFE: IMPACT ON CITIZENS AND ORGANIZATIONS

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**ABSTRACT:** 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 (euro 406 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 2105 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...

In spite of the importance of the phenomenon, to our knowledge no studies were done regarding the specific impact of terrorism on a cross-section of Europeans. After 9/11, several studies were conducted in the USA regarding the effects of terrorism on citizens, including psychological effects and coping strategies (Schelenger et al., 2002); behavioral changes and attitude towards specific counter-terrorist measures (Huddy, Khatib & Capelos, 2002); the level of threat perceived at the individual and at the national level (Huddy et al., 2002). Even under the daily menace of terrorism, research on its impact on citizen's life, particularly in Europe, is scarce. Europe is particularly interesting as a venue for analysis as, to the level of individuals and nations, there is an added supranational dimension, that of the European Union, that is relevant. It is our goal to close this gap and make the first European-wide study of the effects of terrorism on European citizens and organizations. Safety is one of the most fundamental values as far as an anthropological view of human needs. It is important to understand the real effects of terrorism on individual lives and address both its material as well as psychological cost. As it is virtually impossible to control terrorism, nations cannot ignore it. The increased exposure to risk guides governments to become more vigilant and prepare to deal with impending crises. Both responses require an in-depth analysis to further our knowledge on the intrinsic nature of terrorism through the collection of new survey data and its analysis through innovative empirical methods (Llussá & Tavares, 2007).

Specifically, we want to address the following questions:

1. What is the real effect of the terrorism fear in citizens' activities, behavior, and daily life as regards mobility, work, leisure? Does this effect vary across countries or demographic groups?;
2. What measures do citizens consider critical to their security and safety, namely behaviors that they are willing to adopt and measures or regulations they consider essential?;
3. Is there an European identity regarding safety? Do Europeans favor common European steps as far as addressing terrorism, more so than in other areas? Which entities, national and supranational, do Europeans entrust their need for security? .

This is a work in progress and will assist governments, organizations and firms within the EU on building effective security measures and crisis planning, ensure that policies and regulations are aware and consider citizens, preferences, needs, and expectations. In addition, we will contribute to deepen relevant research and analysis of the terrorism phenomenon.



## Abstract 4

### FORECASTING TOURISM DEMAND FOR NEW TOURIST PRODUCTS: THE ROLE OF EMOTIONS

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**KEYWORDS:** Tourism choices, Emotions.

**ABSTRACT:** Tourists take decisions at different stages of their consumption process. The study of these decisions can be based on the consideration that tourists are rational and therefore evaluate the costs and benefits of different actions (Crompton, 1979; Papatheodorou, 2001; Gnoth, 1997; King, 2002; Gretzel et al., 2006). However, human beings are not always motivated by a rationalistic calculation, but influenced by their moods and emotions. Further, research in mainstream psychology has highlighted that human decision making cannot be explained solely by the consideration of the cognition process, but there is need to take account of the role of emotions and other factors that define the context of choice (Lerner and Keltner, 2000; Slovic et al. 2002). As a consequence, several authors have started to raise the importance of emotions in understanding tourism choices (Davidson and Milligan 2004, Johnston, 2005, 2007; Pritchard, Morgan, and Ateljevic, 2011; Araña and León, 2016). Some studies have analysed the experience of tourists in natural and cultural environments, showing that they can be classified according to the experienced feelings and emotions (Hull and Harvey, 1989; Beeho and Prentice, 1997; McIntosh and Prentice, 1999; Schanzel and McIntosh, 2000; Chhetri, Arrowsmith and Slusarczyk, 2004). The empirical evidence shows a positive relationship between positive emotions and a number of variables defining the experience of the tourist such as satisfaction, loyalty and behavioral intentions. In addition, emotions have been shown useful as a segmentation criterion in tourist markets (Chen, 2003; Bigne and Andreu, 2004). This study presents a novel Emotion-Based Tourist Choice Model that allows explicitly accounting for the role of emotions into conventional demand forecasting models. The purpose is to test both the predictive validity and the explanatory power to understand tourist demand for developing new products in a relatively new destination (Paraguay).

The model is constructed by using an ad-hoc Choice Experiment designed to predict the demand for new tourism products in a somehow unexplored market (Paraguay). The study combines the choice data with the collection of emotional reactions by using facial expression recognition software. The Choice Experiment is implemented in a way that is based on a theoretically robust theoretical decision framework, that is, Random utility theory –RUT– (McFadden, 1974). RUT allows to increase demand forecasting while improving the understanding of the travellers decision making process. The results show that the Emotion-Based model provides more accurate demand forecasting than conventional choice experiments based on cognitive dimensions alone. It is also found that the predictive power of the emotional dimension in demand for new products is significantly higher than the conventional cognitive dimension, based on objective values of the alternative destinations to choose from. Since the choice experiment is implemented before the destination is promoted in the market the results also provide relevant insights for designing and communicating the new products in the market and identifying the most profitable demand segments to focus marketing efforts on. The extension of emotional dimension, and in particular the use of facial recognition software seems to enhance the validity of choice experiments to both understand and predict tourist demand for new tourist products and destinations. There are some limitations in this work that, at the same time, generates interesting avenues for further research. In particular, data to test the external validity of the model by comparing not stated choices but real choices while the product is designed and placed in the market is being collected.

## Abstract 5

# PROMOTION OF DOMESTIC TOURISM IN ANGOLA AND ITS CONTRIBUTION TO THE DIVERSIFICATION OF THE ECONOMY

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**KEYWORDS:** Tourism, Trevogel, Marketing.

**ABSTRACT:** Tourism is an activity generating the wealth for the country, each monetary resources invested in the development of this sector subsequently contributes to the growth of the economy. In the specific case of Angola, it is a country with a source of wealth of natural resources, with flora and fauna, very attractive for the tourist industry development, but not exploited by its citizens because of the absence of its own tourist culture, but motivated by the knowledge from abroad more than their own country. The financial crisis with the fall in the price of a barrel of oil, has produced a shortage of foreign currency which have been reflected in the output stream of citizens to sightseeing outside the country. In this context it is necessary to diversify the economy and encourage the development of domestic tourism, to diversity the internal economy and to satisfy internal economy and the demands of citizen's leisure. It is here where the Travel Agency "Trevogel" acquires highlight by a thread be a able to encourage people to make a kind of national tourism offering the grips of physical recreation, nature and knowledge of cultural traditions of the different ethnic groups that make up the population native to the country.

The purpose of this research was to analyze the strategies relating to infrastructure, the management system and promotion of tourism destinations, all geared to encourage domestic tourism, in order to help to identify its weaknesses, a plan of action for sustainability and dissemination of their activities. In the infrastructure was analyzed the script description of the destination and tourism attractions, the means of transport, accommodation and communication. Also we analyzed management strategic partnerships, respective action plans, relations with public authorities, and the potential for attracting public recourse. On the strategy of promotion items were analyzed the marketing plans with destiny, advertising, promotional channels, strategic partners and post-sale. To make an evaluation of these strategies techniques of observation and applied inquires customers more repetitive to the services offered by the "Trevogel" were used.

The Agency "Trevogel" has the potential to be a reference to the country level, as it is a typical example of how tourism is dynamic and can be developed into the parents from different attractions, but for that it needs to improve its infrastructure and work better for its promotion.



## Abstract 6

### ACHIEVING LOYALTY AFTER INTENSE VISITOR HARASSMENT

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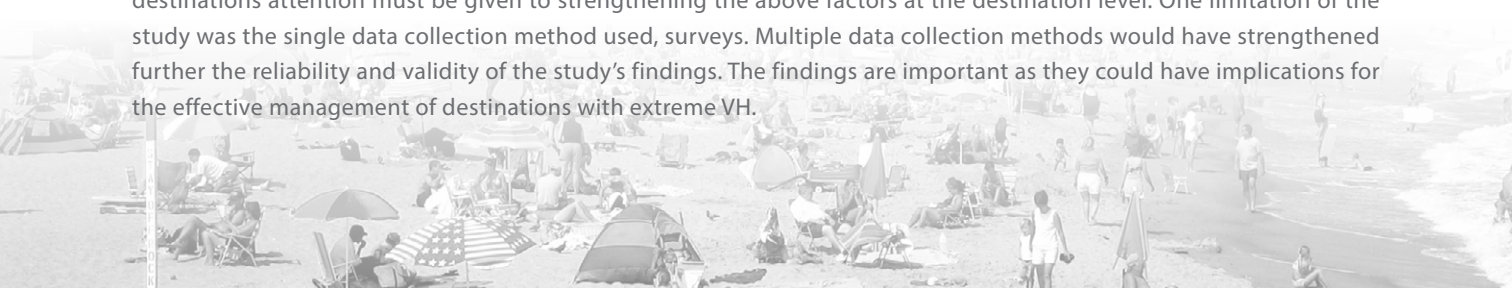
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**KEYWORDS:** Visitor Harassment, Tourist destination, Loyalty.

**ABSTRACT:** For some time there has been uncertainty in the academic literature as to whether there was a connection between a visitor's trader harassment experiences at a tourist destination and his or her future loyalty towards the destination. Interestingly, there has been evidence in the academic literature, though limited, to suggest that some visitors do remain loyal to destinations where they experienced significant trader harassment but to date there are no known studies that explored why. The goal of the present study was to address this deficiency in the literature. First, to determine the factors that cause visitors to be committed to a destination even after experiencing intense trader harassment and second, to use the factors to propose ways tourist destinations could overcome the negative effects of such harassment. Three loyalty intentions were explored the visitors' intention to return to the destination, recommend the destination to others and support the traders in the future. The grounded theory approach was used for this qualitative study. The survey comments of 128 individuals that personally experienced intense trader harassment while on vacation but would likely return to the destination, recommend the destination and/or support the traders in the future were analyzed using thematic content analysis.

It was found that visitors would likely return as well as recommend a destination to others, after personally experiencing intense visitor harassment (VH) at the hands of their local traders, if the destination was beautiful/attractive and/or fun/enjoyable. It was also found that visitors would likely return to a destination if they had family and friends residing at the destination. On the other hand, visitors would likely recommend a destination after a negative VH episode if the destination was unique/interesting/amazing and/or had a rich history and culture. However, no shared reasons were detected from the data as to why visitors would support a destination's traders in the future after a negative VH episode. The analysis also unearthed some common beliefs about VH shared by visitors that remain committed to a destination after experiencing the practice. Those that indicated they would likely return and recommend the destination after such an episode believed the good at the destination outweighed the bad. They also believed they could handle negative VH situations at in the future and were willing to share their tips with others. Finally, they believed they know how to avoid such behaviors in the future and again were willing to share this when they recommend the destination to others. Meanwhile, those that indicated that they would likely support the traders in the future felt they would do so as they would not have a choice. They believed the traders provided an essential service, like transportation. They also indicated that they would seek only to support the traders they trusted and with whom they have built a relationship.

It was therefore proposed that for tourism leaders to reduce the negative effects of trader harassment at their tourist destinations attention must be given to strengthening the above factors at the destination level. One limitation of the study was the single data collection method used, surveys. Multiple data collection methods would have strengthened further the reliability and validity of the study's findings. The findings are important as they could have implications for the effective management of destinations with extreme VH.



## Abstract 7

### MOTIVATIONS FOR SURF TOURISM

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**KEYWORDS:** Sport, Surf Tourism, Motivation, Push-Pull.

**ABSTRACT:** Surf is a fashion sport, which has become a significant component of the worldwide adventure tourism sector, with over 10 million surfers worldwide (Buckley, 2002; Barbieri & Sotomayor, 2013), has also become a social phenomenon with economic, social and environmental significance (Buckley, 2002).

Tourism motivation has been considered as an important issue in consumer tourist behavior particularly in destination choice. And has long been a topic of interest to researchers in the leisure, travel and tourism domains (Lo & Lee, 2011). This paper explores tourist motivations related to the growing consumption of surf sport. Based on an extensive literature review in surf tourism and motivations, the main goal is to provide a conceptual framework on push and pull motivations for surf tourism, considering eight motivations dimensions: (1) surfing appeal, (2) access and infrastructures, (3) knowledge and learning, (4) social, (5) leisure, (6) prestige, (7) sport and (8) adventure.

Some limitations are presented. First of all it is a theoretical paper. And from a theoretical standpoint, and despite the extensive literature review, the study might omit and therefore not consider other eventually existing relevant surf tourism motivation dimensions.

Surf tourism is of major importance to the tourism industry (Dolnicar & Fluker, 2003). Since there is scarce research on this market, this study intends to deepen the understanding on the concept of surf tourism.

By measuring motivation, researchers can identify different types of tourists and determine their corresponding travel and behavioral patterns. On the other hand, insights drawn from tourist motivation research can be provided to tourism marketers for a better development and evaluation of surf product and service, brand image, and destination positioning within surf tourism industry. Finally, it could be allow surf tourism industry to implement sustainable tourism strategies in order to the maintenance of sustainable surf destinations.



## Abstract 8

### MEASURING TOURIST SENSITIVITY TO PRICE AT A MATURE "SUN AND SAND" DESTINATION

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**KEYWORDS:** Price sensitivity, Price sensitivity scale.

**ABSTRACT:** The importance of the variable 'price' in the context of tourism, and the need to identify patterns of tourist behaviour on the basis of sensitivity to price, is emphasised from multiple instances. Given the lack of valid and reliable scales to measure 'price sensitivity' in tourists, a scale has been developed and empirically validated in the present work to measure this sensitivity, while, at the same time, analysing the sociodemographic characteristics of those that are more or less sensitive to price.

This scale has been developed through (1) an exhaustive review of the literature on the dimensions that determine price sensitivity, and (2) a survey of 21 experts in tourism, using a Delphi methodology to validate the content of the proposed scale. Subsequently, convergent, discriminant, and predictive reliability and validity were determined through SEM models; through personal surveys carried out on a representative sample of 1100 tourists. Predictive validity was demonstrated through 'spending' at the tourist destination, showing that price sensitivity is an antecedent of spending that has a direct and negative effect. The validated scale consists of 21 items and 6 dimensions: (1) Search for Reference Prices, (2) Perception of High Prices, (3) Reaction to Changes in Price, (4) Predisposition to Search for Low Prices, (5) Propensity towards Promotions, and (6) Anticipation of the Purchase. Finally, it has been verified that there are significant differences in price sensitivity according to the sociodemographic profile of tourists, with age, education, income level and nationality being the characteristics that influence the price sensitivity of tourists the most, and gender not having a significant effect. In this sense, price sensitivity levels decrease as age increases, while price sensitivity increase when tourists are more educated. There are also significant differences according to the country of origin of the tourist, with Germans being the least price sensitive, and English, Irish and Spanish the most.

From an academic point of view, this research has sought to contribute a valid and reliable scale of measurement for determining the degree of sensitivity to price on the part of tourists, as well as to analyse the relationship between this sensitivity and sociodemographic characteristics. From a practical point of view, a reliable tool is provided for segmenting tourists according to their degree of price sensitivity, which will allow tourist operators to focus their efforts on a more refined search for a more specific clientele for their destinations or establishments, thus increasing profitability.

As far as limitations are concerned, it should be noted that the empirical study was carried out at a mature destination during high season, which corresponds to higher prices and a tourist sample with a higher percentage of repeat-visitors that have, therefore, a frame of reference for prices from their previous visits. Likewise, price stability at the destination used for the empirical application, and that part of the sample has been hosted in all-inclusive hotels surrounded by a wide range of facilities and attractions on offer, which may also have affected the results. It would therefore be desirable to replicate the study during low season, at destinations with new developments; with different typologies of hotels and holidays on offer, and with profiles of different tourists in order to verify that the scale can be generalised to any typology of tourist, lodgings, or destination.

Abstract 9

**BADMOUTHING AND DISCARDING THE RE-VISIT TO A DESTINATION: DO UNFAIR PERCEPTION AT THE AIRPORT OF TOURISTS RETURNING HOME MATTER?**

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**KEYWORDS:** Justice perceptions, Destination loyalty.

**ABSTRACT:** Prior research is increasingly considering the role that tourists' experiences at the airport can play in the success of a travel destination. Little is known, however, about how tourists react to these experiences based on the way they perceive the airport representatives' (un)fair treatment. Perceived (in)justice is indeed omnipresent in customer service (e.g., Karatepe & Shahriari, 2014, for a review) and, hence, during tourists at the airport are returning home, it is very likely that they will be recipients of (un)fair treatment by the airport's representatives. This study thus contends that during the airport service is provided, tourists can perceive interactional justice (IJ) or the "perceived fairness of interpersonal treatment that people receive during the enactment of procedures" (Tax et al, 1998:62); procedural justice (PJ) or "the allocation of costs and benefits in achieving equitable exchange relationships" (Smith et al, 1999:358-359); and distributive justice (DJ) or "the perceived fairness of policies, procedures, and criteria used by decision makers" (Blodgett et al., 1997:189). It is so predicted that the more tourists will perceive these three types of justice, the more they show destination loyalty and positive WOM (word-of-mouth) about the destination.

Data were collected in the terminal building of the Gran Canaria airport (Gran Canaria island, the Canary Islands, Spain) from 88 tourists-passengers who were about to leave Gran Canaria in order to return home, and were analyzed by using SEM. The results support a positive relationship between the three dimensions of perceived justice on the destination loyalty, but not on WOM intentions. This paper is one of the first that examines and supports organizational justice as a factor in the destination airport able to influence the success of a travel destination, as well as clarifies how different actors of the value chain in the airport environment can support- or damage -each other.

This study used a cross-sectional design, increasing the possibility that it would suffer from mono/method-source bias. Furthermore, the sample was small and only extracted from one culturally single source.

The findings suggest that airport managers can promote tourists' revisit by a) favoring distributive justice perceptions among tourists; that is, that the outcomes are perceived as equitable and fair, b) favoring procedural justice perceptions, as they are so promoting an airport systematic and appropriate image in solving service problems or managing tourists' complaints (Smith et al., 1999)". Furthermore, the extent to which the waiting process to board and - the boarding itself - is implemented inspired on procedural justice, airport managers are also preventing passengers' from discarding the re-visit. Finally, as interactional justice may also favor the destination success, features that should also be in the airport managers' agenda are "courtesy," "respect," "interest," "careful listening," "effort," "trust," "explanation," "empathy," "apology," and "communication" (Blodgett et al., 1997; Smith et al., 1999).



## Abstract 10

### SUSTAINABLE TOURISM AND/OR PROFITABLE TOURISM?

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**KEYWORDS:** Sustainable tourism, Local development.

**ABSTRACT:** The purpose of the study is to present the case of the village Gyimesbükk (Ghimes-Faget) in the Eastern Carpathians (Romania), which is located at the former border between Hungary and Romania, which border existed there unaltered for 1000 years. The village, as a new symbol of this border has become a place of pilgrimage in the last 9 years, where numerous tourists travel - especially from Hungary -, having a role in the development of Gyimesbükk. The village became the most visited village on the former borderline in recent years. The former untouched mountain area is one of the most biodiversified territories in Europe which can be damaged by the tourism development. The aim of the study is to introduce the changing situation in the region and to give examples of the sustainable tourism.

Besides the processing of the literature we had made a research in the region. During the field work there were carried out several interviews with local stakeholders, and questionnaires were filled out by local inhabitants and by tourists too. We also participated in some programs which were organized for tourists, and also in programs, which were only for us to get to know the local harmonious life form with the nature.

The former borderline plays still, or again, an important role in the life of Gyimesbükk. The development activities of the village are focused on the old, virtual border: old buildings are being renovated, historical monuments are being emerged in an until now well preserved, natural landscape. The actors – partly from Hungary – have the objective to rescue the historical mementos and create a symbolic place where one can remember the past. Behind these theoretical grounds, there are also practical aims, to attract tourists in the village, which contribute to the economic recovery of Gyimesbükk. This new flush of tourists led to a kind of industrialization, which makes the tourism less personal. As long as the local stakeholders are mostly glad of these processes, scientists try to emphasize, the new mass of tourism can damage the environment, which oneself is one of the main attractions of the region.

Some of the stakeholders have the opinion it should be focused on a certain target group of tourists. I think it is not possible to stop artificial the tourist flow, but the wildness of the Carpathians can defend itself as long as these mountains will be not “developed” as the Alps.



Abstract 11

**SUSTAINABLE DEVELOPMENT OF ECOTOURISM CONNECTED WITH PROTECTED GRASSLANDS,  
MAINTAINED THROUGH GRAZING BY FARM ANIMALS IN SOUTHERN POLAND**

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**KEYWORDS:** Sustainable development, Ecotourism, Protected grasslands, Farm animals.

**ABSTRACT:** Poland, a country situated in Central Europe, which nature is shaped by a temperate climate, is considered to have a relatively big natural heritage. That can be illustrated by a big diversity of habitats, as well as plant's and animal's species, with protected areas occupying more than 30% of its territory. However, nowadays apart from agriculture, another aspect shaping its economy is appearing, its ecotourism. The purpose of the study was to determine what ecotourism means, who might be the potential ecotourists and to estimate when conventional tourism may be converted into ecofriendly. Moreover, there were assessed some benefits resulting from introducing that model of tourism, connected with protected grasslands, grazed by farm animals, in the aspect of sustainable development. In the area of Miechow Upland, there are thermophilic plant communities, which are characterized by a big biodiversity, comparing to other, neighbouring habitats. Hence, there is a great need to share some knowledge of them with the society. Converting conventional tourism into ecofriendly needs implementing the following rules: travelling to places of clean environment and outstanding natural beauty, with environmental impact minimalized and awareness increased. It should also provide some financial benefits, both for the needs of nature conservation and to the local communities. So it has to be in accordance with the principles of the sustainable development.

The most commonly perceived positive and practical implications, arising from development of ecotourism, can be education and promotion of protected areas, by putting the emphasis on the cognitive aspect of nature. It is estimated, that potential ecotourists, will emerge from the inhabitants of big cities, like nearby Krakow. When living in the urban environment, they often long for the close contact with nature, and are aware of its beneficial impact on health. It may become also interesting experience and passion. Furthermore, as maintaining the biodiversity of plant species needs grazing by the livestock, some rare breeds of cattle and sheep will be again introduced in such places, which also is a very positive aspect. That may help to improve the living conditions of the local inhabitants, who should fully participate in benefits related to it's development, e.g. by providing accomodation for ecotourists, who also would buy there local and organic food. Thus, ecoturism may become something completely new in that typically agricultural land.





Abstract 12

**TOURISM AS A COMPONENT OF SUSTAINABLE DEVELOPMENT**

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**KEYWORDS:** Tourism, sustainable development, Systemic analyze.

**ABSTRACT:** In this paper, we develop a theoretical framework for analysing the the challenges of sustainable tourism and to identify viable solutions over the long term. It also shows that a sustainable tourism initiative can be part of a virtuous circle, driven by learning and feedback loops. Our objective is to show how tourism can successfully integrate the principles of sustainable development into a sector which, a priori, is relatively distant. If tourism presents strong economic stakes (wealth created, jobs generated, and currencies collected), it is also considered as source of many problems in terms of sustainable development. The current problem of tourism is to preserve not only the environment but also heritage and cultural diversity. This awareness of tourism risks start to emerge in companies. Some companies are now integrating sustainable development into their development strategy through its three pillars: economic, social and environmental. Many experiences have shown that it is possible to combine sustainable tourism practices with a tourism activity and the necessity to examine the issue of sustainable development in a global way.

The purpose of this article is to provide a theoretical framework to analyze the tourism sector as a complex social system and to understand the specific stakes of sustainable tourism. The use of systemic analysis makes it possible to make this transition from local to global and to understand the processes of organization and interaction of elements in a complex system. The practical objective is to help stakeholders in the tourism sector to coordinate their actions and to face the challenges of their sector of activity, in particular in terms of sustainable development.

This article shows that systemic analysis has the advantage of better understanding the complex social system of tourism and imaging sustainable development solutions that are promising and sustainable over the long term. It also shows that a sustainable tourism initiative can be part of a virtuous circle, driven by learning and feedback loops. On the other hand, this study is theoretical and it's not applied on a concrete case, the next studies in this direction must develop this analysis on the field of investigation in order to check if the results obtained on the theory correspond well to the field of investigation.



## Abstract 13

### CRITICAL ANALYSIS OF INDICATOR APPROACHES TO EVALUATE SUSTAINABILITY OF DEVELOPMENT OF COASTAL TOURISM (ON THE EXAMPLE OF ANDALUSIAN PROVINCES)

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**KEYWORDS:** Sustainability, Coastal tourism, Destination.

**ABSTRACT:** The main purpose of the current investigation is to make critical analyses of fundamental indicator approaches and choose the most efficient group of indicators for evaluating the sustainability of coastal tourism development in Andalusian provinces. Additionally, we will apply the obtained indicators to Huelva, Cadiz, Malaga, Granada and Almeria provinces. The critical analysis is done on the basis of the following core indicator methods: "System of Indicators for Sustainable Tourism Development in Andalusia", "Tool of the European system of indicators for sustainable development of touristic destinations" and relevant approaches (Department of Tourism and Trade, 2015; Ministry of Environment, 2003; European union, 2013). The achieved indicator content reflects the most comprehensive way of evaluation of sustainability of the current conditions in economic, environmental and social spheres, which in its turn forms the complex system of coastal tourism in Andalusian provinces.

The main finding was achieved with the determination of a system of indicators that allow elucidate possible diagnoses concerning the level of sustainable development of coastal tourism in Andalusia. Most of the limitations were connected to the absence of certain information and the difficulties in interpretation of different kind of data and information in an integrated way. Last 65 years of intensive massive tourism in coastal areas of Spain has triggered irreversible changes and serious imbalances in social, economic and environment spheres (Pérez de las Heras, 2012). Diverse scientific investigations have revealed that coastal zones suffer from numerous environmental problems, which in its turn compromise deliver of vital coastal and marine resources for future generations. Coastal tourism is one of the biggest stakeholders, with significant positive influence in sense of economic income but with huge anthropogenic pressure during high season in summer (from June till September).

Andalusia is the region under study, whereas, this destination takes second place after Catalonia by its number of arriving tourists. The increasing problems in coastal areas are pointing out on the necessity of the reorientation of the management model of coastal tourism in Andalusia to a more sustainable way of development. From the holistic point of view, the strategy of sustainable development of coastal tourism has to include economic prosperity, social equality and environmental protection in short and long terms (Garcia & Magadan, 2008).

To update the present management model of coastal tourism with the principles of sustainability, it is necessary to assess the current situation in governance, territory, vulnerability, profitability, diversification, quality and innovation areas in Andalusian region. Thus, the main aim of the project is to assess the level of sustainability of development of coastal tourism in the provinces of Andalusia. The derived results showed how stably the coastal tourism develops in Andalusia. Also, the indicator analysis allowed to better understand the level of the problems generated in the industry of coastal tourism and related sectors. Thus, the current study will be a very supportive instrument for policymakers and touristic managers to modify the current management model to more sustainable, environmental-friendly and profitable way of development of coastal tourism in Andalusia.



## Abstract 14

### ANALYSIS OF THE SHARING ECONOMY IN THE AREA OF TOURISM EXPERIENCES

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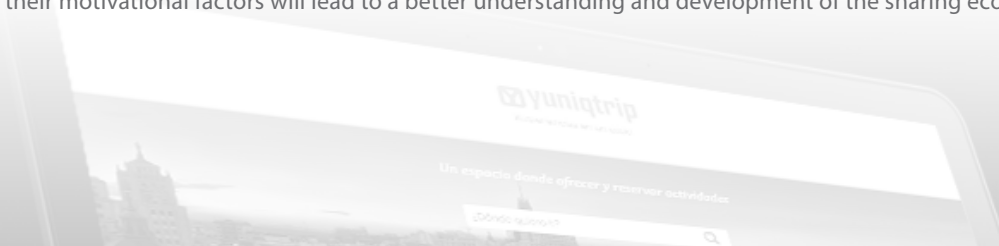
**KEYWORDS:** Digital platforms, Sharing economy, Tourism.

**ABSTRACT:** The present research aims to achieve a deep understanding of the current state of the sharing economy in the area of tourism experiences. To this aim, it is necessary to analyze the concept, its reach, the activities that are offered and the way in which each of the eight named digital platforms work. The interviews are focused on understanding the socioeconomic profile of those who consume these products and their motivational factors. This research studies the situation of the sharing economy in the context of tourism experiences. An analysis of eight digital platforms that offer collaborative touristic and gastronomic experiences has been conducted. The studied platforms are the following: Trip4real, Yuniqtrip, Toursbylocals, Tournative, Eatwith, Vizeat, Cookening, and Bookalokal. The first four are specialized in touristic experiences, while the last four are dedicated to gastronomic experiences. In addition to this, sixteen subjects were interviewed, twelve of which were Airbnb users while the rest had not used sharing economy platforms yet. One of the Airbnb users has also booked a touristic experience using Toursbylocals.

For the analysis of the digital platforms, a standard template was used. This template includes a brief description of each one, an analysis of how they work and how the activities are selected, a list of the activities that are offered in the platform, and the reviews from the clients, as well as any other relevant characteristics worthy to be mentioned. The semi structured interviews were designed as a qualitative tool to obtain information from the sixteen subjects.

From the analysis of the digital platforms, the main result is that they are all fairly similar and that they are in a very early stage, since they are implemented in very few tourist destinations. The range of activities that are offered is quite large. One issue that has been found in several of users comments is that they specially like when the activity is personalized to their tastes or needs. From the interviews with the users, what was found is that the economic savings and the novelty are the main motivational factors that lead to using sharing economy platforms. However, social benefits are not taken into account by customers as a motivational factor when choosing sharing economy platforms. In general, subjects valued their experience when using Airbnb as very positive and they felt that they were contributing more to the local economy with this type of tourism. However, they are quite reticent to eating in someone's house.

The most remarkable research limitation is the lack of interviews conducted to consumers of tourism experiences that are part of the sharing economy, as it was very complicated to find them. Besides, this topic is relatively new, which means that many interesting aspects might have been left out of this exploratory project. Understanding this phenomenon is crucial for tourist destinations, since it is the only way to decide whether these types of business models are positive or not for the destination. Getting to know the characteristics of the portals in which these activities are offered, the profile of consumers and their motivational factors will lead to a better understanding and development of the sharing economy in tourism.



Abstract 15

**CORPORATE SOCIAL RESPONSIBILITY ON TOURISM COMPANIES IN MOROCCO: A LITERATURE REVIEW**

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**KEYWORDS:** Corporate Social Responsibility, Sustainable Development, Tourist destination, Morocco.

**ABSTRACT:** The debate on Corporate Social Responsibility (CSR) has recently developed internationally in response to the challenges launched by globalization and the rise of societal and ethical demands. In a context of intense exchange of goods and services, technological progress, increased financial flows, liberalization, deregulation, privatization and renewed dynamism of civil society.

In Morocco, public authorities, civil society and business are beginning to become aware of the need to promote this culture of social responsibility, even if confusion between the latter and legal responsibility still remains, the tourism sector is not immune to this awareness.

In this paper, we will try to review the initiatives of tourism companies in Morocco; a literature review will present the state of play, constraints and future prospects.



Abstract 16

**GOVERNANCE AND CULTURAL TOURISM NETWORKS: STRATEGIC PROCESSES OF RESPONSIBLE MANAGEMENT WITH STAKEHOLDERS**

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**KEYWORDS:** Governance, Responsibility, Cultural tourism, Management models, Stakeholders, Strategic planning.

**ABSTRACT:** The purpose of this paper is to examine the governance mechanism, and the role of stakeholders in cultural institutions in order to create, or improve responsible cultural touristic products. The application of mechanisms of sound governance with stakeholder management of cultural heritage has special relevance in the formation of a responsible tourist product based on competitiveness, diversification and differentiation. Thus, the cultural heritage can provide singularity to destinations. The current needs suggest that the four models should be revised, considering the role of stakeholders in the conformation of the product to be offered. In this paper we evaluate the possibilities of the implementation of governance practices in the management of museum institutions.

Network analysis was employed to measure the relationships within cultural institutions, in this study, the museums. Data were collected using interviews, informal conversations and observation, analyzed with the UCINET software— for statistical social network analysis—, and NVIVO (Qqdas) for qualitative different characteristics in each museum. Different stakeholders relationships were measured (closeness centrality and degree centrality), as well as attitudes toward trust and collaboration. The study of cases were used as the main technique. The case study is a research strategy that focuses on understanding the dynamics present within the individual. Cases are particularly valid when pose questions like “how” or “why”. As case studies, we selected an example belonging to each of the four models of cultural heritage management: Painted Cave Museum and Archaeological Park (dependent model), Néstor Museum (autonomous management), Cultural Community Project of La Aldea (non-profit independent model) and Cenobio Valeron (private management). Results showed that collaboration was not consistent across all types of models. There are differences in the four models: Line Departments, Arm’s Length, Non profitmaking and Private models. Reciprocity among existing links was average. The organizations appeared to have high levels of trust and positive attitudes toward collaboration.

The paper demonstrates the usefulness of network analysis as a tool for the host communities, to help build their capacity in decisions making management through the development of local networks. It also suggests that the study of museums provides a suitable context for future research to examine other cultural institutions in the tourism context. A museum network can be studied as a measurable mechanism assessing community capacity building in museum management and explicating the collaboration patterns and relationships in event portfolios that facilitate the joint use of an integrated set of sources for permanent collections, temporal exhibitions, and events.



Abstract 17

**SPORTING MEGA EVENT AS A CONTRIBUTOR TO THE DEVELOPMENT OF THE TOURISM SECTOR OF A CITY: MARRAKECH CASE**

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**KEYWORDS:** Sports event, Sport tourism, Local development.

**ABSTRACT:** During the last decade, there has been a significant impact on awareness of the organization of sporting events on the tourism of a nation in general and especially the host city. The organisation of mega-events is strongly supported by nations of the world, both developed and developing. Although proponents of mega-sporting events claim that these types of events attract hordes of wealthy visitors and lead to lasting economic benefits for the host regions, the monetary and non-monetary benefits seem to be huge, sometimes many countries emerging deficit in the organization of such events which lead to the worsening of the public debt of the state, it added that these countries rarely use the infrastructure built to host these events. These estimates are very important and should be considered especially for developing countries that need these billions of dollars in promoting primary sectors: education, health and basic infrastructure. While a mega-event is planned at least once every year somewhere in the world. In 2013 and 2014, Marrakech city, from Morocco had the chance to organize two editions of the FIFA Club World Cup. The benefits of these events seem lucrative; the fact that many countries are bidding to host these events suggests that the benefits - Whether tangible or intangible exceed direct and indirect costs incurred in organizing this type of event. This paper examines the effect of the organization of sporting events on the development of nation branding, identifying the relationship between sport and tourism, then presents a study of a specific case and which is the experience of the city of Marrakech when hosting the club world cup in both its 2013 and 2014 edition, and its impact on the development of tourism in the city.

The method of research is a descriptive analysis. To this end, the literature is obtained through the collection, classification, analysis articles and related resources on sports tourism and the bond that can exist between the mega events and tourism. We conducted an extensive review of the literature on the mega event and tourism in order to understand each concept separately, then we looked for the relationship that may exist between that two concepts. This allowed us to understand the existing causal relationship between the two variables. To realize our work, we conducted a literature review on a specific case, it's about Marrakech city during its organization of two editions of the World Cup teams, we studied the effect of hosting a mega event on the tourism sector of the city during and after completion of the event.



Abstract 18

**INTERNATIONAL MOBILITY AND SECOND-HOME OWNERSHIP: GERMAN RECREATIONAL PROPERTIES IN GRAN CANARIA**

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**KEYWORDS:** Mobility, Second homes, Case study.

**ABSTRACT:** This presentation is an outline of a research project on German second-home owners in Gran Canaria island, Spain. German nationals are the biggest group of foreign visitors in Gran Canaria island, as well as the biggest group of foreign nationals permanently residing in Canary Islands. Second-home owners, however, is a distinct group of tourists that stands in-between mass visitors and permanent residents. There are no statistical records on the amount of foreign property owners in Gran Canaria. Various unofficial estimations of the number of German property owners reach the figures of 60 and 70 thousands.

Despite the high number of foreign property owners in Gran Canaria, foreign properties have been largely ignored by local tourism developers and academic community. A previous extensive study on German property owners was conducted in 2002. It focused on both German property owners and property renters. This previous study informs about main mobility patterns, spatial distribution, motives and relationships between the first and second homes of German visitors in four Canary Islands.

Against the background of the previous investigation of German property owners in Canary Islands, the present study targets exclusively property owners. The study focuses on the following questions: Do programmes for tourism development in Canary Islands differentiate foreign property/second-home owners and how? What are local sustainability actions in tourism and second-home tourism? How German owners evaluate the sustainable development and sustainable life? Is second-home tourism more sustainable?

The municipality of San Bartolome de Tirajana is chosen as a case study area due to its popularity among foreign property owners. The data for the study consists of official documents, policy regulations and strategies, as well as interviews with German second-home owners. The data collection and analysis are still in progress.



Abstract 19

**THE EFFECT OF LOCAL EMBEDDEDNESS ON HOTEL COMPETITIVENESS - INVESTIGATION OF COMMUNITY SPACES IN THE INTERNATIONAL LUXURY HOTELS**

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**KEYWORDS:** Hotel competitiveness, Community spaces, Luxury hotels.

**ABSTRACT:** The investigation of local embeddedness is a novelty in the academic literature related to the tourism and hotel industry. Karl Polanyi investigated embeddedness first in 1944, Granovetter (1985) defined embeddedness as an economic action embedded into structures of social relations. Based on this definition, the author assumes that this fact has to be taken into account and analysed in the case of hotel industry as well, where economic process takes place during the service-provision, the satisfaction of the guests. Due to the globalization, the change in the consumer behaviour and global firms, the question of location and local resources are becoming more and more significant especially in the case of international hotel chains. The international hotel company is a member of a hotel market at a specific location, and it is surrounded by a sociological environment, local people, culture and traditions which have an impact on the competitiveness of the hotel.

The author investigates in which ways the local embeddedness has an effect on hotel competitiveness at different locations of a luxurious hotel chain with the application of qualitative methods.





Abstract 20

**THE RISE OF SPA IN TRANSITION ECONOMY: EXPLORING THE QUALITY OF EXPERIENCE IN HERITAGE SPA IN POST WAR SRI LANKA**

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**KEYWORDS:** Heritage Spas, Quality of Experience, Sri Lanka, Post-war situations.

**ABSTRACT:** This paper explores Quality of Experience (QoE) of Heritage Spas and their attributes in post war Sri Lanka. Recent literature focuses on attributes of Spa that attracts visitors (Valjarevic et al., 2017) and thus Spa has a potential for post-war recovery and development in Sri Lanka. Heritage Spa facilitates the stability in health and wellness of people to deal with their stress levels and to maintain the equilibrium in living environment (Bodeker and Cohen, 2008). In the recent past, there has been a growth momentum in health and medical tourism all around the globe which requires collateral growth in high quality experiences at Spas. Literatures on Spa focus on attributes of Spa, Spa goers' motivation and the role of experience economy in development (i.e. Adongo et al., 2017). However, there has been a dearth of research on QoE in the growing Heritage Spa in Sri Lanka or similar context. QoE generally is understood as the consumers' evaluation on fulfillment of the expectation (Valjarevic et al., 2017). Moreover, recent trend in modern tourism emphasizes specific tourist offerings based on uniqueness and the degree of customization.

The present study followed a qualitative approach as a key methodology as QoE is subjective and involves intervening factors. The samples selected for study include Spa that uses local knowledge for their operations such as Ayurvedic, Meditation and Yoga retreats; and therefore, sample was selected using both purposive and convenient sampling methods. The primary data collection was carried out through semi structured interviews and observation.

The major findings of the study include several perceptions and attributes that are explained by visitors. First, the Sri Lankan Heritage Spa products attract visitors, because of the inherent and unique qualities that presented as both technical characteristics and service attributes. Second, the QoE is a set of personal evaluations that creates a remnant of positive deviation on experience gained with respect to experience expected. Third, it was found that people look for local and authentic bases than experiencing similar treatments as usual. Finally, QoE is compiled with set of sequential personal evaluations, can be known as physical, emotional and generalized evaluations.

The findings of this study have significant implication for Spa management and broadly in the field of Tourism and Hospitality industry to improve their quality from the perspectives of visitors. The findings on QoE give a certain insight of how significant the measurement of QoE to the sustainability of Spa. The finding can be further developed and generalized to explore QoE in different market segments. Simply, the QoE evaluation framework and findings on Heritage Spa attributes can be used as a guide to review, improve, and enhance experiences of visitors and service qualities of Heritage Spas in the future.



Abstract 21

**TRAVELLING WITHOUT CHILDREN: ANALYZING TOURISTS' PREFERENCES FOR SELF-CATERING ACCOMMODATION CHOICE**

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**KEYWORDS:** Discrete choice modelling, Stated preferences, Multinomial logit, Mixed logit, Self-catering accommodation.

**ABSTRACT:** Travelling or not with children may be decisive when selecting a resort where to holiday. This work aims to study the determinant factors affecting self-catering accommodation choice, with special emphasis on analysing adult tourists' behaviour when children are absent. Tourists' preferences were modelled using a discrete choice analysis. Demand information was obtained from a stated preference experiment, in which tourists faced the choice between two hypothetical self-catering accommodation alternatives that differed with respect to their service levels and their attributes. Multinomial (MNL) and Mixed Logit (ML) model specifications were estimated, which incorporated both systematic and random heterogeneity in preferences in order to have a better knowledge about the diversity of tastes in this specific market.

The identification of both systemic and random heterogeneity in preferences revealed differences in tastes on the attributes for different tourist segments. Accounting for these differences, willingness to pay (WTP) measures for improving the levels of service were calculated. Results show that tourists who do not travel with children appreciate more calm environments at self-catering resorts than those who travel with children. They are willing to pay 13€ more for spending their holidays at a resort located in a quiet zone.

The understanding of tourists' preferences of such an important tourist activity as self-catering accommodation is for the canary region is of great utility, and especially the knowledge of the monetary valuation of such preferences. To the extent of our knowledge, tourists' preferences at this type of lodging are unexplored in literature and, more specifically, the adoption of a discrete approach to model such preferences is non-existent. Thus, the present study adds a valuable contribution on the analysis of consumer preferences for tourist self-catering accommodation. Given the particular characteristics of the Canary Islands as a mature tourism destination of sun and beach, the results of this research can only be extrapolated to similar markets.

The results of this study may be useful for managers so that the monetary values of attributes can be incorporated as developed price strategies. By including the outcomes directly into their pricing structure, they can develop more accurate pricing schemes. Also, the findings of this study may be helpful in order to enhance the quality of the services offered, making their resort more attractive. In addition, the outcomes may serve to guide marketers in streamlining their promotional strategies. All these can be finally favourable for maximizing revenues and increasing profitability.



Abstract 22

THE ANFI GROUP: A CASE STUDY OF TOURISM EXCELLENCE BASED ON MARKETING INNOVATION

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**KEYWORDS:** Organizational innovation, Case study, Innovative marketing.

**ABSTRACT:** Organizational Innovation is an important topic linked to tourism literature (Hjalager, 2010). This literature suggests that innovative enterprises gain a competitive advantage and a subsequent customer preference (Victorino et al., 2005), achieving a positive relation to financial performance (Jansen et al., 2006; Hull and Rothenberg, 2008; Orfila-Sintes and Mattsson, 2009). Innovation in tourism tends to be heterogeneous (Orfila-Sintes and Mattsson, 2009), however, a firm that has organization innovation may better understand both directing and management and the ability to have very good commercialization and sales of products and services (Zúñiga-Collazos, 2016). Based on this assumption, some authors state that organizational innovation activities can be linked to commercialization and sales (e.g. Schubert, 2010; Ceylan, 2013; Zúñiga-Collazos, 2016), and can facilitate responses to changes in the market. Hence, changes in marketing methods may become crucial to adapt to a new market situation (Martensen and Mouritsen, 2014).

In order to highlight the analysis of this organizational change process in tourism companies, the case study has been used. The case study is an in-depth analysis to investigate the context and processes involved in the phenomenon under study, and therefore, it can be considered an intensive study of selected examples. This method is a valuable research tool, and its greatest strength lies in the fact that it is measured and recorded the behavior of the people or companies involved in the phenomenon studied, being an essential form of research in the social sciences and business management, among others (Yin, 1989; 1994). In this work, we study Anfi Group as an example of commercial and sales innovation. The Anfi has managed to be successful with its business model based on the concept of luxury holiday membership, becoming one of the most solicited and respected time-share complexes in Europe.

The strong dependence on sales and marketing in the development of the holiday membership industry means that the sales effort acquires a main role in the commercialization of its installations. This important sales effort is made through two innovative marketing initiatives. On the one hand, the company's sales management of its holiday membership apartments through the "cold line" makes the Anfi Group the only complex in Europe that operates with this innovative sales system. The cold line manages the commercialization of the holiday membership through the client of the day, that is, the new client captured in his/her free time (normally at the beach) through promoter agents. On the other hand, operating the "in house line" means adding more weeks to the stay or selling lodging in higher quality or larger apartments (upgrades) to people who are already clients of the company. Sales management through this line is what really produces benefits for the company.

The conclusions drawn from this case study are in line with several empirical studies. These studies show that a firm's capabilities of managing and implementing management processes or practices affect its capabilities for commercialization and sales innovation activities (e.g. Martensen and Mouritsen, 2014). Therefore, as Zúñiga-Collazos (2016:2) points out, "there is a direct relationship between organizational innovation and a company's commercialization and sales process".



Abstract 23

MEASURING TOURISM SUSTAINABILITY AT SUBNATIONAL LEVEL, A PILOT STUDY IN THE ISLAND OF LANZAROTE

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**KEYWORDS:** Tourism, Sustainability, Subnational levels.

**ABSTRACT:** Tourism has seen an spectacular increase from 25 million international arrivals in 1950 to 1,235 billion in 2016 (UNWTO, 2017). The relationship between tourism and sustainability is symbiotic (Giulietti, Romagosa, Fons-Esteve, Domingues, & Schröder, 2016) since tourism does not only produce changes but it is also affected by them. This relationship between tourism and sustainability has been object of more attention recently. The UNWTO is currently conducting an initiative “Measuring Sustainable Tourism” which attempts to establish a methodology to define the aspects and the process that mark the sustainability of the tourism. However, one of the main problems to measure sustainability is that there is not a clear definition, in spite the myriad of attempts to describe it since the Brundtland report (WCED, 1987).

We propose a policy-oriented statistical framework to measure tourism sustainability at subnational levels, using the island of Lanzarote as a pilot study. The object of analysis is discussed in the first place, characterizing the different possibilities on what should be measure inside the relationship between tourism and sustainability. The issue of scalability is studied, emphasizing the need of development of statistics at subnational level. The framework stands on the 12 issues of sustainability defined by UNEP, (2005) combined with policy questions to define which aspects of tourism sustainability should be addressed. A set of indicators comparable internationally is proposed a result of the study of previous accepted methodologies such as Triple Bottom Line, the European Tourism Indicator System (ETIS) (European Union, 2016), the OECD Environmental Indicators, etc. To those are added the already produced indicators from the Institute of Statistics of Canary Islands (ISTAC). Indicators addressing concrete problems of Lanzarote - drawn from the study of documents on the development of the island - have been defined to compose a set of local indicators. Our results are a tool for the decision-makers to base the future strategies regarding tourism sector. We believe that the proposed statistical framework can be replicated and being helpful for other territories, even with different characteristics from Lanzarote. It might be particularly helpful for the Small Island Developing States as defined by the United Nations.



## Abstract 24

### **BIG DATA AS A TOOL TO IDENTIFY POINTS OF INTEREST AND TOURIST MOBILITY PATTERNS**

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**KEYWORDS:** Big data, Tourism mobility, Destination.

**ABSTRACT:** The purpose of this work is to investigate a new object of study in tourism research, points of interest. They are those places that tourists visit when carrying out activities to enjoy certain resources of a given destination. One of the main objectives of the research is to know how the characteristics of visitors influence visitors' patterns of visitation and how they connect the visit of points of interest in the destinations to configure the itineraries made during their trips. In this paper, the points of interest of a destination are identified. Lanzarote island has been chosen as study case to apply the research.

To identify the points of interest of the destination, Big Data have been collected from various sources. The intention of the research is to have information about the places visited from the perspectives of supply and demand. Some of the main means of reference have been government web pages, such as the island's official tourism portal and data from public statistical sources (lists of hotels, attractions, etc.). Through Airbnb it has been possible to create a list of the available holiday homes on the island. TripAdvisor has been also used as a mean to establish which places are valued by visitors. The use of Instasight makes possible to find out which are the most photographed places on the island. In addition, information from the ISTAC has been used to compare certain determinants to know which factors have a higher impact in the visit of the points of interest.

The paper proves that Big Data makes possible the identification of the points of interest in the island of Lanzarote. The places identified have been differentiated, according to their nature, in four categories: accommodation, restoration, transport and leisure. The analysis of the statistical data shows that there are no notable preferences among visitors of different nationalities in relation to the visit of certain places, but they have been found in their tendency to travel more within the destination. However, when analyzing the visiting patterns according to the municipality of stay, it has been possible to recognize notable differences in the places visited. In addition, it has been proven that those visitors staying in certain municipalities visit more places than others. The results also prove the secondary role that motivations have in explaining visitors' mobility patterns.

The practical application of the research is limited because there is no information available regarding to the order of the visit carried out between the identified places. However, a list of possible tools for collecting these data has been made. In addition, the use of other methods and tools would have revealed additional points of interest. Only three determinants were chosen: nationality, motivations and place of stay. Other variables such as repetition in the destination or the purchase of tourist packages could show other relevant determinants.

The knowledge of the points of interest of the destination and the itineraries made by visitors allows to identify which are the tourist areas of the destination and how the visitors arrive at them. This allows to implement measures to increase or reduce the influx of visitors to a given area. It makes possible to know what impact would have the increase of the accommodation offer in each area and how it would influence the visit of certain points of interest. In addition, it helps to estimate which places are visited because of their proximity to other points of interest. It can be also used for developing new tourism products and marketing strategies.



Abstract 25

DO WINE TOURISTS LOVE ONLY WINE? THE ENOMOTIV SCALE

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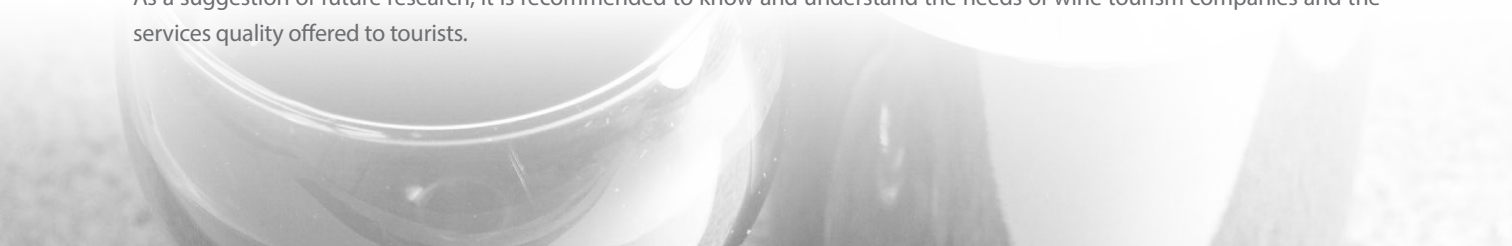
**KEYWORDS:** Wine Tourism, Motivations, Tourist Consumer Behavior, Regional Development.

**ABSTRACT:** Wine tourism is an emerging tourism product with an increasingly important role in the wine regions' development and promotion (Bras, 2010). Each wine-growing region has been developing various forms of wine tourism, through wine fairs and festivals, the constitution of wine museums / interpretation centers, visits to wineries and cellars, visits to vineyards and farms, wine tastings, wine-growing spas, wine-growing villages and wine routes (Costa, 2014).

The research on this product is mainly centered in four aspects: i) wine tourism as a tourism product; ii) wine tourism and regional development; iii) Biosafety and wine tourism; iv) and recently due to the emerging role of this product most of research focused on wine tourists' behaviors and segmentation (Mitchell & Hall, 2006) also the main focus of this work.

One of the first definitions of wine tourism states that it is a trip with the main focus on wine, mediated by the features of a wine region attributes and the wine tasting (Macionis, 1997). Recently, is considered as a complex product involving different motivations, perceptions, experiences and expectations (Hall, Sharples, Cambourne, & Macionis, 2000). Despite the importance of the topic, few studies focused on wine tourists' motivations. Motivation works like the consumer behavior trigger determining the different aspects of tourists' behavior, such as activities undertaken, destination choice, travel consumption and evaluation (Castano, Moreno, García, & Crego, 2003). Based on intrinsic and extrinsic motives that interact in a dynamic and evolving context (Correia, 2000), determining the perceptions that tourists build on destinations and tourism products (Gartner, 1993; Dann, 1996; Baloglu & Brinberg, 1997). In the few studies on wine tourists' motivations, the main aspects associated with this product are wine routes and specific elements of wine (Hall & Macionis, 1998), wine tasting and buying, visit to vineyards and cellars, learning (Alant & Bruwer, 2004), socializations and relaxing (Getz & Brown, 2006).

The present work main goal is to build a scale to measure wine tourists' motivations, to evaluate what leads tourists to search this product and the wine destinations. The methodology is based mainly in a literature review using a taxonomic analysis of the categories which can integrate the variables determining the consumption of wine tourism. This is a theoretical study, however with future intention of empirical application. It is proposed an empirical study with data collection through a questionnaire in wine tourism destinations. A multidimensional approach was used due to this tourism product complexity: the scale incorporates six dimensions: destination attributes, wine tourism activities, social interaction, knowledge, region reputation and social status. The ENOMOTIV scale is a crucial tool for destination managers and organizations aiming to obtain competitive advantages in this market. Knowing the wine tourists' motivations it is possible to build marketing strategies, specifically, segmentation, promotion, distribution and product design more appropriate to this demanding but lucrative market. As a suggestion of future research, it is recommended to know and understand the needs of wine tourism companies and the services quality offered to tourists.



Abstract 26

**IS THERE A GENDER DIFFERENCE WHEN IT COMES TO MOTORCYCLING BEHAVIOUR?**

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**KEYWORDS:** Gender, behaviours, Motivations, Events.

**ABSTRACT:** Events play an integral part in the tourism industry and thus a country's economy (Fenich, Herman & Hashimoto 2012). South Africa is no exception when it comes to the promotion and hosting of events. One area or type of event that has experienced growth is motorcycle events; this fact has led to the establishment of motorcycle tourism (Kruger, Viljoen & Saayman 2014). Motorcycling events promote motorcycles, specifically motorbikes (e.g. Harley-Davidsons, BMWs, etc.). Event organisers also host these events for specific causes such as riding for cancer; in addition, these events have an economic impact on the host area. Even though many biker events are held every year, little research is conducted at these events, and even less is known about the gender differences, needs and behaviour of bikers. Limited research has focused on socio-economic and behavioural profiles of male and female bikers from an international perspective. This research attempts to fill the gap in the literature regarding the motives of visitors to the South Africa Bike Festival and to compare male and female behaviour in the South African context.

A survey was conducted over the three-day festival period, and a factor analysis was performed in order to identify the motives of attendance. T-tests were also conducted to identify significant differences between men and women in terms of socio-demographic and behavioural factors.

Results confirm that there is indeed a significant difference between male and female bikers. Four key motives were identified for attending the South Africa Bike Festival. This combination of motives has not been found in the literature before. The findings also confirmed that male and female bikers differ from both socio-demographic and behavioural aspects and should be viewed as two distinctive segments. Marketing campaigns should focus on both segments and should appeal to all motivational factors that have been identified. The study contributes to the motorcycle literature and provides a greater understanding of female bikers' behaviour, which could assist event planners and marketers if they keep these aspects in mind.



Abstract 27

ENGAGEMENT CLIMATE IN TOURISM AND HOSPITALITY

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**KEYWORDS:** Engagement climate, Employee behaviour, Customer loyalty.

**ABSTRACT:** Companies operating in mature tourism markets have been facing considerable strategic challenges such as increasing competition from emerging destinations, an ever-growing emphasis from customers on service quality and also increasing customer decision power and freedom of choice brought by Information and Communication Technologies (ICT). In Spain, both private and public agents in the sector strongly agree that customer value propositions can no longer be exclusively based on low prices and natural resources, but rather on providing differential experiences to customers. The success in generating those “experiences” relies heavily on successful performances from service employees.

This study explores the issue of drivers of service employee behaviour and performance, as antecedents of customer experiences that constitute key strategic outputs for Tourism and hospitality organizations, such as customer loyalty, service quality, and customer satisfaction. A new construct, Engagement Climate, comprises a set of affectively charged psychological perceptions of the work environment, or engagement climate dimensions, which are conducive to the experience of engagement. Engagement Climate, as a latent social psychological construct, should virtually transcend the context of any one organisation or sector. However, given the nature of service work, Engagement Climate may most readily be observed (and fostered) in the context of Tourism and Hospitality, in particular among front-line employees.

The empirical study, consisting of a cross-sectional statistical survey, aimed to develop and pilot-test a questionnaire measure of Engagement Climate and to investigate its factor structure within a Tourism & Hospitality organization. Data were collected from a total of 544 travel agents from a leading travel group in Spain. The factorial validity of the model comprising ten dimensions, namely Autonomy, Supervisor support, Clarity, Cohesion, Fairness, Trust, Challenge, Recognition, Self-expression, and Overload, was demonstrated using confirmatory factor analyses (CFA). The scale and subscales comprising the measurement model all showed good internal consistency and reliability values. Our study can cover the existing gap between research and practice on the issue of managing people in hospitality organizations, and also deep on the concept of Engagement climate and on its relationship with other strategically focused work climates, and on its influence on service employee performance.





## Abstract 28

THE DESTINATION IMAGE IN MONETARY TERMS

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**KEYWORDS:** Destination image, Willingness to pay, Economic impact.

**ABSTRACT:** This paper develops a methodology for estimating the value of destination image, which incorporates two principal advantages over the methods used to date. First, it allows tourism destination image to be assessed in economic terms, so a formal cost–benefit analysis can be executed to ascertain whether or not a specific marketing action should be implemented. Second, it enables a disentangling of the economic assessment of tourist destination image in terms of destination attributes. This can be used to design marketing actions aimed at optimizing marketing efforts to enhance a destination image.

The study was conducted on a representative sample of the population in Germany, Europe's top source of international tourism, in 2007. Fieldwork was carried out on a sample of 1,200 potential tourists. The destinations considered were the Canary Islands (Spain), the Balearic Islands (Spain), the Greek Islands, Turkey, Cyprus and Tunisia. The assessment method developed is based on the methodology of Gensch (1978), in conjunction with a discrete choice model, as this emerges as the most appropriate method for measuring image assessment in economic terms, as it enables the changes image produces in tourist perceptions to be identified. The results demonstrate the validity and utility of this methodology for assessing destination image. In particular, it has been shown that destination image significantly affects tourist utility when deciding on travel plans for a set of destinations in the Mediterranean and the Canary Islands in relation to their willingness to pay. It was also found that the value of destination image differs considerably between these destinations. The value of destination image for locations such as the Balearic and Canary Islands is seen in tourist willingness to pay in excess of €20 a day more in comparison with other destinations, such as Tunisia. Moreover, the study is not limited to this assessment, but focuses on the impact that improvements and corrective measures in certain components of the destination image can have on greater tourist willingness to pay, such as natural landscapes or the services available at the accommodation resort, where willingness to pay for improvements is more than €20 a day. The study identifies the economic impact of changes in image on tourist perceptions.

An obvious need exists to establish a measure by which destinations can be compared and studies can be generalized. In particular, a methodological tool is needed so that destination image can be assessed in economic terms, with the dual purpose of enabling comparative studies to be made between destinations and making it possible to determine the value of destination image and WTP for improved destination image attributes. The present study distinguishes between destination image and the objective perception of the holiday experience at a destination, thus separating the measure of the dimension of perceived image, the measure of perceived experience, and the measure of perceived experience influenced by the dimension of destination image. This study highlights aspects for future lines of research. First, it presents the possibility of contrasting or refuting the validity of the analysis for other destinations and contexts, and of conducting subsequent meta-analyses. Comparative and market image analyses between different destinations and segments can be undertaken. Second, it poses the challenge of integrating the economic assessment of the affective dimension of image and its various attributes. Third, it shows that economic assessment studies need to be approached with a greater understanding of the destination image formation process, by including the phases of the holiday process and the variables that come into play, such as sources of information and motivation and their economic assessment.



Abstract 29

**INFLUENCE OF SOCIO-CULTURAL FACTORS AND GENDER ON WASTE BEHAVIOUR OF TOURISTS: INSIGHTS FROM 11 TOURISTIC DESTINATIONS ACROSS EUROPE**

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**KEYWORDS:** Tourist behaviour, Tourist destination, Waste strategies.

**ABSTRACT:** In the course of a global increase of tourism, the need to deal with waste generation, management and prevention caused by tourism activities requires increased attention. In this regard, tourists' behaviour is a crucial factor for improving the efficacy and efficiency of the waste strategies in place. Tourists' behaviour has been extensively studied in terms of environmental awareness, while less attention has been given to behaviour and attitudes of tourists in terms of waste generation and prevention. Especially, the socio-cultural and gender component have been hardly addressed in available research. There is some evidence about differences in environmental attitudes and behaviour between tourists from different countries of origin, just as there is evidence of different attitudes towards the environment between men and women, but these two sets of evidences are not integrated, and certainly not with regard to waste behaviour. The present study was developed as part of the H2020 project "URBANWASTE" that aims at understanding the influence of tourism on waste management and production and at developing eco- innovative and gender sensitive strategies for waste prevention and management in 11 European pilot cases.

Particularly, this study aimed at analysing and understanding the role and effect of socio-cultural factors (e.g. place of residence, age, education) and gender on 'waste behaviour' of tourists; the study includes the tourists' behaviour at home in comparison to their behaviour on holidays and accounts, hence, also for 'behavioural gaps' between home- vs. holiday-behaviour. The study investigates 'waste behaviour' of tourists based on a questionnaire survey and focus groups among tourists that were conducted in 11 European touristic cities and regions in 2016/2017: Florence (IT), Nice (FR), Lisbon (PT), Syracuse (IT), Copenhagen (DK), Kavala (GR), Santander (ES), Nicosia (CY), Ponta Delgada (PT), Dubrovnik – Neretva county (HR), and Tenerife (ES). Until January 2017, 391 survey responses of tourists have been collected and, at this moment, the data have been analysed with descriptive statistical methods. For the first phase of the survey, not all the pilots managed to reach the agreed target (50 replies for each pilot). In order to reach the target as well as covering an extended touristic season, in all pilot cases the questionnaire surveys are ongoing until early spring. The already collected data provides very valuable first findings for understanding the perception of tourists on waste management and production within the pilot cases. Moreover, a qualitative analysis of the transcripts of focus groups held with tourists, convened to further discuss issues raised in the surveys, allows us to examine some of the motivations for the survey responses. So far, focus groups have been completed in 5 case studies, with a further six due in the next month. The main outcomes of the first analysis can be subdivided in 3 main categories: 1) Individual (tourists) behaviour /company's waste management; 2) Preferences / accommodation choice; 3) Suggestions for improving waste behaviour / situation. Beyond better understanding the behaviour of tourists with regards to waste, the results will be useful inputs for improving the waste management and communication strategy of the pilot cities, thus contributing to an overall improvement in their waste performance.

Abstract 30

**SUSTAINABLE TOURISM PLANNING AS A TOOL FOR REGIONAL ECONOMIC DEVELOPMENT:  
SOUTHEASTERN ANATOLIA REGION - TURKEY CASE**

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**KEYWORDS:** Sustainable Tourism Planning, Regional Economic Development, Tourism Management.

**ABSTRACT:** For decades, tourism has become a crucial sector for cultural and economic development and for this reason it has been used as a tool for overcoming uneven regional development. Since then, the management of tourism affects the conditions of destinations and host communities, and more broadly, the futures of ecosystems, regions and nations. Informed decisions at all scales are needed so that tourism can be a positive contributor to sustainable development in keeping with its role as a significant source of both benefits and potential stresses. But there is no doubt that, tourism sector has negative effects on its own resources and studies show that tourism is not automatically the savior for all less developed areas and it can also cause some negative impacts. The Western world has realized that this industry has not only entertained and employed millions of people around the world, but has also destroyed nature through pollution, has destructed animal habitats and has been responsible for deforestation to make way for hotel constructions, just to mention a few negative aspects. Owing to this, the key word and need for maximization of the benefits of tourism and for minimization of the costs of developing industry is planning and recently, discussions on tourism planning have underlined the need for sustainability, which, along with the ecological issues, pays attention to economic and socio-cultural factors.

From this perspective, the aim of this paper is to scrutinize the principles and limitations in utilizing tourism for positive regional development within the context of sustainable tourism planning. For this aim, a case study was realized in Southeastern Anatolia Region, which is a less developed region in Turkey. Turkish central government has realized crucial public investments and planning studies for that region from the 1980s to eliminate regional disparities by using its agricultural and tourism potentials. "Southeastern Anatolian Project" (GAP), which is the largest and most multifaceted regional development project in Turkey, and social and cultural development projects, tourism master plans are some of these facilities.

This paper is focused on the tourism master plans and their effects on regional development.

The results of the case study shows that although there are some limitations in the way of sustainable regional development in the Southeastern Anatolia Region, the planning facilities effect positively the social and economic life in terms of tourism activities.



## Abstract 31

THE FORMATION OF RISK PERCEPTION IN INTERNATIONAL DESTINATION

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**KEYWORDS:** Risk Perception, International destination, Image.

**ABSTRACT:** Destination security is one of the most important aspects that define the quality of services provided at tourist destinations (Otto and Ritchie 1996). In general peace and security are crucial conditions for economic development of any region or country (Reisinger and Mavondo 2005). In the case of tourism, it becomes even more important for attracting tourists to the destination and therefore promoting tourism development. In addition, the competitiveness of tourist destinations is also based on peace and security, and any marketing campaign based on advantageous tourist resources can be undermined because of the lack of tourist security (Cavlek 2002). Therefore, security is a crucial factor of the images that are promoted and perceived of any destination. There are multiple and varied types of risks which can influence the process of perceived risk. Thus, it is become necessary to group the wide range of risks into dimensions (homogeneous groups). It is not clear what specific dimensions of risks do influence the risk perception. The goal of the current study is to identify the relative importance of each of these dimensions in the formation of perceived risk. As far as we know it is not clear what specific dimensions of risks do influence the final risk perception and how importance they are. The perception of risk by tourists is subjective, and this perception can substantially vary for different dimensions of risk (Uriely and Belhassen, 2005). Understanding how tourists perceive risk is relevant because risks influence both the image of the destination perceived by potential tourists and the tourists' decision process and therefore it can help in designing practices for improving the image of the destination.

In an attempt to examine these assumptions, an empirical study was conducted in Germany and United Kingdom (the main tourism markets in Europa, WTO 2014). The destinations under investigation are the Canary Islands (Spain), Egypt, Morocco, Brazil, Colombia and Indonesia. These destinations were chosen because they represented relevant examples of both a develop tourist destination (the Canary Islands- Spain-) and other less developed and emerging destinations with great potential but also different perceptions regarding their security levels. In addition, these destinations have different distances from the origin countries (long and short haul) and present wide cultural differences. The field work was conducted in July and September 2013 through web interviewing by specializing survey company working throughout Europe. A total number of 1.212 useful interviews were collected.

Data analysis was conducted in two stages. In the first stage, it was carried out an Exploratory Factorial Analysis (EFA) for the underlying dimensions of perceive risks. Following a Confirmatory Factorial Analysis (CFA) was conducted to prove the structure of EFA results. The results show that risk perceptions are dependent on the type of risks (delinquency, health, accident, environment and disasters) and on the characteristics of the destination regarding the management of risk, (non security alarms, no visible police presence, not existence of reliable health care service and not being serviced in your language). That is, from a managerial perspective, it becomes important for reducing risk perception across tourists that destinations take risk prevention measures such as the implementation of security alarms in hotels and tourist facilities, the increase of police presence, and the provision of reliable and accessible health services. In general, we find that uncontrollable risks are perceived as more important attributes explaining the different types of risks than those which are more controllable.

Abstract 32

FORECASTING PASSENGER ARRIVALS AT THE CANARY ISLANDS USING NUMBER OF AIRPLANE SEATS

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**KEYWORDS:** Seasonal ARIMA models, Forecasting, Tourism demand.

**ABSTRACT:** The number of passenger arrivals at a specific area, such as the Canary Islands, has a strong seasonal component. All models that consider this fact, if the observed trend is maintained in the future, usually predict with a high degree of precision. The influence of sudden changes in trend, the proximity to technical maximums, limitations for sustainability and economic development, environmental conditions, or changes in tourist policies are factors, among others, that may invalidate prediction models. The world economic crisis in the last decade, for example, caused a drastic variation of the evolution of passenger arrivals. This phenomenon was smoothed in the Canary Islands by the diversion of passenger from countries that traditionally directed them to competing destinations due to terrorist attacks. Since 2011, tourism became an important part of the economy of the islands. Its contribution to the productive system reached 31.9% in 2015 with an average annual growth of 3.6% in Tourist Gross Domestic Product, as shown in the report IMPACTUR 2015. In 2016, 14.9 million tourists arrived in the Canary Islands, a much higher amount than predicted by the expected trend according to the past data, which is indicative that the already good numbers recorded in 2015 will improve. With respect to 2017, expectations and forecasts also suggest a good year although there are some sectors that predict stagnation or even reduction.

In this paper, seasonal ARIMA models will be adjusted, including calendar and economic variables as exogenous, to obtain a prediction for the year 2016 using data of the time period 2005 to 2015. An additional prediction will be obtained by a model which includes the number of airplanes seats. Both predictions will be evaluated with the real data of the year 2016. The validation of these models will allow them to be candidates for obtaining predictions for the year 2017. In addition, the study will be complemented by an analysis of passenger arrivals from those origins with the greatest number of outputs, such as the United Kingdom, Germany and the rest of Spain.

Acknowledge

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Abstract 33

**ECONOMIC IMPACT OF MODERNIZATION PROCESS IN PRIVATE TOURISTIC FACILITIES PLANNED IN “THE PLAN OF THE MODERNIZATION, IMPROVEMENT AND INCREASE OF THE COMPETITIVENESS OF SAN BARTOLOMÉ DE TIRAJANA”**

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**KEYWORDS:** Tourism modernization, Economic impact, Qualitative criteria.

**ABSTRACT:** Plan of Modernization, Improvement and Increase of the Competitiveness of San Bartolome de Tirajana (PMIIC) is focused on new demand expectations placed in section 15 of the 6/2009 Law. This Plan aims at defining a new tourism model in one of the most important destinations in Spain (the municipality of San Bartolomé Tirajanas in Gran Canaria island). PMIIC includes private investments in three different ways: (1) Renovation and requalification in accommodation facilities; (2) Improving the existing complementary tourism facilities; and (3) Regeneration of Shopping Centers.

Besides this kind of investments, PMIIC provides other measures in order to improve the competitiveness against others competitors destinations. Maspalomas Costa Canaria is a mature tourism destination that needs continuous improvement above all in infrastructures to remove its obsolescence. Nowadays the interventions in private tourist facilities are reflected in the PMIIC and in their different urban reports with examples as: Apartamentos Santa Mónica, Hotel Barceló Margaritas or Apartamentos El Palmar.

The main objective of this research is to measure the economic impact with new criteria and provides a model to be followed in similar interventions and promotion of other modernization process. Up until now, much research has been done on the subject but using quantitative criteria, basically linked to environmental, urban, landscape and socioeconomic values. However, it would seem necessary using other qualitative factors, together with relevant quantitative criteria, already well known.

For these reasons, we suggest introducing new criteria such as: (a) Hotel occupation rate; (b) Room/bed prices; (c) Contract type (quota or warranty agreement); and (d) Staff (employees / total wage bill / contracts type / occupational categories).



Abstract 34

**WILLINGNESS TO PAY FOR SUSTAINABLE TRANSPORT IN NATURAL AREAS: THE CASE OF TEIDE NATIONAL PARK**

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**KEYWORDS:** Sustainable mobility, Discrete choice modelling, Stated preferences.

**ABSTRACT:** Nature-based tourism has grown significantly in recent years, being protected areas -specifically national parks- the cornerstone of this trend. The high volume of visitors of these spaces has shown that transport is a manifestation of the tension between use and conservation. The importance of problems associated with the mobility of visitors in natural spaces has led to increased global interest in the need to establish sustainable transport systems within these spaces. This concern has led to the implementation, in various National Parks, of measures aimed at reducing the use of private vehicles in favor of other modes that have a lower impact on the environment.

In this work, we will focus on the Teide National Park (TNP), a natural area under the pressure of mass tourism that places it in the most visited park of the network of Spanish National Parks, receiving more than 3 million visitors per year (3,289,444 visitors in 2015). The mobility patterns of visitors to the TNP show that the majority (70%) access by car, causing problems related to congestion in parking lots and access roads, visual impacts derived from the concentration of vehicles and high levels of noise. These negative externalities compromise the maintenance of the TNP as well as the enjoyment and quality of the visit, thus demonstrating the need for the adoption of measures to manage visitors mobility. The aim of this paper is to obtain visitors' willingness to pay for using a sustainable mode of transport within the park. One of the measures proposed in this study is the introduction of an internal bus that can be accessed by visitors who come by car and leave their vehicles in parking lots on the outskirts of the park. To evaluate the acceptance of this new alternative among visitors, an stated preferences (SP) efficient design was built simulating two transport alternatives to move through the park: the car and an internal bus. Based on interviews with experts related to electric and conventional vehicle mobility as well as the results obtained in two pilot surveys, the attributes considered in the final experiment were: parking cost, time spent finding parking space (for the car), waiting time for the internal bus and CO<sub>2</sub> emissions per km and occupant. In this case, we considered that car emissions per km and occupant are higher than those produced by the bus in all choice scenarios.

The SP survey was conducted in July 2016, to 604 visitors who accessed the TNP by car, both drivers and companions. From the final sample, different discrete choice models were estimated that allowed us to calculate visitors' marginal willingness to pay to reduce the different components of travel time as well as the amount of the CO<sub>2</sub> emissions. These measures, which are unprecedented in other national parks in the country, are of relevant importance in the socio-economic assessment of sustainable transport policies to be undertaken in the TNP.

This research provides preliminary results that open the door for future investigation, including the analysis of unobserved heterogeneity and the estimation of more sophisticated choice models incorporating information on individual's attitudes, regarding their perception of using sustainable transport modes. Results of our analysis provide useful information for local authorities responsible of tourism departments to promote the development of sustainable mobility in natural areas.



Abstract 35

**DON'T JUST APPLAUD! BE FRIEND AND TOURIST!**

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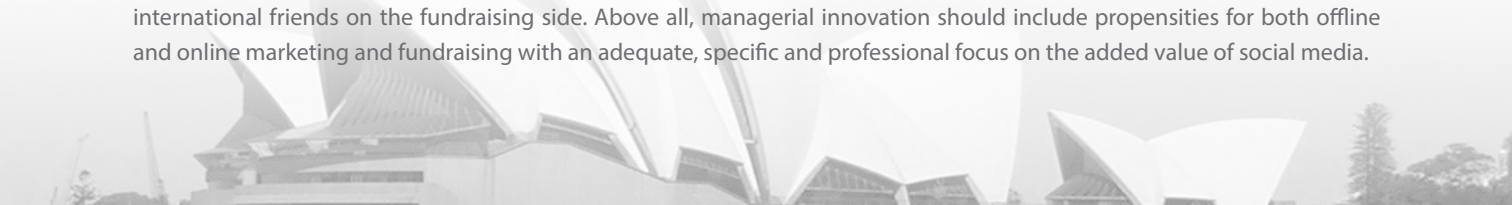
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**KEYWORDS:** Cluster analysis, Revenue diversification, Competition.

**ABSTRACT:** USA Symphony orchestras and opera houses have been facing a keen competition and they have been suffering of lack of resources for at least one decade. As a consequence, revenues have been falling and revenue diversification has been eluded. Today, single ticket revenues and group sales do not fully compensate the drop of subscriptions (Pompe and Tamburri, 2016). At the same time, contributed and investment incomes are recovering after years of fluctuations. As a consequence, orchestras and opera houses are getting on with marketing and fundraising strategies. The audience development concerns both local communities and tourists, on the marketing side. On the fundraising side, donors' development regards both national and international friends (Cancellieri and Turrini, 2016; Kemp and Poole, 2016).

Orchestras and opera houses engage with their local communities with education programs: performances, musical activities, and other events, deepening the experience of orchestral music and music education for communities who would typically not otherwise engage with the symphony (Johansson, Jyrama, 2016; Tamburri, Munn and Pompe, 2015; Sigurjonsson, 2010, Ravanis, 2008). Tourists are the next frontier of audience development, especially as for guided tours in most well-known North American cities, where classical music events and seasons are not main attractions, though musical tourism is internationally increasing (Pompe and Tamburri, 2016; Leaver and Schmidt, 2010; Henke, 2005). Fundraising may be thought mature as any segments of foundations (from corporate to communities, from independent to family ones), corporate donors and philanthropists have been cashed for decades. International friends are the frontier of fundraising, whose goals can match with marketing, when the tourist becomes the international friend. Above all, social media reveal themselves as leading and innovative tools, in order to engage with new both marketing oriented and fundraising-oriented audiences and segment them (Preece, Wiggins Johnson, 2011).

The purpose of this study is a cluster analysis of revenue diversification of a sample of 150 USA symphony orchestras and opera houses, with different offline and online marketing and fundraising. Thanks to a k-means cluster analysis of revenues and expenses (marketing and fundraising) from 2010 to 2015, the paper will originally segment this sample as Pure Fundraiser, Pure Marketing Officer, Community Manager and Tourist Manager, according average economic performances and to the focus on communities and not-communities as it is for national and international tourism flows. Research limitations refer to boundaries of the sample, because it concerns orchestras and opera houses in very different cities in North America: some of them are touristic destinations, some of them are not considered as main attractions for leisure tourists. At the same time, the international financial and real crisis was dramatic for USA performing arts both on the demand and the supply side, so that average performances of clusters could be partially compromised by the bias of the general lack of resources for the investigated period (2010-2015). Managerial implications include a change of focus for orchestra and opera managers, who should pay much more attention, today than in the past, to new audiences like tourists on the marketing side and international friends on the fundraising side. Above all, managerial innovation should include propensities for both offline and online marketing and fundraising with an adequate, specific and professional focus on the added value of social media.





**Abstract 36**

**TOURISM SEGMENT COMPATIBILITY: CASE OF SPORT TOURISM**

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**KEYWORDS:** Market segmentation, Compatibility, Tourism, Sport tourism.

**ABSTRACT:** Market segmentation is a recognized tool in strategic marketing. It helps to understand and respond to the needs of homogeneous subpopulations of consumers. There are two main approaches to undertake this task: and a priori and data-oriented segmentation (Mazanec, 2000) and a post-hoc segmentation (Wedel & Kamakura, 1998). In tourism, there is a long history of segmentation studies a priori in both industry and academia. This led to the identification of groups of tourists derived from the division of the population according to previous knowledge ("common sense segmentation"). However, due to the widespread use of this approach, it is not necessary to gain a competitive advantage by using a priori segmentation. Although market segmentation is widely used by researchers and the tourism industry, the problem of the possible incompatibility of multiple segments has been largely ignored. The incompatibility of the segment limits the freedom to select a subset of interesting market segments to be targeted, which is a crucial consideration for the successful implementation of a market segmentation strategy. This research is interested in this point and examines their degree of correlation.

In fact, this study defines the compatibility of segments and presents sports tourism as an emerging segment in recent years and presents the factors that cause tourism compatibility (in). The results indicate that the main factors are lack of respect for the environment, noisy people, attitudes, encounters, social atmosphere, information and advice. Practical implications for the management of destinations are described.



Abstract 37

**BEST ENVIRONMENTAL PRACTICES IN MEASUREMENT AND COMMUNICATION OF THE ENVIRONMENTAL PERFORMANCE IN THE LARGEST SPANISH HOTEL ENTERPRISES**

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**KEYWORDS:** Good Practices, Environmental Performance, Social Responsibility, CSR, Environmental Responsibility, CER, Hotels.

**ABSTRACT:** The existing relationship between the hotel company and its environment is especially delicate. The basic business units, its hotels, develop their activity in their territory, affecting both local and regional communities as well as the physical environment surrounding them. Poor management of both types of relationships implies the possibility of establishing scenarios that, in the long term, could be very detrimental to the company's reputation, operability and sustainability. An additional difficulty for the hotel is its dependence on the physical environment in which its activity is developed. The hotel's tourist offer includes the attractiveness of the natural and social resources of its location, making any relocation approach practically unviable. The hotel's interaction with its environment based on a long-term sustainability approach is fundamental to consider stable economic success. Good management of the use of environmental resources, reducing or optimizing the consumption of energy and raw materials has also shown an attractive cost saving for the operation of hotels, which allows to improve economic figures at the end of the period.

The objective of the study is to identify the best practices in terms of environmental sustainability developed by the four largest Spanish hotel companies in number of rooms according to the "Ranking Hosteltur of hotel chains 2016". These companies are Melia Hotels International, NH Hotel Group, RIU Hotels and Barceló Hotel Group. The paper focuses on a case study and interviews with the managers accountable for the sustainability and / or environmental responsibility tasks were carried out in each company. This data was supported, as far as possible according to the confidentiality criteria, by documentation requested from the companies themselves, and other information compiled through professional publications of the sector. Taking into account the theme of this edition of the SSTD2017 symposium, this work places special emphasis on the objectives of each company, the analysis of the methodologies developed for the collection of data on performance and environmental impact and its subsequent results in Eco-efficiency, level of satisfaction of the stakeholders, performance or business reaction and external communication of the level of impact and performance.

The research results include the identification of patterns to recognize the leading companies in the implementation of environmental management initiatives, both in terms of innovation and the development of new initiatives, as well as in the disclosure of performance and impact. Two such patterns are the size of the company and its nature of a family business or a listed company. Due to the very definition of the analysis, as a case study, it is not possible to extrapolate the conclusions to the circumstances of all hotel companies in the market. However, three are the main contributions of communication: firstly, to provide an approximation of the interest and resources dedicated by hotel companies to environmental sustainability practices; secondly to identify the initiatives currently under development by the largest companies of the sector (the state of the issue) which can serve as a benchmark for other hotel companies; and thirdly, to identify the approximate thresholds that separate proactive and innovative companies from follower or reactive companies in terms of environmental sustainability.

Abstract 38

COMMUNICATION OF SUSTAINABLE FOOD OFFER ON HOLIDAY

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**KEYWORDS:** Image, Sustainability, Attitudes.

**ABSTRACT:** The study aims to test the effectiveness of sustainability signage. It is the first study of its kind that is conducted in a hotel food consumption context. Its results can help hotels that want to promote their food offer and improve their sustainability image. The project has the overall aim to answer the following research question: Through which communication instruments can the sustainability dimensions “local products and waste prevention” be effectively communicated?; Which communication instruments lead to an immediate behavioral change on the part of guests?; Which communication instruments lead to a change in the perception of the hotel (image) on the part of guests (both with respect to the culinary offer and overall)? and Do communication instruments lead to a change of attitude towards sustainability on the part of guests?

Four scenarios were developed that target different sustainability dimensions. Scenario 1 and 2 address waste prevention, while the other two scenarios address local food, with one focusing on the product and the other focusing on the supplier. Five holiday resort hotels in Gran Canaria are chosen. First in a Pretest phase, the values of the advertised products and the amount of waste of all products are collected. Additionally, the guests are asked at the end of the pretest phase if and why they have consumed these products. Then in the Test phase communication instruments are applied according to the four scenarios in the normal operation of the hotels. The data of travelers present during the test phase are compared with the pretest phase to control for potential deviations. Consumption and waste values and the survey data of the pretest and the test phase are then compared using statistical methods (e.g. hypothesis tests, regression analysis) to be able to identify significant changes and to judge the power of the instruments to influence the behaviors of travelers. Due to resource restrictions, the test is only conducted in one destination. Nonetheless, it is expected that the results are transferable to hotels in other mass tourism destinations.



Abstract 39

**THE LONGITUDINAL SOCIAL EFFECTS OF AN INTERNATIONAL SPORTING EVENT IN SOUTH AFRICA**

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**KEYWORDS:** Longitudinal, Skateboarding, Sport, Social impact, Tourism.

**ABSTRACT:** The purpose of this study is to measure the social impact perceptions of the annual Kimberley Diamond Cup (KDC) skateboarding contest in the impoverished city of Kimberley, South Africa (STATSSA, 2014). The KDC is an annual event which attracts over 16 000 fans, skaters from over 37 countries and broadcasts to 173 countries. It was the purpose of this paper to measure the perceived social impacts of this event over a three-year period to determine if significant contributions are being made towards the community, as well as if their perceptions are changing for the better or worse. This information can assist in the strategic management of such events.

A questionnaire with four sections was developed, one capturing socio-demographic information, the next residents' perceptions of the overall impact of the KDC on their community as well as their personal lives, followed by a section measuring specific social impact perceptions and a section that examine residents' participation levels in the event. The questionnaires were distributed to Kimberley residents using non-probability sampling within stratified sampling (neighbourhoods in a 2km radius of event area). A total of 276 questionnaires were obtained in September 2013, 373 in 2014 and 390 in 2015. The data was pooled, after which an Exploratory Factor Analysis (EFA), as well as various other analyses, were done to determine the social impact perceptions, compare the perception differences according to survey years, as well as to analyse how various aspects influenced their perceptions. Four factors were revealed: city development, negative impacts, community upliftment and tangible benefits. Upon examination of the trends in social impact perceptions, a general decline in the positive impact perceptions was observed, while the negative impacts remained mostly unchanged. This implies that, according to the residents, the event is not making significant contributions towards the community. From the results, practical recommendations were made that could improve residents' social impact perceptions. The most significant recommendation made was that residents should be incorporated into the planning and management of this event.

This paper makes a contribution in that it measures the social impact perceptions of residents over a three years period for an international event which takes place at the same venue. A limitation exists in that the researchers could not always find the same respondents to complete the same questionnaires again. It is also possible that residents, due to cultural difference, might interpret social impact perceptions differently.



Abstract 40

**TOURISM AND RESIDENTS IN GRAN CANARIA. LOCAL OPINIONS ACCORDING TO LABOR LINKAGE IN TOURISM SECTOR**

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**KEYWORDS:** Labour Linkage, Tourism local opinions, Tourism workers.

**ABSTRACT:** In recent years, tourism in Canary Islands has increased significantly in its participation in the GDP as well in the total number of direct jobs generated. This paper analyses the impacts of tourism perceived by residents of Gran Canaria - Spain, focused on opinions according to their labour linkage in tourism sector (current or past linkage). The methodology is based on surveys administered by telephone to 504 inhabitants in Gran Canaria in 2012 (INNOVA - FULP/ ITYT-TIDES-ULPGC). Of the group who works or has worked in tourism, almost 8 of every 10 considers it to be the most important sector in the economy of the island, and 9 of every 10 are greatly interested in tourism. The labour linkage is determinant in the interest that it generates. Although those who have or have had linkages are more aware of the importance and the weight of the tourism, at the same time, they also have more critical opinions on the negative impacts. They perceive that there is an improvement in the socio-economic development, an improvement of the quality of life, a creation of wealth and jobs, an enhancement of citizen security and the ones who more critical on the negative impacts. In both groups of respondents, the more negative assessments are about the cost of living and the availability of affordable housing. Thus, it seems that a clear dichotomy is present where they value more the positive and the negative impacts.

Although the majority does not think that tourism generates bad quality of jobs, the group with linkage is clearly more critical. This group is the one who mostly: (1) perceive the presence of immigrant workers in the sector; (2) think unemployed persons have more opportunities to obtain a good job; (3) think that it is not necessary to renounce to tourism and change activity to other development alternatives; (4) think that tourism has improved the public services; (5) think that most of the generated wealth is finally transferred to companies located out of the island; (6) are more critics with the quality of the tourists in recent years; and (7) they perceive less environmental degradation. Notorious is that in both groups, 8 out of 10 respondents contemplate that it is necessary to increase the number of tourists who visit the island.



Abstract 41

WHICH ARE THE SUITABLE LANGUAGE LEARNING STRATEGIES TO STUDY A FOREIGN LANGUAGE IN TOURISM BACHELOR?

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**KEYWORDS:** Language learning strategies (SILLS), Tourism Studies, Learn a foreign language, The professional skills.

**ABSTRACT:** The Common European Framework of Reference for Languages (CEFR) aims to achieve the standards of learners in different countries to create a close link between language, culture and the European identity to achieve a common communicative sphere (Council of Europe, 2001). During the past years, language learning strategies and autonomy have attracted a fair amount of attention. According to Oxford (1990) language learning strategies (LLSs) are very important because they are tools for active selfdirected involvement, and appropriate LLSs are related to improved proficiency and greater self-confidence.

But which are the suitable LLSs to study a foreign language in Tourism Bachelor? The bachelor in Tourism allows students to master the professional skills needed for success in leisure and tourism careers, as well as gaining specialized knowledge and, often, relevant practical experience. To be successful in a leisure and tourism role, it is generally need to be able to communicate effectively with all kinds of people. The foreign language in Tourism Bachelor has focused on communicative competence and interaction to facilitate more flexible, more thoughtful and, above all more experimental learner behaviour.

The results of this study demonstrated that social strategies have identified to be the more suitable SLLs, because these language learning strategies contribute to the development of the communicative. In relation to Oxford's (1990), social strategies are used to learn the target language through interaction with others, as well as the other culture since they include asking questions, asking for clarifications, talking with native speakers and exploring culture. It is, therefore, important that, curriculum developers, especially at early stages of language learning, provide adequate links between the objectives of the language course and their application to real-life contexts. It is also essential to modify the language curriculum to include activities that involve the students in the actual use of the target language.

... / skalní morec  
aw [stəʊnsɔ:] pila na kámen  
cast [stəʊnska:st] vzdálenost co by kame-  
tohodil  
iipe [stəʊnsnaip] zool. 1 vodouš 2 = stone  
hrow [stəʊnsθrəʊ] = stone's cast  
I [stəʊn'wɔ:l] 1 pálkař v kriketu hrát  
vní hru, odpalovat obezřetně 2 zejm.  
lat obstrukce, zdržovat projednávání n.  
ní návrhu zákona  
e [stəʊnweə] kamenina, kameninové



Abstract 42

**THE GROWING MARKET OF NATURAL LABORATORIES - RESEARCH AND SCIENCE TOURISM AS A DOUBLE-SIDED ADDED VALUE FOR THE TRAVEL INDUSTRY**

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**KEYWORDS:** Natural Laboratories, Destination, Impacts.

**ABSTRACT:** Tourism is still one of the largest economic sectors in the world and one that is still expanding very rapidly. Due to its economic strength the development of tourism is very powerful to the particular ecological environment of a destination. Powerful in that context means that tourism could have an impact on two different ways. The present study will work out the two positive consequences of a Natural Laboratory used as a touristic destination for the scientific community. This specific group of customers consists of both private and professional scientists heading for scientific results and – as a sideline – recovery as well. Besides this the authors main challenge of this study is to examine which combination of circumstances makes a Natural Laboratory successful as a touristic attractor.

This field of research starts with an analysis of the different impacts which may emerge by offering a scientific destination called Natural Laboratory. This first brief lineup will be followed by a detailed comparative analysis of different, already in scientific use, Natural Laboratories. The objective behind this analysis is to detect generally-valid attributes to establish further more Natural Laboratories to achieve the mentioned advantages in further more locations. This section illustrates universal impacts which may emerge by offering a scientific destination in the sense of a Natural Laboratory.

1st Positive Impact: Recovery of the Environment

A positive side effect for the ecological environment of a destination emerges by improving the ecosystem in case of implementing a strategy for research and science tourism. That increasing tourism market provides cross-disciplinary insights of recent research into the origin and nature of destinations. These insights could be very helpful for developing problem-solving approaches to restore the environment (e.g. Glaciology, Climate Research) - both on local and global level.

2nd Positive Impact: Execution of Low-Impact Tourism

From the point of view of sustainability the ecological advantage of “travelling scientists” is very important. This touristic target group is far more sensible by using the environment because they know about the vulnerability of the elements. That means that low-impact tourism in a very sustainable manner will be possible. That helps to preserve the territory and to safeguard the social and economic pillars of the related societies.

The objective behind this comparative analysis is to detect generally-valid attributes to establish Natural Laboratories used as touristic attractors to promote low-impact tourism globally. The comparative analysis will be a study that compares and contrasts the following Natural Laboratories: Patagonia (Chile): Micro-Woods, Monoliths, World’s second largest polar Icefield, ideal-typical setting to study the driving forces of climate change. - Bay of Monterey (California): Scientific Bacterial-Diving. - Kiritimati-Atoll, Pacific Ocean: Salt Lakes and micro-organism. - The Galapagos Islands (Ecuador): Lab of evolution, diversity of species. - The Arctic Tundra: World’s coldest biome/ collective of organism. The development of strategies for low-impact and self-healing Tourism in the field of Research and Science Tourism, so called Natural Laboratories, requires different critical preconditions: Extent of Human Impact; Biological - botanical Peculiarities; Climate Distinctions; Geological Preconditions; Characteristics regarding access to locality. This set of criteria will be used to measure the environmental preconditions of Natural Laboratories.

Abstract 43

**PERCEPTIONS OF HOTEL ADMINISTRATORS REGARDING MARKETING PROBLEMS IN HOTEL BUSINESSES: AN APPLICATION**

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**ABSTRACT:** The importance of tourism sector for country economy and regional development has been increasing gradually. The presence of hotel businesses in tourism sector affects many sectors directly. The competition in tourism sector has increased with globalizing economy and rapid change. This situation has affected tourism marketing; thus this has caused the hotel administrators' seeking more and new customers. The success of the administrators is measured with their success in marketing activities noticeably. For this reason, the perceptions of administrators regarding marketing problems are important.

This study was carried out in Silifke, a touristic region of Mersin Province. The literature was examined and a questionnaire about the subject was prepared. Small hotel administrators in Silifke were interviewed face to face and they filled in the questionnaire, and the acquired responses were evaluated using statistical methods.

The acquired data sets were tabulated and the perceptions of administrators regarding marketing problems were detected. After the literature revision, a small amount of cases studies regarding small hotel businesses about this subject were found.





**Abstract 44**

**MARKETING MIX ATTITUDES OF ADMINISTRATORS IN SMALL HOTEL BUSINESSES: AN APPLICATION**

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**KEYWORDS:** Marketing mix, Small Hotels, Tourism.

**ABSTRACT:** Tourism sector is seen as a whole consisting of accommodation, transportation and dynamic marketing components. For this reason marketing activities have an importance in terms of hotel businesses. The increasing importance of small hotel businesses in the globalizing world depends on their managing the marketing mix in a right way.

Since the claims and expectations of the consumers change, marketing mix is enriched with new variables. As the result of the developments in the service sector, three new components are added basic marketing components like product, price, place and promotion. These are Humans (service provider), physical factors and process (service process). As this situation is insufficient for consumer claim and expectation, marketing mix (7c) is developed.

In this study, small hotel business administrators' importance perception of marketing mix component was dwelled on. This study was done in Silifke, a touristic region of Mersin Province. The literature was examined and a questionnaire about the subject was prepared. Small hotel administrators in the region were interviewed face to face and they filled in the questionnaire, and the responses were evaluated and tabulated using package program.



Abstract 45

**ELECTRONIC WORD-OF-MOUTH AS A TOOL TO DESTINATION MANAGEMENT DEVELOPMENT**

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**KEYWORDS:** Word of mouth, electronic word of mouth, Destination image, attitude, Travel intentions, Consumer behaviour, Sustainable tourism, Sustainable traveling, Internet-based technology, Social media, Traditional culture, Digital culture.

**ABSTRACT:** Internet has become the most important source of getting information for a large number of consumers which has direct effect on their choices. It enables customers to share their opinions on, and experiences with, goods and services with other consumers. It enables customers to share their opinions on, and experiences with, goods and services with a multitude of other consumers; that is, to engage in electronic word-of-mouth (eWOM) communication.

Traditional Word of Mouth (WOM) is a communication of sharing opinions and comments from known individuals such as friends, peers or family members as regards to the products and services which plays an important role in shaping consumers' behaviours. However, the worldwide shift from the traditional culture (WOM) to the digital culture (eWOM). Electronic word-of-mouth (eWOM) communication is easy and cost effective promotional channel that reach to many people in very short period of time. It refers to any positive or negative information made by potential, actual, and former customers about a product or service through the internet. Also can be defined as all informal communications directed at consumers through Internet-based technology. As many people turn to the Internet as a source for information, eWOM is believed to be as unbiased attitude and is more trustworthy than conventional advertising. One of the main challenges for tourism destinations and businesses is the rise of social media and networking platforms which allowing individuals and customers to interact and share their experiences. Research indicates that electronic word of mouth play an important role in shaping consumers' attitudes. In the growing online social communications, electronic word of mouth (eWOM) has been an important topic to business and marketing researchers.

This study focuses on bringing up an idea of tourism destination management in the country's image promotion of sustainable traveling examining the potential challenges to overcome in the development of a successful sustainable tourism industry including the need for expansion of the destination image to reflect the decision making by analyzing social network which became popular in use to plan any trips it may be available to see how eWOM has an influence on destination choice, and how to make eWOM as business enabler and promote image of the country.



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