

## Conference Proceedings

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# Gran Canaria SSTD2018

## III Spring Symposium on Challenges in Tourism Development

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This SYMPOSIUM is part of the III INTERNATIONAL CONGRESS OF TIDES under the theme "Gran Canaria Spring Symposium on Challenges in Sustainable Tourism Development" (SSTD 2018), 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 third edition is focused on the SHARING ECONOMY.

Communications relate to any of the issues of the Congress:  
a) Residential tourism; b) Tourism and sustainable economic development; c) Tourism demand tendencies; d) Economic perspectives in tourism and transport.

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

WHAT MAKES MUSEUMS MORE LIKELY TO HOST EVENTS?

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**KEYWORDS:** Museums, local development, events.

**ABSTRACT:** In recent times museums have reinvented their role. They have engaged more and more in activities other than conservation and communication of their collections through exhibition, in the attempt to reach new audiences, involve communities and thus foster local development. Correspondingly, there has been a number of recent contributions investigating these strategies and their effectiveness in promoting local growth and wellbeing. Here we concentrate on a specific subset of these activities, namely those by which a museum exploits its premises to organise events, and investigate empirically which factors are most relevant in explaining the probability that a museum pursues this strategy.

We exploit a unique dataset based on the 2015 census of Italian museums (more than 3600 observations), which includes questions on whether a museum has organised shows, conferences, or has rented its premises for events in 2014. We use this information to create dummies, and then use logit models to regress them on a number of factors.

Some of the covariates are meant to capture the characteristics of the museum, both physical (size) and organisational. In particular, among the latter and as in a previous work we consider ownership (public/private) and, within public museums, whether they are granted some form of autonomy in their management. Other determinants proxy the characteristics of the local environment, as the competition with other museums, and the potential audience of tourists and residents. Finally, we consider whether the interaction between the museum and its environment (connectedness) is a relevant factor. Our evidence shows that the environment does not play such a relevant role, whereas museum characteristics are, more often than not, very important. However, it is local connectedness to matter the most. This hints at the idea that engaging in opening up museums for conferences and events (both organised by the museum itself and by others) is very often associated to a wider outreaching strategy. As an additional dependent variable, we also use the answer to a question on whether the museum would give priority to this kind of activities if it experienced a 10% increase in its budget. In this case, the significant drivers indicate that an increase in budget might overcome some characteristics that presently hinder a full commitment in this domain of action, such as public ownership or a lack of staff.

MUSEUM

## Abstract 2

SUSTAINABLE GASTRO-TOURISM DESTINATION DEVELOPMENT

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**KEYWORDS:** Sustainability, gastro-tourism, experiences.

**ABSTRACT:** The primary purpose of this study is to identify tourists' practices and characteristics that impact sustainable gastro-tourism destination development. The overarching research question is: What similarities and differences exist regarding the travel practices of gastro-tourists?

This quantitative study analyzed survey data that captured responses of 200 self-identified gastro-tourists ranging in age from 18 to 70. The data was collected on Mechanical Turk, a crowdsourcing platform optimized for randomized data-collection. Over 40% of the 200 respondents engaged in seven or more gastro-trips within the past two years and 90% of all the gastro-trips taken by these gastro-tourists involved multi-overnights. During trips considered memorable, these gastro-tourists engaged in approximately six gastro-activities and traveled two hours on average between activities or lodging. Approximately 40% of the respondents spent between \$500 – \$24,000 per trip.

The overall travel and spending practices of gastro-tourists across generations were more alike than different. Millennials reported the second highest mean during the gastro-trips they took within the past two years. They spent ( $M = \$1,157.24$ ); compared to Baby-Boomers ( $M = \$1,063.00$ ), with Gen-Xers spending the most ( $M = \$1,320.00$ ). Unsurprisingly, significant statistical differences were found in the number of activities that Millennial gastro-tourists ideally wanted to experience within a trip that included 2 overnight stays, with some reporting as high as 13 activities whereas Gen-Xers ranged from 3-6 and the ideal number of activities that Baby-Boomers reported surprisingly ranged from 1-10, closely trailing Millennials.

This is the first study that proposes differences between ideal and actual gastro-tourist practices that includes empirical evidence regarding the preferred number of activities in a given trip (six or more), travel distance between activities (approximately two hours), and spending practices across deliberate or incidental status and across generations. The research findings identify attributes and strategies that can be used to address the ideal desires and expectations of gastro-tourists and were used to generate a 6+ Gastro-cluster Destination Development Model.

Further exploration regarding the practices and characteristics of gastro-travelers as well as studies focused on practices and policies associated with all gastro-stakeholders within the tourism industry is needed to address gaps in destination branding literature and practice. Additionally, examining what portion of tourists identify as gastro-tourists would assist in creating economic impact predictions to assist destinations as they make decisions regarding expanding or developing gastro-tourism initiatives.



## Abstract 3

## REVIEW OF "SOCIAL PERCEPTION OF TOURISM" AND "PERCEPTION RESIDENTS TOURISM"

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**KEYWORDS:** Social perception of tourism, perception residents tourism, review.

**ABSTRACT:** Rich Harrill (2004) classifies into three large groups the factors that influence the attitude toward tourist development; socio-economic factors, spatial factors and economic dependence. He also propose the "Irridex Model" as an explanatory model of the perception of residents according to the different life cycle stages of a destination. The Social Exchange Theory (Morales, 1978) arises as a general theory of the interaction, being its object of study the phenomena group of conformity. While Ap (1992) considers the reciprocity of the expected benefits in the tourism exchanges as an essential factor for the continuity of the relationship of mutual interdependence.

We grouped the main studies published on "Social Perception of Tourism" by a bibliographical review of more than 100 publications: the most recognized vision focuses on studies based on the perspective of the "Social Exchange Theory" (1). This category includes the Growth Machine Theory which analyzes the views of residents on urban interests, development plans and the influence of local elites. Also the influence on opinions of: sex, educational level, environmental awareness, the place and length of residence, and tourist or non tourist jobs. In other studies the importance is focused on the Community Attachment (intensity of local identity), the Social Exchange Theory and the Social Representations Theory. We could group another series of studies according to the perspective of "Other Social Theories" (2). Such as the Ethnicity Marginality Theory and a criticism to the Host Guest Paradigme. Several studies have focused on the People's Quality of Life and the Place Identity Theory and the support of the community to the tourist activity. The Resident's Place Image would affect the views of residents on support tourism development plans. The Social Conflict Theory has been used to study the external implementation of tourist business in a small and traditional community as well the general study of Sociocultural Impacts of tourism on the small local communities life. The "Tourist System" (3) category is based on studies on: Canarian Destinations (Spain), a Comparative Analysis of Tourist Destinations, the Life Cycle Development Models and Touristic Products, and the Pre-developed Tourist destinations. We consider also an unique study of Spring Breakers. Another series of studies has a "Methodological Emphasis" (4), according to varied methodologies such as; Cluster Analysis, Cohort Analytical Approach, Contingent Valuation, Matrix Model, Methodological Triangulation, Place Attachment Model, Regression Models or Structural Equation Models. Probably the studies more numerous we have found on Social Perception of tourism are based on an applied research of the "General Impacts" (5): both Positive and Negative Impacts. A group of research has focused on studying the "Environmental aspects" (6) and the Social Exchange Theory in Spain. In "Other influences" (7) we analyse the influence of Nationalism and Religious feelings on residents opinions. As the last category we include "Reviews" (8), as Thematical Reviews on articles of Social Perception of Tourism.

We have also analyzed more than 500 publications from Scopus database for "Perception Residents Tourism" category. And considering the first three keywords of all these publications we verify that the most frequent terms, that is, the most important ones according to order of importance are: Resident; Community; Attitudes; Local; Perception; Tourism Impact; Environment; Impacts; Tourism Development; Cultural; Sustainable; Destination; Host; Social Exchange. And the main subjects are: Social Sciences (65%), Business, Management and Accounting (63.5%) and Environmental Science (18.4%). The authors more frequent are Woosnam, K.M, Jaafar, M. and Rasoolimanesh, S.M.

#### Abstract 4

### THE INFLUENCE OF MORAL STANDARDS ON THE PERCEPTION OF RESPONSIBILITY AND THE SUSTAINABLE BEHAVIOUR OF THE TOURIST

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**KEYWORDS:** Sustainability, moral norms, responsibility perception, sustainable behaviour.

**ABSTRACT:** Sustainable tourism emerges as a reaction to mass tourism and the negative impact on the economic, environmental and social environment. Considering that the main cause of the negative impact comes from the unfriendly behaviour of tourists, this fact suggests that the study of the visitors' behaviors contributes effectively to sustainability. Both, the scientific community and some organizations - International Peace Center and the World Committee for Ethical Tourism of the United Nations have tackled ethical and moral issues in the tourism sector. However, efforts have been focused more to Corporate Social Responsibility and less to the visitor responsibility perspective. Normally, a tourist stays in the destination for a limited period and tries to escape unconsciously from their daily tasks. That leads them to reduce their sense of responsibility. For this reason, this work focuses and considers the close relationship between perceived responsibility and sustainable behaviour with moral standards. In this context, moral norms are defined as the rules that help the individual to distinguish good from evil when interacting in a social context, since, this relationship influences positively to the acceptance of tourists of sustainable energy policies in the destination, choice of "green" hotel establishments and so on.

Thus, a theoretical model is formulated with two propositions:

P1 the higher the degree of the tourist morality, the greater their perception of responsibility.

P2 the greater the perception of responsibility of the tourist, the greater will be their sustainable attitude.

A statistically representative sample of tourists visiting Gran Canaria will be collected through of validated scales-questionnaire at the end of their holidays period.

Theoretical implications are expected when applying the model in other emerging and consolidated destinations to perform comparative studies. In terms of practical implications, the analysis of the major influence variables on the attitude and sustainable behavior can provide keys to marketing promotion activities to raise awareness in preserving tourist destinations.

This study presents limitations that suggest future research. The challenge of any conceptual studies is to establish guidelines or models that serve as the basis for the development of future empirical studies that confirm or reject the theoretical approaches. Therefore, it would be the next logical step for the ideas presented in this document.





## Abstract 5

MEASURING THE SOCIAL VALUE OF TOURISM: THE CASE OF HOTEL TIGAIGA

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**KEYWORDS:** Sustainability, social values, tourism.

**ABSTRACT:** The approaches to sustainability have changed from the of-quoted definition of the Brundtland Commission, from an almost exclusively environmental focus to the current conception that integrates the ecologic, economic and social variables (UNEP/UNWTO, 2005: 11-12).

This work aims to precise the perception and evaluation by the stakeholders of the social value related with the development of hotel activities, using the methodology from Retolaza et al. (2015). This is the previous step to develop a more in deep analysis of the contribution of this organization to the social side of the sustainability that could later be extrapolated to different parts of the tourism sector.

From that general definition, tourism sustainability has also been a wide field of study. However, most of the attention has been given to the environmental and economic variables. The development of the System of Environmental Economic Accounting (SEEA) and the Satellite Accounts do not find and equal when it comes to the social variables. To close this gap, we follow the proposal of Poudel et al. (2016) & Randle and Hoyer (2016) based on the development of measures that take as the starting point the identification of stakeholders (Freeman, 1984) of a tourism destination, and the later analysis of their values, perceptions and interests.

We link this evaluation of social variables with the corporate social responsibility of an organization, which can be defined as “situations where the enterprise goes further than compliance and it is involved in actions promoting some social good, overcoming what is compulsory by law” (McWilliams & Siegel, 2001). Departing from that, we use the methodology for the monetization of social value of Retolaza et al (2015) that stands on the stakeholders theory and the adoption of a phenomenological approach, to objectivize the whole social value (including the direct and indirect socio-economic value and the specific social value) generated by the hotel. This has been done through personal interviews and surveys to the representatives of the different stakeholders groups to later on transform the variables detected onto economic proxies to allow their monetary quantification.

This methodology goes over the simple communication of social responsibility actions, because it is focused on how the different recipients and collectives affected perceive them, therefore adding qualitative aspects to the common perception. Taking into account the relative lack of social variables and indicators to measure social sustainability in the tourism sector, we consider that this proposal can be used to build a more reliable system, firstly in the accommodation subsectors, which could be extrapolate to different organizations and destinations.



## Abstract 6

## ANALYZING THE NET IMPACT OF TOURISM ON MUNICIPAL SOLID WASTE GENERATION IN AN ISLAND TOURIST DESTINATION

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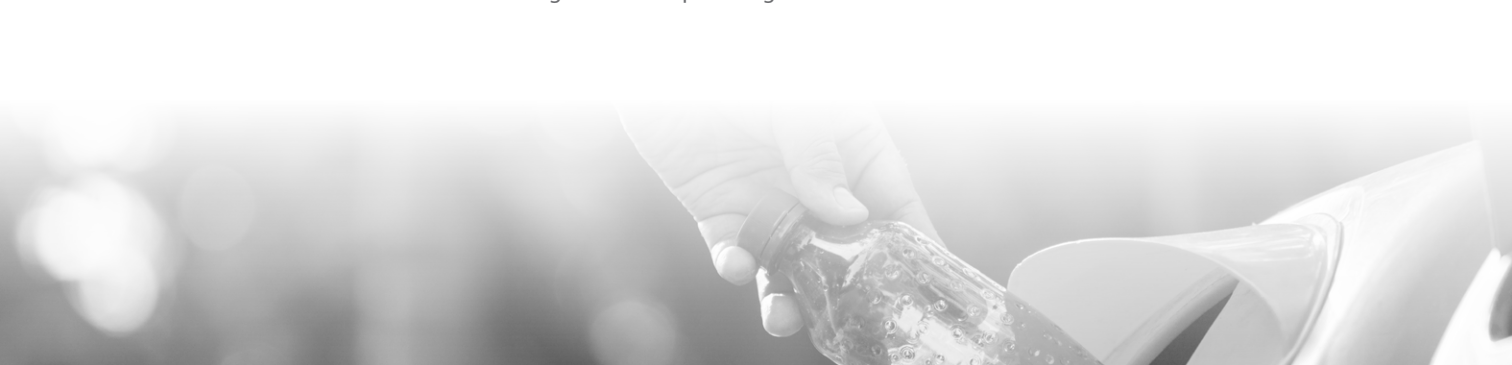
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**KEYWORDS:** Tourism impact, municipal solid waste generation, sustainability, island.

**ABSTRACT:** Municipal Solid Waste (MSW) generation slashes sustainable development in touristic islands. Islands lack recycling scale and face costly reverse logistics, whereas inbound tourism flows aggravate the issue. Indeed, waste generation of main characteristic tourism activities remain statistically invisible behind the residential waste per capita indicators, even though the tourism sector has a crucial role to play in more efficient waste generation and curbing policies within the circular economy. The purpose of this paper is to identify and quantify the impact of tourism on MSW generation among other socio-demographic, economic and disposal-related factors in the municipalities of Tenerife Island. We implement a two-step novel approach to measure the impact of the tourism sector on MSW generation by considering the level of employment of its characteristic activities (Accommodation and Food & Beverage) instead of the number of overnights (tourists) used in previous studies. In fact, net waste generation from tourism at municipal level must consider: (i) waste production must be linked to characteristic activities of tourism, such as accommodation and F&B; (ii) consumption in these sectors is likewise linked to resident population; (iii) both tourists and residents generate MSW through the consumption of services outside the municipality where they stay or reside. Since using overnights overestimates the contribution of tourism services to the generation of waste as the supply measures the tourism impacts including residents' consumption of tourism services, we replace in a first-step the overnight stays by the number of jobs from the main service activities responsible of MSW generation (model 2). In a second step, we disaggregate jobs related to residents' and to tourism consumption in the F&B sector (model 3). An auxiliary model capturing mobility and consumption from both tourists and residents was estimated for this objective. The final model allows to measure tourism impacts, isolating non-residents' consumption-related waste generation using regression models for a municipal panel data from 2004 to 2015. Results are consistent with the literature, showing a marginal effect of 1.26 kg/day of MSW of an additional overnight for the mean municipality in the island. However, this approach overestimates the tourism contribution to the waste generation as the supply also includes the residents' consumption of tourism services. When the net contribution of tourism consumption is isolated, we obtain that an additional tourist generates 0.41 kg/day of MSW, distributed between 0.31 kg in the accommodation and 0.1 kg in the F&B sector, with about 60% directly related to tourist consumption in F&B. Our analysis quantifies tourism waste generation in the island, isolating tourism characteristic activities and non-residents' consumption contribution to MSW. The findings support the redesign of destinations fiscal policy – likely correcting cross-subsidies between among producers. This step seems fundamental for an efficient MSW management and planning in touristic destinations.



## Abstract 7

NEW ACCOMMODATION MODELS IN CITY TOURISM: THE CASE OF AIRBNB IN MÁLAGA

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**KEYWORDS:** Airbnb, Málaga, spatial pattern, city tourism, sharing economy.

**ABSTRACT:** Tourism is one of the fields where collaborative consumption has arrived with more intensity. By means of peer-to-peer (P2P) platforms, it has seen an awesome growth in recent years, especially in the accommodation and travel sectors, being Airbnb and Bla-Bla car paradigmatic examples of this trend. Particularly, Airbnb –which is an online service that connects hosts and travellers facilitating short-term rentals that range from shared rooms to entire apartments or homes– is used by millions of tourists and travellers worldwide. Although the emergence of Airbnb in the city tourism market has helped increase the number of tourists in most of the cases, it also poses some problems, like the gentrification in central and historic areas, the rising of tourist pressure, or some regulation and legal issues.

The city of Málaga, a tourist destination located in the Southern Spanish Mediterranean coast that receives annually more than 1 million tourists in hotels (with similar figures in non-hotel accommodation), has been no exception in the Airbnb expansion. The purpose of this research is to study the emergence of Airbnb in Málaga, analysing the economic features and the spatial pattern of its accommodation supply, and to compare it with the distribution of hotel accommodation supply. This study makes use of micro-data obtained from public Airbnb listings and from the official Andalusian Tourism Registry (Registro de Turismo de Andalucía, RTA), which is compiled by the Andalusian regional government. These midro-data are updated up to 2017 and geolocated in order to carry out the spatial analysis. Several statistical techniques and concentration measures are used in our study.

The main findings of this research reveal that Airbnb supply in the city of Málaga shows a very high rate of growth. As a consequence, more than 40% of the supply has been used for the first time in the last year. Regarding the type of accommodation, in Málaga we found that more than 75% of the Airbnb accommodations are entire homes or apartments, while less than 1% are shared rooms, being the remaining private rooms. In addition, it is found that this platform is used by professionals in a significant part. Accordingly, hosts that rent several accommodations represent a substantial fraction of the total distribution of rooms or apartments.

The spatial pattern of the Airbnb supply is highly concentrated in the city centre. Using a spatial aggregation at census sections level, it is found that the historic city centre is the location of the vast majority of the Airbnb supply. A similar pattern is exhibited by the hotel supply, with only slight differences. Measures of tourist pressure like the number of Airbnb accommodations per inhabitant or the density of accommodations by ha are found to be similar to that in Barcelona.

Finally, we consider that the findings in this study can be very helpful in order to assist the development of new local regulations of this sector or to adapt traditional models of public regulation to include new platforms like Airbnb.



## Abstract 8

### THE RELATIONSHIP BETWEEN CUSTOMER SENTIMENT AND ONLINE CUSTOMER RATINGS FOR CHAIN HOTELS IN GRAN CANARIA

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**KEYWORDS:** Customer sentiment, chain hotels, online reviews, wordclouds, customer-ratings.

**ABSTRACT:** With the growing influence of online social media, hotels increasingly take an active role in interacting with customers in social media. One of the key elements to capture customer attention is through online review. Online review can be both positive and negative and managing negative online reviews is important for managers for maintaining the image of the hotel. One way to improve that is by better understanding of customers through their ratings and reviews.

The data in this study retrieved from Tripadvisor.com (one of the most popular forums for this type of travel information). Tripadvisor currently enjoys a reputation as one of the most successful websites dedicated to travel, enables travelers to unleash the full potential of every trip. In addition, Tripadvisor provides travelers with information to help them decide where to stay, how to fly and what to do.

In order to analyze the data and considering Tripadvisor features over 570 million reviews, it is necessary to delimit our sample. As a result, we chose to focus on hotel chain from one country. We selected Spain because it has the most competitive tourism industry in the world as a global study by the World Economic Forum (WEF) has found. Spain has come out on top of a list of 141 nations analyzed in The Travel & Tourism Competitiveness Report. Therefore, to narrow the sample further, only reviews from Lopesan chain hotels in Gran Canaria island will be considered for the study. One way to scrap the right content from Tripadvisor is through sentiment analysis. Sentiment analysis is the process of identifying and categorizing opinions expressed in a review, especially in order to determine the customer attitude and if thoughts are positive, negative, or neutral. We scraped and analyzed 7.578 reviews from three hotels as a sample (Lopesan chain hotels), and all the reviews were collected in MS excel and the file saved in CSV format for easy readability in python language. This was followed by data cleaning step using "Panadas" and "NLTK" package in Python. As part of data analysis, we looked at the most common words in the reviews and the top terms included words like "good", "rooms", "food", etc. Wordclouds has been used to provide better visual representation of the most frequent words used in the reviews.

In this study and as a preliminary result, we recognize that there is a positive effect of customer sentiment on customer ratings, the good customer emotions and thoughts, the higher customer rating. In general, our study can help managers to understand the customer sentiment and better respond to their needs. Also, the study offers insights into how managers could identify strengths and weaknesses of the chain hotels in the same region.



## Abstract 9

TOURISTS' CONCEPTUALIZATION OF HEALTH, HOLIDAYS AND DESTINATION: A QUALITATIVE CASE STUDY

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**KEYWORDS:** Health, destination, healthcare services, wellness.

**ABSTRACT:** The aim of this study is to explore how tourists understand the integration of health and tourism, mainly within a destination framework. The linkage between tourism and health is grounded in the origin of tourism. Since the end of the twentieth century, this phenomenon has experienced a renaissance. As a result, there has been increasing interest in this research topic, mainly in those areas related to health and wellness tourism products. Although academia and industry consider that this is a specific typology of tourism, there are some cases where the boundaries are not clear. Moreover, tourism as a whole might improve people's health. Most demand studies have focused on health and wellness tourists. There is a lack of knowledge of standard (non-health) tourists' beliefs and thoughts about health and holidays. The purpose of this work is to examine this association from the general tourist's point of view, based on a destination perspective.

In order to know tourists' opinion about the subject of research, two focus group sessions were carried out at a tourist destination. The participants were on holidays on La Palma (Canary Islands). One group was formed of domestic tourists who stayed at a hotel in a beach tourism area; whereas the other one was composed of international tourists whose accommodations were rural houses. Every session lasted one and a half hours and all the conversations were recorded after asking for the participants' consent. The analysis followed a matrix framework methodology, creating thematic charts by assigning data to the different subjects or emergent categories and employing an analytic hierarchy.

The participants of both groups developed similar patterns of reflection on the subject. The first issue associated with health which came out during the sessions was the idea of the presence of healthcare services in the destination. As the groups progressed, the characteristics of a destination that promotes wellness and health emerged, followed by the debate about the types of tourist experiences which can be regarded as being healthy. The findings of this study show that basic healthcare, measures taken by destinations to minimise health risks and good environmental quality are the essential elements that contribute to form an idea about the combination of health and tourism. Features such as being immersed in nature, local culture, quietness and absence of noise and crowding, contribute to the concept of a healthy place where well-being is accomplished. According to the participants, apart from the characteristic wellness and health tourist products, there are other tourist experiences that can be therapeutic. The main limitation of this work is that a wider generalisation of the evidence found in this study could be difficult to apply. Albeit, the exploratory nature of the research and the similarities found between the groups in the collective analysis can lessen this restraint.





Abstract 10

INDICATORS FOR MEASURING THE DEGREE OF COMPETITION BETWEEN ESTABLISHED HOTELS AND PEER-TO-PEER ACCOMMODATION

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**KEYWORDS:** Spatial competition, destinations, accommodation.

**ABSTRACT:** The paper addresses ways of measuring the degree of spatial competition between established hotels and peer-to-peer accommodation. In particular, it is applied to the Canary Islands between hotels and apartments and Airbnb accommodation. The case study distinguishes between city tourism, nature-based tourism and sun and beach tourism. Additionally it distinguishes results by islands.

The destinations are spatially distributed attending to a pretty small grid (1000 meters x 1000 meters). The variable of interest is the number of beds provided by peer-to-peer accommodation and hotels and apartments within each cell of the grid. The degree of spatial competition is measured with bivariate spatial correlation indices. However, standard methods of bivariate correlation may be flawed under the presence of spatial autocorrelation. Thus, in order to take into account of the pairwise covariance and spatial clustering, the modified t-test suggested by Clifford and Richardson (1985) is applied, so that Moran's index is corrected for this purpose.



Abstract 11

**HAVE LCC CROWDED OUT CHARTER OR FLAGSHIP AIRLINES IN TOURISM DESTINATIONS?**

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**KEYWORDS:** Destinations, airlines, LCC.

**ABSTRACT:** Flagship and especially charter flights have been the traditional way used by international tourists to arrive at the Canary Islands. However, with the entrance of big LCCs such as Easyjet and Ryanair the tourist transportation market has changed significantly. This change affects not only to the transport decision but also affects the economic impact at the destination. Some studies showed that the expenditure patterns of tourists are significantly different based on the airline chosen, while the charter passengers are more likely to fly with a tourist package, the LCCs passengers usually organize their travels on their own.

For this study, we used data obtained from AENA and focused on the UK-Canary Islands market, which is the one where the impact of the LCCs has been more marked.

We try to analyze if there has been a crowding out effect of the LCC to Flagship and/or charter carriers using multivariate structural time series. This methodology allows to decompose a time series into unobserved components (level, slope, seasonal and cycle). It is less restrictive than the traditional Box-Jenkins approach, which can be seen as a particular case in the unobserved components methodology.

The model used is a trivariate structural time series in which the relationship between the variables are considered in the variance-covariance matrix of the error terms.

**Findings:** The results show that in the short term, a crowding out effect occurred but at mid-term, the growth in the total market contribute to an increase in arrivals not only in LCC companies but also in charter companies. With the measurement of the crowding out effect, we estimate the economic impact of these changes.

**Originality:** To our knowledge, this is the first time that structural time series has been used in this context, moreover, both, the topic and the methodology are still with a lot of development within the tourism economics.

**Research limitations:** There is a lack of price information that did not allow as to control the series by prices.

**Practical implications:** LCCs have proved to increase air traffic to the islands. At the same time, it has proved to have crowded out flagship companies and at a lower extend, the charter ones.



## Abstract 12

### SHARING ECONOMY AND P2P CONTRACTS IN THE ACCOMMODATION SECTOR. BETWEEN THE RULES ON FREE AND UNFAIR COMPETITION

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**KEYWORDS:** Sharing economy, accommodation, competition.

**ABSTRACT:** This work considers if the new marketing channels for the booking of touristic accommodation are in line with the Spanish regulation on free competition. Furthermore, this paper considers whether the contracting of holiday homes may be framed in the so-called sharing economy or, on the contrary, if it should be considered as a new use of the possibilities of e-commerce, within the scope of the tourism marketing channels. In both cases, we consider whether this new form of participation in the market might be considered as an act of unfair competition.

The easy connection among individuals so as the great acceptance that this marketing formula has among users in the accommodation sector has led to an exponential increase in the contracting of private houses that are lent, in return for payment, to other used interested in its use during a short period of time.

The merits of this contracting system don't seem to satisfy everyone, considering the opinion of competing companies in that sector, public authorities or even citizens.

These new commercialization formulas have indeed produced a great dissatisfaction among entrepreneurs from the most traditional tourism sector. These consider that these platforms behavior in the market produces a significant reduction in incomes. Competing entrepreneurs consider that this acting is somehow contrary to fair competition, as these providers do not comply with the strong requirements set for the companies that professionally exploit holidays dwellings or tourist apartments.

Public authorities' concerns go beyond the reduction in tax incomes, resulting from the lack of direct or indirect taxing of such activities. These concerns take also into account the important changes that are suffering some cities as a consequence of the spread of this activity, the rise of housing prices in some areas so as the safety conditions that citizens face in this kind of accommodations.

Landlords and tenant of houses located in the same building as holiday dwellings are also upset with the spread of this kind of lease. They argue the lack of safety, excessive noises, the constant tracking of people among other discomforts that affect their daily life.



## Abstract 13

### A NEW KIND OF HOTEL MANAGEMENT AGREEMENT: MANCHISE

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**KEYWORDS:** Hospitality, hotel franchising, management contracts.

**ABSTRACT:** My study's purpose have been to analyze what kind of hotel management agreement are most frequently used by hotel owners, which are the advantages of each one and what kind of clauses are frequently included in their terms.

The methodology consists of the research of the different possibilities of hotel management with the aim to obtain the main legal characteristics. And taking into account that it doesn't exist a special regulation on hotel management.

For years now, when a hotel's owner wants to increase profitability and reduce risks, he looks for a third party, generally a hotel chain, to operate the hotel. The main reason to choose a third party is because of his particular expertise, knowledge and a brand recognized, and also because the owner doesn't know how to run the hotel.

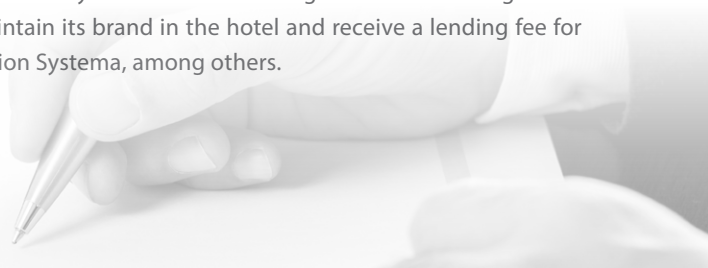
There are different operating model agreements that could both conclude. They can choose between management, leasing or franchise contracts. Hotel management agreement is increasingly being used in Spain and other European countries. Through this contract a hotel chain will take over and run the hotel on behalf of the owner in return for a fee. The owner will bear all risks. In my opinion, this agreement has several challenges linked to the degree of owners' control over operations and the reporting obligation of the hotel chain.

The next agreement I study has been the leasing. In this case, hotel's owner conveys the asset to a hotel operator, not only the building but also the hotel business, in return for a periodic rental fee. The hotel chain bears all risks, liabilities and benefits associated with the business.

Finally, the most used and well-known agreement in USA is the hotel franchising. This contract provides to the owner the right to use a brand, the distribution channels, and other proprietary knowledge of the hotel chain. The owner will run the hotel been monitored and evaluated by the franchisor. Furthermore he will have to comply with the franchisor's guidelines. The level of risks depends on the contract chosen, the market in which the hotel is going to operate and the agreements reached in the negotiations. However, as a result of the constant development of the hotel industry new contracts are coming. In other words, what I mean is that the traditional agreements are changing and become more complex. There are many reasons for this change but in our study I have focus on one of them, the emergence of a new contract model: manchise.

The so-called "hotel manchising" is essentially a mix between management and franchise agreement. Firstly, both parties conclude a management for 5 or 6 years. During this time, the owner is going to be taught how manage the hotel. When the 5th or 6th year is reached, the contract reverts to a franchise one. Then the owner assumes management responsibility and decisions with the hotel chains' supervision for 10 or 15 years. Also the terms of payment will change in each case.

The manchise allows owners change their position respect to the liability assumed and much greater hotel management understanding. On the other hand, hotel chain will continue maintain its brand in the hotel and receive a lending fee for services such as Centralized Reservation System, Global Distribution Systema, among others.



## Abstract 14

**LEGAL OBSTACLES TO THE WATER SPORTS-ORIENTED TOURISM: A CASE OF TORREMOLINOS, MÁLAGA (SPAIN)**

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**KEYWORDS:** Water-sports tourism, local regulation, sustainable development.

**ABSTRACT:** The purpose of the present study is to analyse legal obstacles that prevent the sustainable water sports-oriented tourism in Torremolinos, Málaga (Spain) from reaching its full potential. I focus on the local regulation for practising sports such as surfing, SUP (stand-up paddle), windsurfing and kitesurfing, and its implications for the development and growth of the surfing-related businesses.

The methodology of the present study primarily consists of the analysis of the local regulation of the water sports practice at the beaches of Torremolinos. Furthermore, literature relative to the surf tourism, relevant economic and factual data have been researched. Weather conditions, i.e. wind and waves, in Torremolinos are reliable enough for the town to be able to attract water-sports oriented tourists, both foreign and national. Indeed, at the official webpage of the Torremolinos town hall tourist office, the town is being promoted with photos of windsurfing and surfing. Water sports tourism, focusing on sports that do not contaminate, are relatively safe, and can be practised in varied conditions (wind from 3 to 9 Bft, for kitesurfing and windsurfing, no wind for flat water SUP, waves and little to no wind for surfing), provides important opportunities for sustainable development of the region, through creation of water sports rental centres and schools, and widening the range of activities offered by hotels in the area. Therefore, the scarcity of such businesses related to water sports is rather surprising.

One of the important obstacles to the development of the analysed sector is the local regulation in force – Edicto del Capitán Marítimo de Málaga, of 7 March 2018, which regulates the practice of the water sports at the beaches of Torremolinos. The rules established in this local regulation demonstrate that the local authorities completely lack understanding of the mentioned water sports, e.g. requiring sailing at the maximum speed of 3 knts (at which speed the windsurfing or kitesurfing board basically sinks); banning all the mentioned activities with wind stronger than 3 Bft (while windsurfing and kitesurfing practice is only possible starting with 3 Bft wind force); or imposing the use of life jackets with homologation (wearing which simply impedes surfing, as one is not able to lie on their board and paddle with their arms to catch waves). I therefore consider that in order to promote the sustainable development of the water sports tourism in Torremolinos, the regulation in question needs to be reviewed and adapted to the reality of sports that can be practised at the town's beaches. I would recommend to compare the similar regulation in force in areas where water sports tourism is well developed, such as Tarifa (Capitán Marítimo of Algeciras-La Línea) or Gran Canaria (Capitán Marítimo of Las Palmas), in order to adopt adequate measures.

The present study is limited to the document research (legal framework, literature, economic and other data) and could benefit from empirical confirmation, e.g. through interviews with local stakeholders. There are important practical implications of the present study, as the removal of the legal barriers that impede the practice of water sports is necessary in order to be able to promote sustainable water sports-oriented tourism in the town of Torremolinos. Also, the existence of such rules demonstrates how little the local authorities know about the sports in question, and probably as well about their potential in what refers to the promotion of tourism.





## Abstract 15

THE DOUBLE CONDITION OF THE TOURIST WHO USES HOLIDAY HOMES IN THE CANARY ISLANDS

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**KEYWORDS:** Tourist destinations, inter-party legal relationship , holiday homes.

**ABSTRACT:** The present work focuses on the tourist who demands accommodation in holiday homes, whose exponential growth in recent years, has been achieved thanks to the development of the Internet and by the marketing through the “Collaborative Platforms”, such as Airbnb, Homeaway, Alterkeys, etc.

This paper is carried out with the methodology of the legal field, using simultaneously the current legislation, the doctrine and the jurisprudence. Its importance lies in the duality of the legal regime applicable to tourists who request this accommodation in the Canary Islands, depending on whether, in accordance with the Regulations of Holiday Homes, approved by Decree 113/2015, of 22 May (hereinafter, RHH), they are in or outside the scope of the Ordinance.

Certainly, this RHH excludes those properties that are being offered through tourism supply channels to be temporarily ceded for holiday accommodation purposes by a price, but that are located in tourist areas (art. 3.2 RHH); meanwhile, those that, offered in the same conditions, are located in non-touristic municipalities would be included. This generates a double legal regime in the relations between host and guest, depending on the place where the holiday homes are located.

Thus, in the case of houses that, according to the Regulation, are included, the inter-party legal relationship would be a consumer relationship, with, on the one hand, the operator as the entrepreneur, in accordance with the provisions of article 2, e) of the RHH; and, on the other, the guest, whose status would be of a consumer or user .

On the contrary, in the case of houses that, due to their location, have been excluded, the relationship between host and guest would be a relationship between peers or equals whose legal regime would be regulated by the Cc, not being applicable the rules of the consumer relationship which take into account, among others, the position of imbalance in which the consumer is placed, or the existence of a unilateral provision of the agreement (since it is a contract of adhesion), as well as, for the purposes of proof, that there is no clear presumption of fault in cases where there is a breach by the host or, ultimately, in this case, to compel the guest to claim the breach in court, thereby avoiding consumer arbitration.



## Abstract 16

### MODERNIZATION PLANS UNDER THE LAW 2/2013 MAY THE 29TH, ON TOURISM RENEWAL AND MODERNIZATION OF THE CANARY ISLANDS. REQUALIFICATION AS AN INCREMENT FACTOR OF COMPETITIVENESS: THE CASE OF SANTA MONICA SUITES HOTEL

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**KEYWORDS:** Tourism modernization, competitiveness, urban planning, accommodation requalification, mature destinations.

**ABSTRACT:** The preamble of Law 2/2013, May the 29th, on Tourism Renewal and Modernization of the Canary Islands, established, as starting point, the necessary complicity of all stakeholders involved in the tourism sector to face the new challenges in the next years for the destination Canary Islands. And this strategy should be based on the correct structuring of the tourist offer, the continuous product improvement and the development of an appropriate external promotion strategy.

One of the key issues detected in the different reports, plans and studies elaborated refers to the obsolescence in accommodation facilities (and other tourist services) in San Bartolomé de Tirajana. Currently around 85% of existing buildings are more than a 20 years age (2013 data) and the different actions of conservation and maintenance carried out in their structures, are insufficient to allow maintaining the minimum levels of competitiveness required in a dynamic market as tourism.

Santa Mónica Apartments (currently Santa Mónica Suites Hotel), joined the Maspalomas Costa Canaria Improvement and Modernization Plan, through a rehabilitation project and adaptation to quality standards, in order to convert an 1 key apartment building in a 4 stars hotel.

After remodelling works, establishment reached the superior 4 stars hotel category. So the staff increased to 86, of which 80% is permanent and 20% is temporary. Currently the wage bill is approximately the 23% of the gross production. The hotel has currently 182 rooms, all of them Junior Suites (45 m<sup>2</sup>), of which 113 are sea and dunes views, 39 rooms gardens views and 30 of them on the ground floor with a terrace. In total 364 places are available.

In the same way, prices has changed to reach 186 € per night in low season and 220 € per night in high season. There is a significant modification in marketing channels too; currently 75% sales are through TT.OO and 25% through direct selling in low season and in high season 82% are through TT.OO. and 18% are through direct selling. Maybe the most relevant data refers to the increase in production multiplied in 300% and the yield has reached approximately 45%.



## Abstract 17

**THE CANARY ISLANDS ON THE BRINK OF THE COLLAPSE OF THE LEGAL MODEL OF TOURISM COMMERCIALIZATION. HOLIDAY RENTAL VS. THE SINGLE COMMERCIALIZATION PRINCIPLE**

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**KEYWORDS:** Holiday rental, Single Commercialization Principle, Unit of Exploitation Principle, holiday rental, sustainability, tourism legislation, Canary Islands, legal commercialization, development models.

**ABSTRACT:** Recent rulings of both the Superior Court of Justice the Canary Islands (Tribunal Superior de Justicia de las Islas Canarias) as well as some new case law developments issued by some Administrative Courts (Juzgados de lo Contencioso-Administrativo) have utterly and explicitly contravened and re-interpreted the legal model of tourism commercialization set forth by the Canary Government and the Canary Parliament on the legal touristic offer.

Such a touristic offer, mostly placed in the Canaries on the so defined “touristic soil”, according to the urban development plans, must be organized around and in accordance to the so called “Unit of Exploitation Principle”, which prescribes that all holiday resorts and should be managed by one single operator, which should likewise at least keep 51 % of all units of the resort under its direct administration, together with the management of all common areas. Therefore, the holiday rental offer in any kind of furnished apartment or house on a temporary basis to tourists conducted or performed of the “Unit of Exploitation Principle” is nowadays forbidden in the Canary Islands, at least, in any complex or resort built on “touristic soil”.

However, the above mentioned precedents, and more precisely the sentence 128/2017 issued by the Superior Courts of the Canary Islands, which declared the voidance of such limitations on holiday rental on touristic soil, have caused not only the perplexity of the Government of the Canary Islands but also forced it to redefine the model or models of touristic commercialization in the Canary Islands. These court precedents, which basically call for the direct effects of the EU legislation on liberalization of the markets and services have been appealed by the Canary Government and are currently subject of examination by the Spanish Supreme Court (Tribunal Supremo).

This paper therefore seeks to deepen and study the limits of the legislative powers of the Canary Parliament and Government, and by presenting a summary of the legal touristic offer, we pertain to evince the economic significance of lacking of a touristic model, both from the tax collection perspective as well as considering wealth and sustainability of the tourist areas.

The methodology of this paper fundamentally displays a legal approach to the current situation, reviewing the latest court precedents in the Canary Islands on this issue, as well as setting out the different solutions displayed in other Spanish Autonomous Communities (Comunidades Autónomas). This paper, due to its basic nature of a legal essay, cannot pretend to present an empirical solution to the current situation, but at least purports to evince that the lack of a legal model is severally damaging the growth of a sustainable touristic offer in the Canary Islands.

This researches concludes that the need for a – preferably – consensual legal model/s for commercializing the existing tourist offer is not only an option, but a due and present necessity, if the Canary Islands want to maintain its leadership as one of the most demanded destinations on the world.



## Abstract 18

**ECOSYSTEM SERVICES VALUATION: AN ALTERNATIVE TOOL TO MEASURE SUSTAINABLE DEVELOPMENT IN TOURISM**

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**KEYWORDS:** Tourism, Sustainable development, ecosystem services, valuation framework.

**ABSTRACT:** Tourism is a very particular activity, mostly characterized by interactions between the visitor and the natural environment. The non-market structure of such a relationship fosters serious challenges for using conventional economic tools (i.e. market prices) to understand social behaviour and well-being, and make decisions (Daily, 1997; Boyd & Banzhaf, 2007; TEEB, 2010; Maes et al., 2012; Obst et al., 2016).

Therefore, the use of indicators like Gross Domestic Product (GDP), number of tourist arrivals or tourist expenditure, have been criticized for measuring development in destinations and designing sustainable tourism strategies (Pouta et al., 2006; Malik et al., 2010; Hung et al., 2012; Thrane & Farstad, 2012; Brida & Scuderi, 2013).

As a result, there is an increasing literature aimed at proposing alternative accounting measures and tools such as Green (El Sefary, 1997; Heal & Kriström 2005; Vanoli 2005; MA 2005; Obst et al., 2016), Well-Being (Krueger et al., 2009; Dolnicar, et al., 2013; Uysal, 2016; Smith & Diekmann, 2017; Croes, et al., 2018) and Ecosystem Accounting (Riensch et al., 2015; Church et al., 2017; Zilio et al., 2017). Nevertheless, these measures do not contribute to the entirely economic visibility of nature, and the need of different alternative indicators have been raised (El Sefary, 1997; TEEB, 2010; Banzhaf & Boyd, 2012; Obst et al., 2016; Uysal, 2016; Smith & Diekmann, 2017).

Here, we propose the use of an Ecosystem Services Valuation (ESV) Framework to measure Sustainable Development in tourism. ESV has been developed to measure in physical and monetary terms, changes between social-structure and ecological dimension. It provides a framework to measure what can be produced and compare it with what society want to be produced, contributing to determine the most appropriate natural environment management in consonance with a growth economy-tourism based. Moreover, this method encompasses a wide range of techniques and can be executed in combination with other tools, such as methodologies based on surveys.

In this study we apply the ESV Framework for designing of a sustainable development strategy in Murdeira Bay (Cape Verde). The first stage consisted in identifying the natural environment structures and ecosystem services that allow potential tourism development (Riensch et al., 2015). Then, an expert elicitation analysis was implemented to design alternative tourism development scenarios for the bay (EPA, 2009; Johnston et al., 2012; Van Houtven et al., 2014). A Discrete Choice Experiment (DCE) was employed to elicit visitor preferences for those scenarios (Johnston et al., 2012; Lewis et al., 2015; Oleson et al., 2015; Vorlaufer et al., 2017). DCE data allows to estimate demand functions for alternative tourist products in destinations. By using a value transfer application (Brander et al., 2012), the value of changes in the ecosystem services can be approximated by the elicited DCE demand functions.

Results show that ESV is a simple and promising tool for guiding and designing sustainable tourism policies. The application of ESV improves the understanding of the contributions of the environment to the economy, monitoring ecosystem services and measuring their monetary value through the use of exchange values consistent with the conventional economic accounting in tourism (Science for Environment Policy, 2015; Barbier, 2016; Marre et al., 2016; Turner et al., 2016). Nevertheless, some limitations that need to be addressed in order to develop consistent valuation within ESV framework (Edens & Hein, 2013; Obst et al., 2016) are also identified in the study.



Abstract 19

**SAINT-LOUIS RURAL COMMUNITIES' ATTITUDES AND BEHAVIORS TOWARDS TOURISM:  
ANTECEDENTS TO SOCIAL REPRESENTATIONS**

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**KEYWORDS:** Social representations, Religion, tourism, National Park of Langue de Barbarie, muslim communities.

**ABSTRACT:** Tourism has been considered as a big driver for human development around the World. Yet, some literature has pointed out tourism as generating social inequality and marginalization, natural resources depletion and acculturation, especially in developing countries.

In view of these considerations, this paper aims to explain the negative social representations rural communities surrounding the National park of La Langue de Barbarie, in northern Senegal ascribe to tourism as a result of their marginalization from the protected area creation's decisions and from the control and benefits generated by the tourism activity developed there.

Notwithstanding, communities' attitudes towards tourism are not homogeneous in and between communities. As a matter of fact, this paper will strive to analyse the role of religious beliefs as mediators of rural communities' perceptions towards tourism.

Using a model, results show that the more intensive communities' religious beliefs are, more rejection communities' display towards tourism as a beneficial social activity for them.

Results also illustrate that some factors can act as mitigating factors of that controversial relationship. Among these factors, perceived direct benefits from tourism in terms of household income and employment and double-use facilities can counteract the influence of religion in tourism perception. Such an alternative is liable to provide some useful insights for policy makers interested in promoting tourism as a development driver in rural Muslim communities of northern Senegal.



Abstract 20

INPUT-OUTPUT AS AN ANALYTICAL TOOL FOR HOTELS: USING THE PRICE MODEL

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**KEYWORDS:** Input-output analysis, price model, hotels.

**ABSTRACT:** This article presents a methodology to assess the impact of changes in any hotel cost structure on its operating surplus. The method proposed is based on the preparation of an input-output data framework using the financial accounts of the hotel. The cost structure that emerges from the input-output tables can be directly used to define the cost function of the operational departments of the company. This cost function, together with a calibrated iso-elastic demand function is employed to analyse the effects of changes in the intermediate inputs costs.

Data for a Spanish business hotel is used to estimate the impact that these changes have on their prices, gross operating surplus and sales. The model presented could be easily expanded to cope for similar simulations in the case of hotel chains that need to take pricing decisions among very different business structures into account.





## Abstract 21

CHOICE ARCHITECTURE AND TOURISM SUSTAINABILITY: EVIDENCE FROM FIELD EXPERIMENTS

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**KEYWORDS:** Consumer behaviour, gap of attitudes and actions, information, sustainable tourism.

**ABSTRACT:** Tourism is an industry that has demonstrated a high potential to generate human well-being. However, this potential is conditioned by the objective of sustainability, for which it is necessary to understand and modify the behaviour of tourists. Tourists make consumption decisions at different points in a process that covers from the expectation of making a trip, the booking process, the encounter with the destination, and the memories of the experience lived (Gnoth, 1997; Aho, 2001 Gretzel et al., 2006). In all these phases of the tourist consumption process, environmental impacts of varying degrees can be observed, caused by the decisions of the tourists' choice. It has been estimated that tourism contributes 5% of global CO<sub>2</sub> emissions, and between 5.2% and 12.5% of anthropogenic CO<sub>2</sub> emissions (Gössling, 2015; Scott, et al. 2016). It is therefore an industry that still has a long way to reduce the impact it is having on climate change, and this can only be achieved through the change of consumption models and decision processes.

Since tourism is a hedonistic industry, it does not present enough incentives for tourists to perform environmentally responsible behaviour. The design of environmental sustainability policies must take into account the possible reactions of tourists. The use of models of rational behavior can lead to biased estimates when compared with the real behavior in tourist markets. In turn, intervention mechanisms based on the use of incentives, such as environmental taxes (Sheng and Tsui, 2009, Palmer and Riera 2003, Gooroochurn and Milner, 2005, Gössling et al., 2007), may not be as effective when other aspects that influence the behavior of tourists, such as emotions or social norms intervene (Gnoth, 1997, King, 2002, Gretzel et al., 2006).

For this reason, it is necessary an integrated model of tourist decision which combines economic instruments with contextual factors. This paper analyzes the determinants of the sustainable behavior of tourists in aspects related to decisions that contribute to CO<sub>2</sub> emissions and water consumption during the tourism experience. Results of an experiment related to decisions on the choice about water and energy consumption are presented that focuses on reusing towels and bedding in accommodation establishments. The results reveal that it is possible to influence the behavior of tourists towards the adoption of more sustainable choice decisions, acting on the variables that influence the context of choice, such as information, emotional state and social norms.



## Abstract 22

THE IMPACT OF ETHICAL LEADERSHIP ON GUESTS' SERVICE RECOVERY SATISFACTION IN HOTELS IN SPAIN

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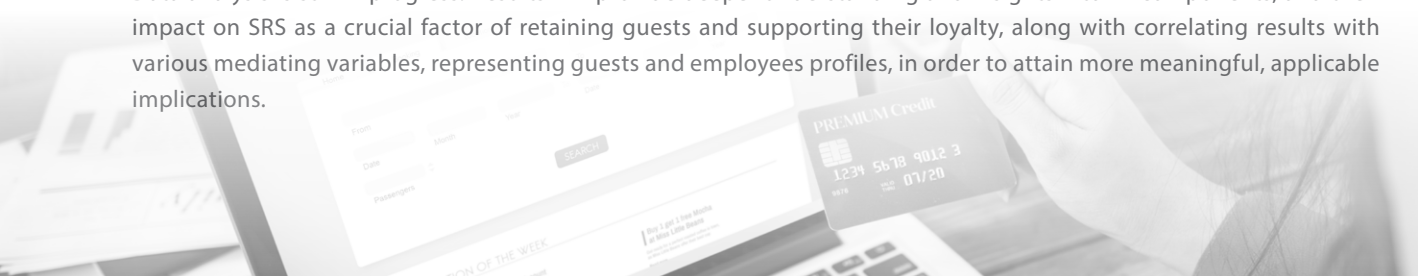
**KEYWORDS:** Ethical leadership, service recovery, hotels.**ABSTRACT:** This study aims at deeply investigating the impact of Ethical leadership (EL) on guests' service recovery satisfaction (SRS) in hotels.

EL provides, well-structured benefits regarding organization-related performance, supporting ethical values and practices, prosocial behavior and social exchange, organizational citizenship behavior, employees' organizational commitment, reducing counterproductive behavior, employees' satisfaction, and guest-related performance. Consequently, studying the EL's impact on SRS is expected to reveal multiple, meaningful insights into how to improve hotels' service recovery performance, and converting guests' "OW" service encounter into a "WOW" loyalty-boosting experience.

EL will be analyzed through multiple constructs; including guests' perceptions of justice and equity, fair treatment received, and forms of third party justice; and employees' perceptions of management's fairness with them and with guests, and their immediate boss ethical leadership. Whilst, SRS will be measured in the form of two constructs; guests' complaints processing and handling, and service recovery procedures. Data have been collected from seven hotels in the Canary Islands, Spain.

The current study contributes to a better and more comprehensive understanding of EL, SRS, and their inter-related correlations and relevant mediating variables. There is a gap in the literature as previous related literature that involved EL did not correlate it to SRS, or else involved specific constituents of EL, such as integrity and organization justice. Moreover, the current study would be among the first to scrutinize the multi-dimensional mediating variables, which would lead to a feasible multivariate investigation, rather than just providing univariate analysis. Moreover, the current study examines the perceptions of the two main constituents of the hospitality industry; guests and employees', rather than just examining one of them. The current research has introduced unexplored correlations and is expected to provide beneficial insights. However, our field study has been conducted in a European resorts destination, with its particular cultural contexts of both employees and tourists. Thus, research's generalizability opportunities are limited to similar operational and cultural contexts. Besides, only upscale hotels have been investigated, so future research could compare our results to those considering the budget segment of the hospitality industry.

Data analysis is still in progress. Results will provide deeper understanding and insights into EL components, and their impact on SRS as a crucial factor of retaining guests and supporting their loyalty, along with correlating results with various mediating variables, representing guests and employees profiles, in order to attain more meaningful, applicable implications.



Abstract 23

## ANALYSIS OF TOURISM DEVELOPMENT IN THE POLISH SPAS

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**KEYWORDS:** Health tourism, tourism area life cycle, spas.

**ABSTRACT:** The development of tourism in the spas is an important element of the development of health tourism. The purpose of tourist activity in spas is generally to improve the health of the visitor. The development of this form of tourism is particularly important in countries that are struggling with the phenomenon of an aging population and high mortality due to civilization diseases.

The article discusses the phenomenon of the development of Polish health resorts in the context of social changes in the perception of traditional and modern spa products. The article also includes the problem of the aging of the Polish society and the structure of the spa product and the privatization of Polish spa enterprises.

To illustrate the phenomena occurring in spa tourism in Poland, statistical data (ie fluctuation of tourist traffic in 45 Polish spas, average age of mortality, etc.) were used. Attempts have been made to explain the changes taking place in the context of Tourism Area Life Cycle (TALC) R.W. Butler.

The results of the analysis of tourist traffic in Polish health resorts (generally) in the years 1949-2016 indicate the occurrence of cyclical changes in the development of spa areas (analyzed in an aggregated way). It is also possible to observe individual stages of development and to notice changes in the needs of tourists visiting spas.



## Abstract 24

**GENDER DIFFERENCES IN THE EFFECTS OF JUSTICE PERCEPTIONS ON JOB INSECURITY IN A HOTEL OUTSOURCING CONTEXT**

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**KEYWORDS:** Outsourcing, hotel industry, organizational justice, job insecurity, gender differences, labor outsourcing.

**ABSTRACT:** Prior research indicates that employees' perceptions of organizational justice in the workplace are significantly positively related to their feelings of job insecurity. Yet no study has to date undertaken that examine how gender can affect this relationship among hotel staff that, in a labor outsourcing context, perceive management's unfair treatment of them and their outsourced peers. Given that pay discrepancy and performing a minor role at work are setbacks that female workers in hotels have had to tackle in the past, it is likely that women are particularly sensitive to the common image of weakness projected by outsourced workers. Consequently, this study hypothesizes that distributive (DJ) and interactional justice (IJ) issues toward their outsourced peers should have stronger effects on job insecurity in the case of female in-house workers. By contrast, therefore, the job security of in-house staff due to perceive themselves as beneficiaries of the procedural justice (PJ) followed in the outsourcing, it is hypothesized that tends to be similar between genders.

Questionnaire data from 215 in-house employees working side-by-side with outsourced employees at 14 hotels in Gran Canaria (Spain) were analyzed by using structural equation modeling (SEM).

The findings of the study challenge the hypotheses. Contrary to expectations, the effect on job insecurity of the employees' procedural justice (PJ) followed in the outsourcing was only significant in the case of male employees. Distributive justice (DJ) issues toward external peers showed similar effects on job insecurity between genders, but these effects were not significant. Lastly, male employees who perceived unfair treatment of supervisors toward external peers experienced similar job insecurity than female.

Findings found that male in-house employees who perceived themselves, or their outsourced peers as recipients of a lack of organizational justice, to a greater extent reported higher levels of job insecurity. The results particularly supported interactional justice (IJ) as playing a equal role between genders and dominant over distributive (DJ) and procedural justice (PJ). Findings advise hotel managers to pay explicit attention to procedures used in outsourcing, discussing them with the affected parties to ensure that it is fairly implemented. The findings also suggest that by encouraging justice perceptions among in-house employees, mainly those related to unfair treatment of supervisors toward external peers, hotel managers can combat job insecurity at work and, hence, promote a labor outsourcing context that favor successful outsourcing. Finally, given that in-house employees reacted not only to the way they were treated by hotel management, but also to the way their outsourced peers were treated, the findings also indicate that all (un)fair treatment in outsourcing, regardless of the recipient, should receive explicit attention by hotel managers.



Abstract 25

A TOURIST TRIP DESIGN PROBLEM IN AN URBAN AREA

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**KEYWORDS:** Tourist trip design problem, orienteering problem, mathematical programming, optimization procedures.

**ABSTRACT:** The Tourist Trip Design Problem (TTDP) is a route-planning problem for tourists interested in visiting Points Of Interest (POIs). The most basic version is the Orienteering Problem (OP). In the OP the objective is to maximize the total score obtained from visited nodes subject to a budget constraint (time limitation). Sometimes, due to this budget constraint, not all POIs can be visited. In more extended versions of the problem, different aspects as opening time, waiting time, multiple day trips, multimodal tours, multiple group trips, and others, can be considered. From a mathematical point of view, the problem is difficult and heuristic algorithms are proposed to provide solutions in reasonable computational times. These algorithms can be implemented in a device that designs tourist routes in real-time. We present a work in progress in which we study a tourist design problem in an urban area considering scores for POIs and arcs in the network.



## Abstract 26

**SUSTAINABLE EFFICIENT MANAGEMENT AND STAKEHOLDERS' SATISFACTION IN HOTEL INDUSTRY**

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**KEYWORDS:** Sustainability, Hotel industry, Stakeholders' satisfaction.

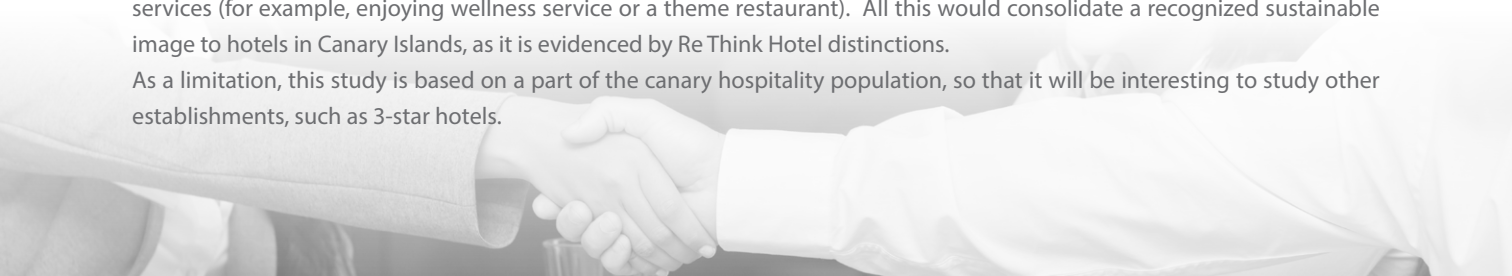
**ABSTRACT:** Efficiency is an organizational capacity that links cost management and production efficiency (Sharifi and Zhang, 1999; Zhang and Sharifi, 2000). In line to current trends, the efficient management is associated to sustainable resource management, save and cost reduction, and elimination of activities not providing any added value but consuming resources. Efficiency is part of sustainable management values. According to Hieu and Rašovská (2017), sustainability is based on the balance among dimensions of environmental, economic, and socio-cultural aspects of tourism development, known as principles of sustainable business ("triple bottom line"). The relevance of the sustainable management on business performance is widely recognized. For example, it is possible to examine the relationships between environmental sustainability, financial and market performance, customer satisfaction, employee implications and resource efficiency (Bruns-Smith, Choy, Chong and Verm, 2015). As a result, Jones, Hillier and Comfort (2014) stated that many business leaders have implemented sustainability actions as an increasingly important element of their corporate strategies.

As a key business in the tourism industry, the hotel sector is crucial to the achievement of long-term sustainability. Specifically, this work studies the impact of the efficient management of hotels on stakeholders' satisfaction. Literature supports the impact of sustainable management on the positive attitudes of customers (Berezan, Raab, Yoo, and Love, 2013), employees' (Kim and Choi, 2013), tour operators (Spasić, 2012), and overall community (Pozo, do Amaral Moretti and Tachizawa, 2016).

This research is developed in the context of 4- and 5-star and Great Luxury (GL) hotels on the Canary Islands (268), where the unit of analysis corresponds to the director, or the assistant manager at the hotels. Based on the literature review, a structured questionnaire is designed, and a pre-test is carried out with tourism experts and managers from the hotel sector. The questionnaires are administered between November 2016 and May 2017, and 72 valid questionnaires are obtained. Regarding the scales' design, their content validity is based on the literature review and the recommendations of academics and professionals from the tourism industry. Principal component analysis and multiple regression analysis are used as statistical tools. Results show that efficient sustainable management contributes to satisfy stakeholders. Hence, the satisfaction of customers, employees, partners and local community would increase if hotels invest on sustainable practices.

Regarding the practical implications, hotel managers should identify sustainable practices which maximize the satisfaction of their stakeholders, generating in this way an additional value to sustainable resource management. Another suggestion for hotel managers is to invite local community and customers to propose useful ideas about how the organization could contribute to reducing environmental degradation. The best proposal should be recognized for free nights or additional services (for example, enjoying wellness service or a theme restaurant). All this would consolidate a recognized sustainable image to hotels in Canary Islands, as it is evidenced by Re Think Hotel distinctions.

As a limitation, this study is based on a part of the canary hospitality population, so that it will be interesting to study other establishments, such as 3-star hotels.





## Abstract 27

**EMPIRICAL STUDY ON AIR POLLUTION AND CHINA'S DOMESTIC TOURIST DEMAND UNDER THE SMOG SCENARIO**

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**KEYWORDS:** Air pollution, tourist demand, panel data analysis, China.

**ABSTRACT:** Tourism is one of the most climate-sensitive economic sectors, but also a contributor to climate change. Driven by a heightened sense that climate change is already happening, and will increasingly impact on tourism into the future interest is growing amongst tourism researchers and practitioners in the interactions between climate change and tourism and practitioners (Brian Weir, 2017). As one of the biggest developing countries, China has witnessed a rapid growth in both its national economy and tourism industry over the past 30 years, and thus made it one of the largest emerging tourism economy in today's world. In the same time, a worsening air pollution situation the smog issue has become an increasingly serious social concern and caused heated social debates within China. Heavy smog in China is considered as a result of both weather condition and air pollution. An empirical investigation to address the interaction between economic and tourism growth, air pollution would be of great importance both for Chinese policymakers and a better understanding of a more sustained tourism growth under the sustainable development context.

Mainstream studies on the inter-relationship between climate change/air pollution and tourism demand have largely centered around evaluation of the environmental externality of the tourism industry ranging from greenhouse gas emissions to air pollution. But there has been a lack of studies aimed at assessing the impact of severe weather events on tourist behaviour and tourism demand in general, although this too has been recently assessed within a European context (Gössling, Abegg, & Steiger, 2016). Recently some Chinese researchers have also investigated the smog impact on tourism growth, but existing research has mainly focused on its impact on inbound tourism, while its impact on the domestic tourism demand has been relatively neglected. With 31 sampling regions, this paper assesses the interrelationship between air pollution and Chinese domestic tourist demand based on panel data analysis. Relevant regional data are collected from China Tourism Statistics Yearbook and the National Data Center. Results show evidence in favor of the existence of relationship between air pollution and tourism growth. Finally, in a further investigation it is indicated that a potential smog-induced tourist flow pattern to the western and rural tourist destinations is observed from data analysis as a result of a crowding out effect. Study of environmental impacts of tourism industry has long been a research focus under the background of promoting a more sustainable tourism growth in the tourism academia. And also geographically speaking, research that broadly deals with developing countries is still very limited (Suanne Beckon, 2013). Hence this empirical research on the interrelationship of air pollution and tourism demand in China can enrich the present literature and provide a new perspective on tourism sustainability.

## Abstract 28

TOURISM AS AN INSTRUMENT FOR SUSTAINABLE DEVELOPMENT: SOME EVIDENCE IN AFRICAN COUNTRIES

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**KEYWORDS:** Development, tourism, sustainability, Africa, tourism accommodation firms.

**ABSTRACT:** The Sustainable Development Goals -released in September 2015 by the United Nations in order to respond to the environmental, political and economic challenges faced by our world-, assign a very important role to tourism, highlighting its capacity for job creation, promotion of local culture and the protection and responsible consumption of natural resources.

According to recent statistical data, tourism seems to be one of the Africa's most potential sectors in terms of development. In 2017, Africa received 62 million international tourists (26 million in 2000) and the average total contribution of tourism to gross domestic product (GDP) increased to \$166 billion in 2011–2014 (8.5% of total GDP). Nevertheless, Africa still presents alarming levels of poverty. For example, the number of people living in extreme poverty grew by 44.6% in sub-Saharan Africa, from 287 million (in 1990) to 415 million (2011). Despite this contradictory context, there is a limited academic research that has attempted to measure and explain the real contribution of tourism industry and firms to the multidimensional development of less developed countries (LDC). Consequently, considerable attention has been paid to the expansion of the tourism sector, but much less to what extent tourism development contributes to reduce poverty in all its dimensions. In contrast, contemporary approaches, such as Pro-Poor Tourism and Sustainable Tourism-Eliminating Poverty (ST-EP) initiatives, aim to establish a direct link between tourism and poverty alleviation. Taking all the above into account, the purpose of this study is to integrate existing evidence and generate new knowledge about the contribution of tourism to the economic, social and environmental development of regions and countries with high poverty rates. To this end, it was carried out a review of research documents on the nexus between tourism and development obtained in the two largest electronic databases of peer-reviewed scientific literature: Scopus (Elsevier) and Web of Science (Thomson Reuters). After a content analysis of near 200 publications, 44 documents were finally selected since they provide empirical evidence on the impacts of tourism activity on the socioeconomic development of LDC.

Based on this literature review and several complementary scales related to sustainability and development, a survey was conducted among 239 owners and managers of tourist accommodation firms in African countries in order to know how their organizations are contributing to the general development in the region in which they operate. Some of the results obtained suggest that sustainable development discourse and practice have been mainly focused on the environmental conservation, paying less attention to poverty alleviation, inequality and other social problems. Other results of this research evidence a high engagement on local poverty alleviation among managers surveyed, specially through the implementation of Corporate Social Responsibility initiatives in their organizations. Facing limitations such as the exploratory nature of some measures or the difficulties in building a representative sample due to the obsolescence of some hospitality databases, this study has important practical implications both in the research field and in the strategical direction of social responsibility activity in tourist accommodation business.

Abstract 29

DEMOCRACY AND SOCIAL WELFARE

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**KEYWORDS:** Democracy, social welfare, economic growth.

**ABSTRACT:** Economic growth translates into social welfare when wealth permeates society and this occurs when the institutions of a state are inclusive and favor equal opportunities for citizens and businesses.

In the scientific literature there is an extensive list of works that relate economic growth to variables linked to democratic quality. Gerring, J., Barndt, P. Brand, W. and Moreno, C. (2005), relate economic growth with democratic quality in the years of good public policy practices. It is the accumulation of physical, political, human and social capital that accelerates economic growth.

In this paper we try to relate the variables that reflect the democratic quality of a country with equal opportunities with indices that measure social welfare and competitiveness of the economy. In both cases, it is an indicator that the government executes its public policies based on the intensity of citizens' preferences.



## Abstract 30

**A BIVARIATE PROBABILITY DISTRIBUTION FOR MODELLING AND PREDICTING POPULATION AND TOURIST VISITORS IN SPAIN**

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**KEYWORDS:** Bivariate and conditional distributions, copula, population, prediction, tourism.**ABSTRACT:** In this work, the resident population in the Spanish's autonomous communities and the number of tourists visiting these regions are jointly model during the years 2000-2018.

As empirical evidence shows that the more populated regions (cities, localities, etc.) receive a higher number of tourist visitors, it seems reasonable to assume that the mean number of tourist visitors to a city, autonomous community or region is conditioned by the number of resident population in the area. Perhaps this is due to a larger number of infrastructures (ports, airports, hotels, restaurants, etc.).

On the other hand, it could also be feasible that population of a location grows with the number of tourists that visit the area (as occurred in many regions of Spain during the tourist boom in the decade of the sixties in the last century). A possible explanation for this is based on the direct and indirect that this has on the local economy. In addition, it is not uncommon that the loyalty of the tourist to a particular region ends up with the visitor travelling often to the same destination, and ultimately becoming a permanent resident of the place.

In order to model this situation, we propose a bivariate distribution with known margins that follows the classic beta distribution. Besides, conditional distributions with conditional means that adapt perfectly to the situation described above are derived.

These marginal and joint distributions are fitted to several datasets that correspond to populations and number of tourists visiting the main autonomous communities of Spain. The estimated parameters will finally be used to predict the number of tourist visitors given the population. Although, the high number of tourist visitors that have arrived to Spain in the recent years have produced enormous economic benefits, however, this has also created a series of problems and in- conveniences that affect to the local residents. The proposed model allows in a simple way to introduce covariates through the marginal means that could help to identify those (positive and negative) factors that influence all this economic experience.



## Abstract 31

CHANGE IN TRAVEL BEHAVIOR – INFLUENCE OF GENERATIONS ON TRAVEL BEHAVIOR

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**KEYWORDS:** Travel behavior, generations, cohort analysis, apc analysis, generation Y.

**ABSTRACT:** As generational analysis has been acknowledged to be a valid method to study generations' travel behavior (Li et al., 2013, p. 148), the present study aims to analyze the travel behavior of different generations, namely '68 generation, baby boomer, generation X and generation Y. Which attributes, e.g. duration, choice of accommodation and transportation, show a specific characteristic for a specific generation? A generation or a cohort (Ryder, 1965, p. 845) is characterized by several attributes due to its experiences in its formative years (Mannheim, 1928). Next to the generation effect the study also considers age- and period effects. With defined characteristics, it is envisaged to forecast the future travel behavior of the German population.

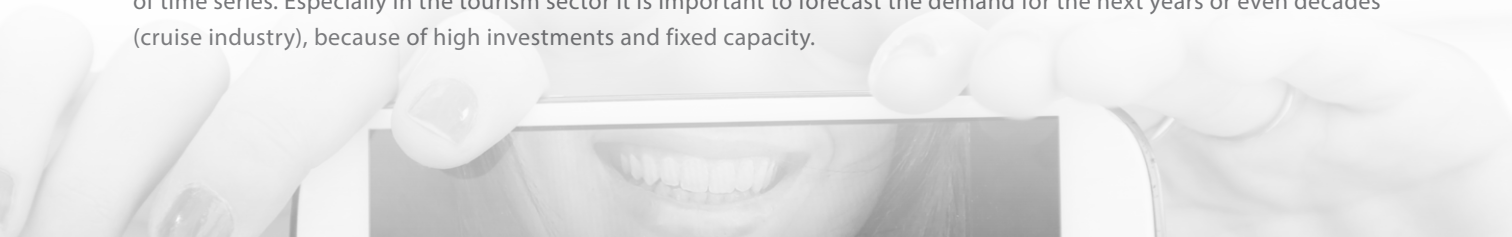
To analyze generations it is necessary to use longitudinal data (Huang & Petrick, 2010, p. 36). When trying to separate the effects it is common to use cohort analysis respectively apc analysis (age, period, cohort analysis). Unfortunately it is impossible to clearly separate age, period and cohort effects (Glenn, 1976, p. 900). To meet the requirement of good panel data, the raw data of the Reiseanalyse are used. The Reiseanalyse collected and sells representative data for the German population between 1972 and 2013 that covers all required attributes of travel behavior. To analyze the data the intrinsic estimator and the hierarchical apc analysis are used (Land & Yang, 2013).

The first attribute, the transportation choice, shows a strong generation effect. The '68 generation is much more likely to take the car to go on holiday and less likely to take the train compared to the three other generations. Generation Y and X prefer to travel by plane. Next to the generation effect, we find strong age and period effects. For example young people are more willing to take the plane and older people prefer to take the bus. Concerning housing options baby boomer and '68 generation do like caravanning much more than generation X and Y. The two young generations however prefer to stay with relatives more often. Concerning the duration of the holiday, there is a strong period effect, showing a decline in spent days, but no generation effect. Moreover there is a strong life cycle effect for different attributes. Tourists between 30 and 40 prefer guesthouses and caravanning because of the convenience with kids.

Generations have been the focus of analysis for decades, but rarely valid results have been reached as longitudinal data is required. Many popular claims against generation X or Y are without any empirical background. So it is interesting to see, which claims hold up to empirical research and fit to their travel behavior.

One problem, not sufficiently met, is the correlation between the effects. Younger people are more influenced by periodical events than older people. That leads to a correlation between age and period effects. Moreover the results are only valid for Germany, as generations in different countries have different values (Schewe & Noble, 2000, p. 139-140) and show differences in travel behavior.

The results of the analysis can be used by all actors in the tourism industry, to create offers that fit the future tourism demand. Thanks to the effects of age, period and cohort the forecast will be much more precise than predictions on basis of time series. Especially in the tourism sector it is important to forecast the demand for the next years or even decades (cruise industry), because of high investments and fixed capacity.



## Abstract 32

ECONOMIC GROWTH AND PRODUCTIVITY IN THE SPANISH PROVINCES

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**KEYWORDS:** Stochastic frontier, total factor productivity and economic growth.

**ABSTRACT:** Tourism has been regarded as a low productive activity. According to Balassa (1964) and Samuelson (1964), productivity gains occur mainly in tradable sectors, more capital intensive, which produces rises in incomes that generate rises in demand in the rest of sectors (non-tradable ones). In tourism-led regions, non-tradable sectors such as accommodation or catering services are the main source of economic growth. Under these circumstances, and recognising the contribution of productivity as a source of growth in the long term, tourism-led regions may achieve a lower economic performance in contrast to industrial-led regions.

This paper tries to shed light on the differences in growth and productivity among the spanish provinces using a Stochastic frontier model. A panel dataset with the fifty provinces from 1986 to 2012 has been built to such aim. The productivity is decomposed into technological change, technological efficiency and scale.

According to the results, on average tourism-led regions base their growth in factor accumulation rather than productivity gains. On the other hand, Industrial regions achieve a higher level of productivity, although the efficiency is similar for the fifty provinces.





Abstract 33

THE ECONOMIC GROWTH PROCESS IN TOURISM-LED REGIONS

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**KEYWORDS:** Economic growth, productivity and dynamic CGE model.

**ABSTRACT:** Several papers have econometrically tested the positive causal relation between tourism and economic growth. On the other hand, CGE models have also allowed understanding the economic consequence of tourism in the host region; assuming the rise in tourism demand and the rest of the world as given. Nevertheless, the economic process by which a tourism-led regions growth, remains unclear.

This paper assumes a theoretical two countries dynamic CGE model to explain the economic growth in tourism-led regions and obtain insights of the performance of key economic variables. The two country approach allows endogenizing the behaviour of both economies to better understand the process that boost the growth. The rise in productivity in the outbound country produces a rise in tourism demand in the host country which boosts the economic growth, rises the inflation, appreciates the real exchange rate, enhances investment and provokes capital decumulation in the tradable sector.



Abstract 34

**WHEN TOURISM MEETS COMMUNISM. THE PERCEIVED IMAGE OF CUBA, NORTH KOREA AND VIETNAM ON SOCIAL MEDIA**

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**KEYWORDS:** Destination image, user-generated-content (ugc), political propaganda, communism, content analysis, social media.

**ABSTRACT:** Over the last decades, researchers have been contributing to the rich body of literature on destination image. Despite the interest shown, the academic debate often focuses on developed destinations (Pike, 2002) and there is a scarcity of studies regarding emerging destinations (Sönmez & Sirakaya, 2002) as well as destination image for specific contexts. The analysis, from a political angle, of the image of socialist countries as destinations, has also been totally ignored. In these states, communist political propaganda remains omnipresent in every sphere of life and by nature, it's at sight of everyone including tourists.

On the other hand, recent developments in digital photography accompanied with the ever-growing use of social media have transformed the tourism sector. User-generated-content posted on these platforms provide a new way of understanding consumers' perceptions of a destination and its associated products.

Therefore, the aim of this study is two-fold. It examined international tourists' destination image of socialist countries and considered the weight exerted by political propaganda on the perceptions of travelers through the assessment of travel photos posted on social media sharing sites.

Data were obtained from travel photos relating to trips to Cuba, North Korea and Vietnam posted on Instagram. Content analysis was performed on a total of 977 photos revealed the most frequently discussed attributes of tourists' experiences in the above-mentioned countries.

Communist political propaganda has been thoroughly studied as a concept of political science, art and history as well as from the perspective of sociology and psychology. This study presents a different approach by looking at the effect that propaganda might have on the demand side of tourism.

Implications exist for tourism marketers and policy makers, as the study exposed the attributes and highlighted the importance of political propaganda affecting the traveler's emotions and perceptions when travelling to socialist countries. This research will further assist practitioners in creating a recognizable destination image and attracting specific segment of international tourists.



## Abstract 35

THE IMAGE OF MOUNTAINS: A CONCEPTUAL FRAMEWORK

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**KEYWORDS:** Mountains, destination image, destination marketing, symbolism, imagery.

**ABSTRACT:** Destination image is frequently referred to as essential to the attractiveness and competitiveness of a destination, chosen from many competing destinations at a geographical, time and frequently cultural distance, being therefore of central concern to destination marketing (Baloglu & McCleary, 1999; Bigné, Sánchez & Sanz, 2009; Kastenholz, 2002; Kastenholz, 2010; Kozak, Bigné, González & Andreu, 2003). For mountain destinations this tourist destination image is closely linked to the general image of mountains (Nepal & Chipeniuk, 2005). As a matter of fact, mountains are cultural, natural, social and physical spaces (Robertson & Hull, 2001). But they are also socially, cognitively and emotionally constructed sites (Evernden, 1992; Greider & Garkovich, 1994; Cronon, 1995; Soper, 1995), whose elements include ideas and perceptions that exist in the minds of individuals and are partly shared with others (Robertson & Hull, 2001).

This paper attempts to summarize, systemize and discuss distinct dimensions of mountain images, which mirror diverse cultural and social meanings, aiming at the establishment of a connection between general and historically rooted, socially and culturally shaped mountain perceptions and mountain tourism experiences. For this purpose, an extensive literature review was undertaken focusing on the concept of destination image and on social and cultural meanings of mountains overtime. This review integrated literature from scientific fields such as Sociology, Environmental Psychology, Landscape Planning, Leisure and Tourism Studies, Geography, Ethnography and Cultural Studies and sought, through content analysis, to identify distinct meanings and dimensions associated with mountains. This systematic reading and content analyses permitted the development of a conceptual framework with twelve mountain image dimensions, which were entitled as: (1) Negativist, (2) Romantic, (3) Mystique/Sacred, (4) Spiritual, (5) Cosmic and Life, (6) Sport and Adventure, (7) Ecological and Natural, (8) Historic-Cultural, (9) Health and Wellbeing, (10) Tourism and Recreation, (11) Social and Prestige and, last but not least, (12) Authenticity.

Despite the destination image is the most studied topic in tourism literature (Dolnicar & Grun, 2013), “the need for more research is critical to deepen the understanding of the destination image in influencing tourist travel behaviour” (Ramkissoon & Uysal, 2011, p. 542). Moreover, tourism researches concerned with mountain places mainly focused on physical, ecological and environmental perspectives and with no evidences on mountain destination image. From a theoretical standpoint and despite the extended literature in mountain destination image (130 studies) and in mountain destinations, the study might omit and therefore not consider other possible mountain image and meanings’ dimensions. From a methodological perspective, the ideal would be the application of this framework within a conceptual model that may be validated through a mountain destination image scale, a measurement instrument to be applied to mountain tourism destinations. It is argued that this set of dimensions is unique to mountainous regions and underlie much of the appeal and specificity of mountain destination images. Correspondingly, this framework should help improve our understanding of mountain destination image, suggesting dimensions that should be included in both qualitative and quantitative mountain destination image assessment. The framework may also contribute to more successful and sustainable mountain destination development and marketing, taking into account the meanings these areas assume for diverse destination stakeholders – visitors, the resident communities and society as such, having a stake in preserving these areas. Limitations of the study and directions for future research are also presented.

**Abstract 36**

**WINE ROUTES: CULTURE, TRADITIONS AND FLAVORS**

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**KEYWORDS:** Cultural routes, wine routes, heritage, Portugal.

**ABSTRACT:** Wine tourism an emerging tourism product, has an increasingly important role in the wine regions' development and promotion (Bras, 2010). Wine tourism was born from the union of two completely different industries (Hjalager & Richards, 2002): i) wine industry which is typically oriented to the product and for the wine production and ii) tourism which works to accommodate the tourist. 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). Wine routes are privileged instruments for the organization and dissemination of wine tourism (Correia, 2005). Were created in Europe from the post-war period (Hall & Mitchell, 2000) and comprise one or more signaled pathways that run through a wine region (Brás, Costa, & Buhalis, 2010).

Wine routes can help redesign the economies of rural areas (Scherrer, Alonso, & Sheridan, 2009), are an important tourist product in the world (Correia, Passos Ascensão, & Charters, 2004). The wine routes are one of the most visible aspects of the practice of wine tourism in Portugal (Simões, 2008). They were created by the initiative of wine producers in 1993 to increase the promotion and sale of their products and to develop the tourism potential of the different wine-growing regions in several areas, such as: culture, history, traditions, built heritage and landscape (Costa & Kastenholz, 2009). Wine routes are nowadays considered as a tourism product with great potential for the development of tourist destinations (Jurincic & Bojnec, 2009) contribute to the preservation and dissemination of traditions connected with this special feature of Portuguese culture.

This work aims at analyzing wine routes as a means of developing wine-growing regions, economically, socially and environmentally, and as an opportunity to promote positive images of wine-growing regions, using as a methodological support a literature review. It is also intended to propose an empirical study to explore two aspects of wine routes in Portugal: (i) supply, in particular the characteristics and conditions of the routes; and (ii) search, specifically the profile of the wine tourist, his motivations, image of the wine tourism destinations and their degree of satisfaction.



## Abstract 37

TURKEY: FUTURE OF SHARING ECONOMY IN ACCOMMODATION SECTOR

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**KEYWORDS:** Sharing economy, accommodation tourism.

**ABSTRACT:** The main idea of this study is to understand the situation of sharing economy in Turkey. Sharing economy was known by the third of people in Europe in 2015 according the survey which was made by the ING bank: Especially 52% of survey responds in Turkey, 20% in Germany and 38% in Italy mentioned that they had an idea about sharing economy but participation rates are slightly lower than expected. But this gives opportunity to people to join share economy more than before once they turn their knowledge into action. Especially, accommodation sharing gains a vital position in sharing economy and Airbnb made its name within many countries have different approaches to this development (Finley, 2013). Especially, Turkey has now more restrictive policies after state of emergency against Airbnb such as registration of every person to the nearest police with the request of local hotel owner and travel agency organizations which is regular process among hotels (Turizm Gazetesi, 2016). This has possible effects on Airbnb users both on supply and demand side. Objective will also cover the future of Turkish tourism.

Exploratory research methods will be use. Data will be obtained from ING Bank' statistics which have results of 14829 samples from 15 different countries (ING, 2015). Especially, Airbnb will be taken in account with the direct analyses of company operations in Turkey. This will be widened during the research. Especially, accommodation sharing economy will be compared with old and new statistics before and after the state of emergency period in Turkey.

Main results will be presented with comparisons which will be based on different periods of the sharing economy. Especially, conclusion will care the actual situation of Turkish tourism and sharing economy in accommodation sector. This will also project the future scenarios of Turkish tourism sector which has the strong infrastructure in this region but faces challenging political climate since years.



Abstract 38

## EVALUATION OF PRIVACY IN NATURAL AND NON-NATURAL TOURISM ENVIRONMENTS FOR HAVING EMOTIONAL EXPERIENCE

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**KEYWORDS:** Emotional experience, restorative experience.

**ABSTRACT:** The research evaluates the interrelationship between perception of privacy and restorative experience in natural and non-natural public tourism environments. Privacy perception levels were applied in three types of environment, such as, water, green (natural) and built environment (non-natural) commonly designed in public spaces of resorts complex. In each environment was evaluated emotional and restorative experience.

Emotional experience was measured by behavioral responses through a method based on automatic facial expression recognition. Attention Restoration Theory (ART) was also used in order to evaluate the relation between positive emotions and psychological benefits such as stress reduction.

The study found out significance in environment effect, architectural privacy effects, environment-time interactions, environment-privacy interactions, privacy-time interactions, and privacy-environment- time interactions.

Emotional responses in tourism environments and privacy perception have been commonly measured by subjective data. This study analyzed objective data by developing an experiment using facial expression recognition to identify emotional responses second by second of 40 participants. Furthermore, behavioral responses of participants were evaluated manually according Facial Action Coding System (FACTS).

The stimuli were presented by video in a laboratory. Researchers suggests for future studies with similar objectives to conduct the experiment in real environments and real clients, in order to collect more accurate data.

The study shows us how environmental design of green spaces, pool areas and terraces in tourist resorts has an impact on our stress reduction and emotions according our privacy perception. This finding has directly practical implications on designs of architects and interior designers, by evaluating their proposals by independent variables as privacy or natural and non-natural designs in hotels and resorts. Furthermore, another practical implications is based on how human reactions on architecture can be measure second by second, thus understanding that environmental perception change over time.





## Abstract 39

## WHY ARE RATINGS IN THE SHARING ECONOMY SO HIGH? AN EXPLORATORY STUDY OF POSSIBLE CAUSES

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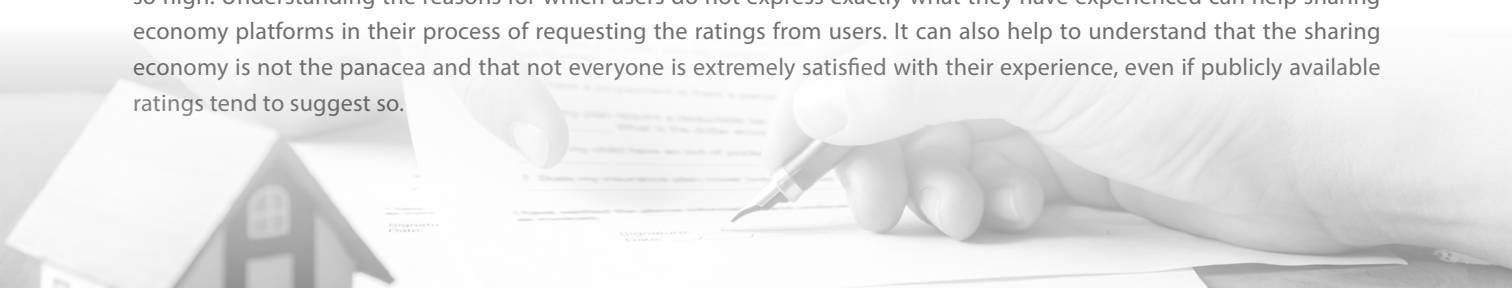
**KEYWORDS:** Sharing economy, reviews, ratings.

**ABSTRACT:** Recently, the tourism sector has been subject to a significant change, due to the emergence of what has been called sharing (collaborative) economy. Due to its growth, it is an area that has received considerable recent attention in the literature. One of the issues that has been found (Zervas, Proserpio, & Byers, 2015) is that, in general, ratings in the sharing economy seem to be above what would be expected. For example, in an analysis of all the reviews received by Spanish properties during 2017 (Unpublished research), we found that 77.6% of the reviews were rated as 5 and 18.5% as 4, for a global rating of 4.72. Taking into consideration that previous studies have shown that hotel ratings in TripAdvisor and Booking are between 3.8 and 4.1 (in a 1 to 5 range), our research question is if sharing accommodation provides a much better experience for guests than other traditional accommodation options or if there are other factors that are contributing to these high ratings.

A web-based survey was developed and then posted on the social networks of the researchers and sent to different contacts. A total of 528 answers were received, 28 of which were discarded. The final sample was comprised of 500 answers. 58.6% (293) had used Airbnb previously and 41.4% (207) had not. Thus, the final sample for this study is 293. These Airbnb users were asked about the reasons for using Airbnb, whether their experience had been satisfactory and, more relevant for this research, if they had posted a rating, they were asked if their review was fully coincident with their experience. If they had not posted a rating, the reasons for not having done so were also asked.

Out of the 293 questionnaires considered, 81.9% (240) had rated their last stay; two-thirds of these 240 (160) stated that their rating coincided completely with their experience. In this group, they were people who had valued their stay with 2, 3, 4 or 5 stars. However, our interest was in the other 80 people who rated their stay and recognized that their rating did not fully coincide with their experience. This is, guests who recognize that they did not express publicly exactly what they had experienced. Several reasons were given for this behavior. The most mentioned reason was that they thought that the negative aspects that they had found were not really relevant (12.9% of the 240 who rated), that they did not want to harm the host (8.8%), that they did not want a negative review to appear in their profile (7.5%), and that they found it difficult to write what they really felt (5.9%). Last there were a few cases (2.5% of our sample) that had received a specific request from the host regarding not to publish a negative review, in some cases offering a compensation in exchange.

To our best knowledge, this is the first study to tackle specifically the reasons of why user ratings in the sharing economy are so high. Understanding the reasons for which users do not express exactly what they have experienced can help sharing economy platforms in their process of requesting the ratings from users. It can also help to understand that the sharing economy is not the panacea and that not everyone is extremely satisfied with their experience, even if publicly available ratings tend to suggest so.



## Abstract 40

# RESIDENT PERSPECTIVE IN ISLAND DESTINATION: THE COMPARATIVE ANALYSIS OF TOURISM DEVELOPMENT BETWEEN OKINAWA AND TENERIFE

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**KEYWORDS:** Resident's support, tourism impacts, comparative analysis, island destination, Okinawa, Tenerife.

**ABSTRACT:** The objective of this study is to examine how the perceived tourism impacts for the local residents determine resident's satisfaction and supports toward tourism development, compared to two mature islands (See Figure 1).

Recently, tourism has been considered an effective catalyst of social and economic development and regeneration in islands. With the development of transportation and infrastructure, tourists can easily reach their destinations, and the number of repeat visitors has increased. This increase in repeat visits has changed not only the needs of tourists, but also resident's satisfaction and support toward tourism development. Furthermore, the comparative analysis among islands destination is needed to develop framework for measuring residents' satisfaction and support toward tourism development, and analyze the characteristics of resident perception about deferent continent of inter-islands. Although the comparative analysis has been used as analytical methods in island tourism destinations of inter-Europe (Garau-Vadell, Diaz-Armas & Gutierrez-Taño, 2014; Sharpley, 2007), inter-Oceania (King, 1997) or inter-South East Asia (Charlie, King & Pearlman, 2013), few studies have investigated the comparison between major island destinations in Europe and Far East Asia (i.e. Tenerife and Okinawa).

Firstly, we discuss the concept of residents' perception and support in the context of destination management. Much academic attention has been paid to the social, economic and environmental impacts of tourism in general and to the understanding of host communities' perceptions of tourism. However, Theoretical framework about these researches is underdeveloped.

Secondly, the study is carried out using the modified model based on "Social Exchange Theory," by using a scale that measures "Place Attachment""Tourism Policy and Tourism Related Companies""Personal Economic Benefit from Tourism""Resident's Attitude for Positive and Negative Impact""Residents' Satisfaction" and "Residents' Support toward Tourism Development."

We present the results of this comparative study and we offer concluding remarks.

This paper presents a comparative analysis of the resident's perception of each component in two very successful major mature island destinations of different area, that is, Tenerife (EU) and Okinawa (Japan).

An understanding of how residents build their support for tourism development and sustainability will allow destination managers to develop marketing and management strategies. Also the findings of this comparative study among islands of different area provide useful information, so that managers can utilize for preparing policies to improve resident's supports for tourism development and sustainability.

The limitation of this research is related to the difficulty in obtaining an adequate sample dealing with islands. Also the study has not been covered about the state of local economy. These limitations will be supplemented in future studies through additional surveys that can provide more diverse analytical results.

## Abstract 41

EMERGING TOURISM FUTURES: RESIDENTIAL TOURISM IN CANARY ISLANDS

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**KEYWORDS:** Mobility, second homes, case study, residential tourism, Canary Islands.

**ABSTRACT:** The Canary islands is a destination specialized in welcoming tourists and second-home owners since 1970s. A total of 14.2 million international tourists visited the Canary Islands in 2017 (INE, 2017). North Europeans, particularly Germans have been (semi)migrating to Canary islands in increasing numbers since 1980s. They have been attracted by the weather, cost of living, culture, the Islands' location in the EU, and the hospitality of the locals.

This work gathers a set of reflections on residential tourism that emerge during our research project. We aim to point out theoretical gaps or constraints on the ways to approach this phenomenon from a social science perspective. Also this paper aims to fill the gap in the theoretical representation of residential tourism and develop more understanding of what tourism has involved and is involving for societies like the Spanish, considering the case of Canary islands.

Residential tourism presents nowadays some huge challenges and opportunities for several destinations. Our study 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, especially in the municipality of San Bartolome de Tirajana (SBT) which is the most important tourist microdestination in Spain in terms of employment generated by tourism. Also, Germans are 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. In addition, despite the high number of foreign property owners in Gran Canaria island, foreign properties have been largely ignored by local tourism developers and academic community. Only a previous study on German property owners was conducted in 2002 and focused on both German property owners and property renters. It informs about main mobility patterns, spatial distribution, motives and relationships between the first and second homes of German visitors in four Canary Islands.

However, the present study targets exclusively property owners who represent the residential tourism group and focuses on how programmes for tourism development in Canary Islands differentiate foreign property/second-home owners and on what are local sustainability actions in tourism and second-home tourism and how German owners evaluate the sustainable development and sustainable life among others research questions. Then we compare these research with the results of the same study conducted in Finland with Russian second home owners. The municipality of SBT is chosen 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 and German speaking second-home owners. The data collection and analysis are still in progress and we have collected interviews with German speaking owners that spend at least 6 months a year in Gran Canaria island in the areas of San Agustin, Playa del Inglés and Maspalomas within the Municipality of San Bartolomé de Tirajana.



Abstract 42

**META-ANALYSIS OF ONLINE SERVICE RECOVERY AND HOTEL PERFORMANCE**

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**KEYWORDS:** Online service recovery, hotel performance, meta-analysis.

**ABSTRACT:** High competition and continuous development of new technologies cause various challenges that appear on the way of hoteliers to deliver customer satisfaction. Level and quality of provided services remain crucial base of hotel's performance. Therefore, its failure must be solved appropriately in order to maintain a high level of customer satisfaction and to keep hotel's image. Unfortunately, due to nature of service, it is impossible for its providers to avoid failures. Service in its essence involves direct interactions between operators and consumers, hence implies high level of risk. It means there is no guarantee for hotels to provide free-error service for their customers, who tend to be more demanding and less loyal from year to year.

Application of recovery to modern hotel industry is ambiguous. As customer review websites became a main platform where customers share their experiences and potential clients search for relevant information, hotels should manage online presence. However, many hotels do not provide any recovery and do not even correct own existence on the internet. To date, companies do not fully appreciate all the advantages of online recovery and its application. Therefore, the following study aims to analyse the importance of online service recovery and its possible beneficial application to hotel performance. By highlighting its advantages, this study is tending to draw attention of hotel's managers and decision-makers to online service recovery. Meta-analysis was used in this research in order to empirically assess various outcomes of research findings across several investigations and studies. Main sources of information will contain primary sources such as collected data from online platform Trip Advisor and secondary sources such as journal articles and text books.

There has been a significant research regarding service recovery in the last decade and its interest keeps growing due to the negative consequences of insufficient service as the arrival of the internet era and its easy accessibility consequently caused the need of online service recovery. In addition, information technology developed online communication that allows easy spread of immediate reactions among customers. However, despite the easy accessibility and popularity of review platforms, the study of online service recovery in the hotel industry is limited. Such service-oriented sector as tourism should be attentive to resolving complaints and provide appropriate service recovery efforts. Understanding the importance of online service recovery by hotel managers, decision-makers as well as academics of hospitality would benefit tourism industry and hotel performance.



## Abstract 43

DEVELOPMENT OF INNOVATION IN STARGAZING TOURISM EXPERIENCE IN CHILEAN COQUIMBO: THE ROLE OF INSTITUTIONAL LEADERSHIP

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**KEYWORDS:** Astrotourism, innovation, Coquimbo Region (Chile).

**ABSTRACT:** Innovation is considered a useful strategy for the diversification of tourism in new and mature destinations that focus on specific market segments. The landscape of the night sky offers an important opportunity for innovation in tourism experiences through the promotion of stargazing activities in many destinations around the world. The region of Coquimbo in Chile, considered the southern gate of the Atacama Desert, has promoted a strategy of tourist diversification and territorial rebalancing based on the implementation of astrotourism since the mid-1990s. This case study shows how a tourism sector has been consolidated based on the opportunities offered by an advantageous natural resource for the scientific observation of the sky. This has been possible thanks to the creation of infrastructures, equipment, activities and services, driven by a wide range of public and private agents, with the help of various public funds, and overseen by the institutional leadership role of the Coquimbo Regional Management of the National Tourism Service (SERNATUR), the main architect of the creation of a solid image of this product in the region, with penetration in the national and international sphere. As a result astrotourism in the region of Coquimbo has become a unique, well-structured marketing strategy, recognised by the local population as one of its distinctive tourism products, with the capacity to attract specific segments of national and international tourists based on its innovative character and unique selling points. The establishment of tourist infrastructures which develop the product in various parts of the region's interior has improved the territorial balance of opportunities generated by the tourism, that were initially and predominantly linked to sun and sand holidays with the strong seasonal component that this marketing strategy entails. This translates into economic and social benefits, in terms of creating income and employment for the region as a whole.

The role of SERNATUR as the inspiration and promoter of this innovation strategy can be understood in three phases. The first phase of providing stimulus and supporting the creation of infrastructure and equipment for observing and interpreting the night sky, promoted by local public authorities in the form of astronomical observatories for tourists, which was energetically implemented until the end of the first decade of this century. It was followed by a second stage promoting private enterprises, aimed at creating tourist establishments and specialized services, such as themed tourist accommodation, the creation of observation facilities by accommodation providers or the development of activity programs and tours by specialized companies. Stimulating the creation of astrotourism products and packages that are put on the market through tour operators and travel agencies is part of this stage, which is very intense in the exploration of original and innovative product proposals. Thirdly, and evolving in parallel to the previous stages, the unification and coordination of these promotions under the umbrella of a common destination image with the imprimatur "Coquimbo Region, the Star Region", which achieves an outstanding impact in the national and international market. The deeply rooted presence of this product and the very attractive image created, together with the international emergence of astrotourism and the power for international scientific observation that Chile represents, has led to the adoption by SERNATUR-Chile of astrotourism as an innovative role model in the image of the country's tourism brand within the framework of the national tourism strategy.

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