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Abstract 1

NON-HEALTH AND HEALTH TOURISTS' PERCEPTIONS OF DESTINATIONS. THE CASE OF LA PALMA (CANARY ISLANDS)

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KEYWORDS: Health tourism, wellness tourism, destination, perceptions.

ABSTRACT: The aim of this study is to explore health and non-health tourists' perceptions about a destination. Health tourism is one of the megatrends of tourism nowadays. Moreover, its importance has transcended the tourist products boundaries and it forms part of the agenda of institutions such as the World Health Organization, the World Tourism Organization and the European Parliament. Health tourism is divided in two subsectors - namely Medical Tourism and Wellness Tourism - depending on the active-proactive approach to health. However, sometimes these distinctions are not so clear. There is certain unanimity of defining a health tourist as a person whose primary intention when travelling is health, although health as a secondary motivation is also taken into account when studying health tourism markets.

The purpose of this work is to analyse health and non-health tourists' perceptions about La Palma, as a case of a destination which has not been developed as a specific health and wellness tourism destination. This means that the DMO, or other tourism authority, has not planned nor executed any strategy based on health tourism and that the majority of tourism stakeholders of the destination do not offer - in general - specific health tourism products of any kind.

An online quantitative study was conducted on a sample of 823 international tourists from UK, Germany and Spain surveyed in their source countries. A specific questionnaire was developed, based both on the health science and tourism literature review and on focus groups carried out with tourists in the destination. The measurement instrument was a structured questionnaire with questions based on a 1 to 7 response Likert scale, reflecting the degree of agreement with different characteristics of the destination. The data analysis was conducted applying methods of comparison of media and proportions. As a whole, the findings of this study show that there are some differences between health and non-health tourists' perceptions of certain destination features. When considering some aggregations of profiles of health tourism consumers, these perceptions also vary slightly. The main limitation of this work is that a wider generalisation of the evidence found in this study could be difficult to apply. Notwithstanding, it could be considered a base for further works and reflections on this subject.



Abstract 2

THE IMPORTANCE OF AN INCREASE OF LANGUAGE SERVICES IN THE HEALTH CARE. CASE EXAMPLE: FINNISH TOURISTS IN GRAN CANARIA, SPAIN

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KEYWORDS: Tourism, Spanish, English, Finnish, applied linguistics, social sciences, cross-cultural studies and research, health care, intercultural development, language services, discourse analysis, consecutive interpretation.

ABSTRACT: The purpose of the survey was to define the possible need for an increase of language services in health services for tourists, and the information was gathered from Finnish tourists visiting Gran Canaria. The survey will be used to support social anthropological research to determine the importance of language services in general, as well as in travel decisions, both in the planning of a future trip, and in the realization of an actual trip. The survey was conducted anonymously.

The anthropological study has as its key topics the intercultural communication and the influence of language services, mainly for integrated tourism in health care in Gran Canaria, in order to investigate the needs, offer solutions, and also demonstrate to what extent the objectives and desired outcomes were achieved at the different stages in health care for a certain group of tourists in Gran Canaria in winter season 2018-2019.

Almost 200 responses were received in the survey. The respondents were able to participate in the survey by filling in a response form via an internet link and also by telephone. The respondents' personal data are not stored in the research material.

Ongoing related thesis research in respect is aimed at

- to identifying the theoretical background of the research topic
- to evaluating the importance of fluent linguistic interaction for Finnish tourists visiting health centers and hospitals on Grand Canary Island
- to collecting information on possible cultural differences between the target culture and the Finnish cultural background in health care services
- to collecting free-form comments from respondents to the questionnaire, and possible proposals for the development of healthcare services for travelers to Gran Canaria.

Abstract 3

ECONOMIC EVALUATION OF THE IMPACT ON TOURISM OF ATMOSPHERIC POLLUTION AND NOISE IN THE CITY OF LAS PALMAS DE GRAN CANARIA

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KEYWORDS: Tourism impact, economic techniques, sustainable development.

ABSTRACT: Tourism is a global phenomenon, with an important impact on natural resources: water, air, soil, and is increasingly becoming one of the main sources of income for developed and developing countries. This study deals with the economic assessment of the impact of atmospheric pollution and noise in relation to tourism, through a practical case: the city of Las Palmas de Gran Canaria.

To establish a frame of reference for the state of pollution in the city, new measures of the main polluting gases (NO_x, SO₂ and O₃) were obtained in the periods of greatest influx of tourists, using novel techniques of passive diffusion samplers, developed by the Swedish Institute for the Environment (IVL).

Using proven econometric techniques of contingent valuation as a methodology for this research, comparable monetary values of these environmental goods have been obtained, as an objective reference for political decision making in the area of tourism and sustainable development.



Abstract 4

EXPLAINING ATTITUDES TOWARDS TOURISM OF RURAL COMMUNITIES IN NORTHERN SENEGAL. A SOCIAL REPRESENTATION THEORY-BASED APPROACH

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KEYWORDS: tourism development; rural communities; social representation theory; attitudes towards tourism.

ABSTRACT: While Senegalese authorities and investor promoted tourism development in northern Senegal as a driver for economic modernization and social welfare improvement, a significant part of the local society still think of tourism as a new stage of colonialism that exclude them.

In this research an explanative model based of social representation theory (hereafter SRT) is applied to give account of factors explaining attitudes and behaviours of rural communities surrounding the National Park of La Langue the Barbarie towards tourism. Modelling works on constructs of expropriation, exclusion and otherness to build social representations of tourism present in the area. Then HOMALS analysis is applied to define clusters with different representations and attitudes to tourism. We provide coherent explanations for believes and attitudes towards tourism that would be difficult to fit in the social exchange theory.

Furthermore, we discuss how research outcomes based on SRT may provide deeper insights to define tourism-based development pathways capable to effectively engage and benefit local communities.



Abstract 5

MEASURING OF WATER CONSUMPTION AND EVALUATING THE SYSTEM OF WATER MANAGEMENT IN THE HOTEL SECTOR

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KEYWORDS: Social development, water consumption, water policy.

ABSTRACT: Tourism alongside with its contribution to economic and social development may have negative impacts on local resources, including water, which is especially relevant in island destinations and areas of water scarcity. This study focuses on measuring of water consumption and evaluating the system of water management in the hotel sector, taking as case study Puerto de la Cruz (Canary Islands). To achieve this objective a 45-item questionnaire was used. The design of the questionnaire was based on the literature on water management, especially in the hotel sector. It was structured into four sections: general characteristics of the hotel, water-related units, water consumption and actions of water management. The first section included information about chain affiliation, the size (numbers of beds), hotel surface, star category, number of employees, guest-nights and occupancy. The second section asked about units related to water consumption as presence of laundry service, kitchen, swimming pools, etc. The section dedicated to water consumption included water consumption, total and divided by facilities to understand better which source had the biggest weight and where the potential could be found. The part referred to water management was composed from different actions and measures in this area and motivational factors which could influence on the decision-making process.

The questionnaire was created with Google form and sent by email to the hotels of Puerto de la Cruz. A linear model was proposed using liters of water consumption per guest-night as the dependent variable and the independent ones: star-rating category, chain affiliation, hotel capacity, floor area (total and for gardens, parks, etc.), number of employees, presence or absence of mentioned facilities and number of water saving measures. The data was analysed using SPSS v.24. According to the results there were three variables which affected the most the water consumption per guest-night: floor area, occupancy and number of water saving measures. The other variables were not found significant. Also it was found that the hotels did not divide water consumption by the processes of its origin, which could have facilitate the analysis of water usage. The most commonly adopted measures to save water were environmental awareness among clients, the application of water-saving devices in taps and showers and presence of environmental policy. The most important factors to make a decision about adoption of water saving measures could be water scarcity in the area and low investment required. The study reveals that it is necessary to deepen the research in this field and to achieve a greater collaboration of the hotel sector as to establish correct water management. The aspects analysed in the study could help to develop a policy related to water saving initiatives in the area and to make the destination more resistant to the changes in water availability, which could be useful for other island destinations as well.



Abstract 6

HERITAGE TOURISM IN MIDDLE ATLANTIC. CIDADE VELHA IN CAPE VERDE

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KEYWORDS: Planning, Cultural landscape, intangible heritage, sustainable development, interculturality, UNESCO.

ABSTRACT: The United Nations (UN) General Assembly recognized the importance of Sustainable Tourism for Development “in leading to a greater awareness of the rich heritage of various civilizations and in bringing about a better appreciation of the inherent values of different cultures”. It is an opportunity to establish a complex look between Tourism and Heritage.

Our proposal is to look at tourism in Middle Atlantic Islands of Cape Verde, in Cidade Velha, located in the South of the island of Santiago. It was inscribed on the UNESCO World Heritage List since 2009 and it is considered an important initial link of an intangible heritage shared by Africa, America and Europe, and currently remains the only site in Cape Verde classified World Heritage by UNESCO.

The methodology used is to analyze the growth and expansion of this urban nucleus and its surrounding field since its inception, while reflecting on what historical and social elements motivate the pace and criteria of this growth. It has been carried out in field research modality, identifying the urban spaces and the landscape places of special relevance, having been in place on several occasions from European Research Projects framed in the Atlantic Area.

The results obtained help us to better understand the richness and complexity of its intangible heritage and its projection as a tourist resource. And confirm the interest of its urban structure as an element of its own identity, which becomes a tourist and cultural resource. While making us become aware of the value it can offer Cape Verdean heritage to reinforce sustainability and revitalize both the economic sphere and the social and environmental sphere, proposed by the Agenda 2030 and the Sustainable Development Goals.



Abstract 7

A SERVICE-DRIVEN MARKET ORIENTATION: A CASE STUDY IN THE CANARY ISLANDS

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KEYWORDS: Quality service market orientation, TIC, Family Company.

ABSTRACT: The aim of this study is to analyse a successful case of a family company that nowadays is a car rental business of reference in the Canaries. The company orientates its marketing effort on employees to motivate all functions to satisfy customers, providing them with more valuable services. To do this, the company increases its resources such as supportive environmental of work, skills, equipment, IT support, and systems department enabling the best possible commercialization in a clear strategy of customer service orientation. This study adopted a qualitative and descriptive case study approach. The data collection was obtained from secondary data and one set of in-depth interviews with five members of the company's top management. The objectives of the company are focused on the maximization of profits and the top quality service orientation. To achieve these objectives, the company relies on four critical areas:

(1) The booking centre has a multilingual staff making the telephone booking service fully available and convenient for customers. In addition, a complete web with access to car availability, rates and bookings with immediate confirmation is offered. Also a database is generated with all the customers' opinions about the service quality received (through a survey sent to customers after their experience); (2) The IT and Development Department is focused on developing Apps, implementing improvements in the system and seeking technological based opportunities for the company. It currently has developments aimed at partners enabling autonomous booking management without call centre personnel intervention: iframe and extranet web services; (3) The main objectives of the Sales Department are: a) consolidate the brand in the Peninsula and Europe by participating in important tourism fairs and sponsoring sports; b) product design, opening of new offices and standardization of brand image; c) differentiation for service quality, variety and quality in the fleet and highly qualified personnel for customer service; d) repositioning of prices and price parity in the different channels; and e) customer segmentation and strategic alliances for its market orientation; (4) The Human Resources Department selects a service oriented staff profile and it boosts internal and external training courses. This training policy is complemented with a rotation system among staff from different offices to motivate and stimulate employees. This concern for quality in the product offered has led them to obtain the tourism commitment stamp and AENOR quality certificate and multiple awards.

This study contributes to increase the knowledge about the successful factors of companies that develop their activity related to tourism in the geographical context of the Canary Islands. The results obtained cannot be generalized. The analysis of factors that have led to a car rental company in the Canary Islands to achieve success serve as a reference to other entrepreneurs and managers to reorient their strategies towards the market. Another practical implementation is to consider the importance to include technology in the organizational processes, as well as to orient themselves towards the delivery of better customer service through their focus on employees.

Abstract 8

THE PROPERTIES AND STRUCTURE OF SERVICE QUALITY EXPERIENCE IN HOTEL RESTAURANTS: UNDERSTANDING HOTEL LOYALTY THROUGH A GUEST-CENTRIC PERSPECTIVE

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KEYWORDS: hospitality, hotel, restaurant, service quality experience, service quality, experience quality, performance quality.

ABSTRACT: The purpose of this paper is twofold. Firstly, it draws a distinction between 'service quality' and 'service quality experience'. Secondly, this research tests three models in order to explain how experience of quality in hotel restaurants affects hotel loyalty.

With respect to methodology, the survey consisted of a structured questionnaire that was passed to 300 customers in five different restaurants belonging to a luxury hotel in Gran Canaria. The sampling procedure was non-probabilistic, but proportionally sized to the number of dining services at each restaurant.

Empirically, eight different exploratory factor analyses were performed in order to identify the dimensions of the sensory experience, the emotional, cognitive, behavioural, and social dimensions (service quality experience in restaurants), and the 'service quality in restaurants' scales, as well as the hotel service and hotel loyalty scales. The reliability of these scales was confirmed by a Cronbach Alpha test. The relationships between variables were assessed using path modelling so that all the hypotheses were verified.

The findings indicate that both restaurant and hotel service quality play a mediating role in the effect of the 'service quality experience in restaurants' on hotel loyalty. Thus, the selected model expands our understanding of how the 'senses' dimensions (sight, hearing, taste, touch and smell) and other service quality experience dimensions (emotions, cognitions, activities and social interactions) that dining guests encounter in hotel restaurants influence the perception of hotel service and hotel loyalty. Furthermore, it contributes to the hospitality literature by not only distinguishing service quality from service quality experience, but also by elucidating how 'guest experience' is shaped by the hotel and its restaurants.

This paper's main theoretical contribution is that it makes a case for 'quality experience' by pointing out that the properties of the service are not the same as the properties of the experience of the service. In addition, it provides specific practical implications with a guest-centric perspective on the basis of the empirically verified principle that the true nature of service lies in the customer's experience and it must, therefore, revolve around their needs. To sum up, it is not the performance quality that matters most, but rather the guest dining and hotel experience.



Abstract 9

IMPACT OF INFORMATION INSUFFICIENCY ON TOURISTS' DECISION-MAKING

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KEYWORDS: Tourism, digitalization, destination image, social networks.

ABSTRACT: Cultural diversity, together with the increasing opportunities for displacement around the world, served as the main base for the development of tourism in the 20th century. As a result, nowadays it has become a powerful global industry. The growth of tourism flows has been reflected in different current trends in international tourism, which include the diversification of the tourist product, the search for new destinations, the decrease in the average duration of tourist trips, the choice of alternative accommodation and transport places, and general price pressure (Kester, 2013).

In recent years, great attention has been paid to the problem of combining cultural heritage and tourism (del Barrio, Devesa & Herrera, 2012; Okumus & Cetin, 2015). And, in particular, importance is related with the inclusion of intangible cultural heritage in the tourism product (Wang & Ma, 2007; Ma & Wang, 2008) in close relation with sustainable development and the problem of relations between the interested public and private parties, operating within a specific tourist destination (Baggio & Sheresheva, 2014).

The present research is a pilot study that aims to analyze the positioning of five principal cultural events of Uzbekistan in Internet and the problems that can be found in that area. The study is based on Seddighi and Theocharous model (2002), according which the tourists create their itinerary depending on the touristic product characteristics. One of them is the publicity and recognizability of the event of point of interest.

Using the data collected from the sample of 45 local residents and 23 international tourists, we have determined that people do not have access to full information about the events. 63% of our participants were not aware of the existence of two events from the five of the list. 58.4% pointed out the importance of relevant publicity and information in different languages that could attract more tourists. Also we have found out that people tend to be more interested in events related with music and folklore, then those that present traditional handcrafts and art.



Abstract 10

HOW DO SECONDARY SOURCES OF INFORMATION AFFECT THE IMAGE OF TOURIST DESTINATIONS?

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KEYWORDS: Tourism marketing; Destination image; Sources of information; Image information.

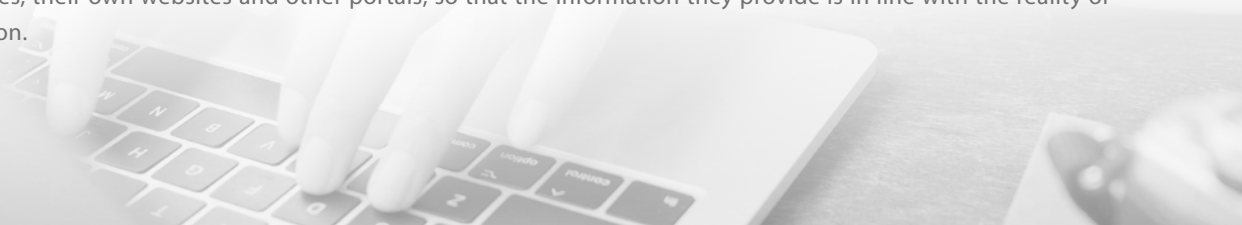
ABSTRACT: The purpose of the study is to develop and empirically validate an explanatory model that determines how different sources of secondary information influence the gap between the pre- and post- visit image. Based on the literature, a new classification of information sources is proposed: (1) sources of high information and active search (2) sources of low information and active search, (3) sources of high information and passive exposure, and (4) sources of low information and passive exposure. So with this new classification, the following hypotheses are considered: (H1) The greater the range or number of secondary information sources with high information and an active search, the smaller the gap in the cognitive image compared to the other types of sources of information and (H2) the greater the range or number of secondary information sources with low information content and passive exposure, the greater the gap in the cognitive image compared to the other types of sources of information.

This research has been carried out using a sample of 411 tourists in Tenerife (Spain). So the findings show that the greater the number of high-content, information sources used during an active search, the smaller the gap in the cognitive image. In contrast, the greater the number of low-content sources used during an active search, the greater the gap between the pre- and post-visit images. These results confirm that the use of sources of high information combined with an active search generates a perceived image of the destination before the visit, which is very close to reality.

This research presents an original conclusion from two points of view. Firstly, a conceptual framework has been attempted that would allow the continued advancement in the development of the topic of destination image, in order to better understand how they are influenced by sources of information in terms of the evolution of image. Secondly, the understanding of the influence of different sources of information on the formation of the image gap will help operators in the sector and the public institutions to project an image as close as possible to reality.

This research is limited to the context of its own objectives and also there are other factors that influence the change in the perceived image of a destination that may also affect the image change. From a methodological perspective, this work presents limitations that affect the generalisation of its results, since the scope of the investigation only permits the results of the analysis to be generalised to the population and the destination from which the sample was taken.

The main practical implication of this research is that the institutions responsible for the promotion of destinations should promote the use of official websites for the destinations, as well as the dissemination of information in tourist guides and specialised magazines. Also that institutions should exercise tight control over the information provided by travel agencies, their own websites and other portals, so that the information they provide is in line with the reality of the destination.



Abstract 11

QATAR: URBAN REGENERATION, TOURISM DEVELOPMENT AND RESILIENCE

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KEYWORDS: Qatar, tourism, sustainability, local community, resilience.

ABSTRACT: Over the last fifty years, Qatar has transformed itself from a nation of limited economic resources (the main occupation was pearl fishing) into one of the richest Gulf states, thanks to the development of his abundant oil and gas resources. The per capita GDP of Qatar is today among the highest in the world rankings and its economic growth - despite the diplomatic, economic and logistical embargo from 2017 imposed by Saudi Arabia, United Arab Emirates, Bahrain and Egypt - has had a constant trend.

Over the past few years the government has made huge investments in diversifying the economy, shifting the focus from the oil & gas sector to downstream industrial production (petrochemical, plastic, fertilizer, aluminum, steel, etc.), to the realization of major projects in the building / infrastructural, transport and logistics, tourism sectors (also in view of the 2022 World Soccer Championships) and education (universities and science parks).

The strong infrastructural development has generated a demographic increase, equal to 10% per year, reaching 2.4 million inhabitants (the growth estimate forecasts a doubling of the population by 2022). This population growth is due to the progressive inclusion of foreign workers and professionals necessary for the realization of ambitious infrastructure projects (the foreign population represents 89% of the total population). Qatar's national strategy was outlined in the Qatar National Vision 2030 program, which aims to balance the country's economic and urban growth with social and environmental factors.

Focus of this contribution is to verify the relation between the rapid pace of tourism development and local community. The research, carried out on the ground, has allowed to outline the tourism development push factors as well as the impact that it has on the environment and on population (both local and foreign that live there). The methodology adopted included: 1) the economic system analysis before and after embargo with a large focus on tourism sector since 2013 until today. Through this analysis it was possible to outline a general overview of Qatar highlighting the main geographical, demographic, socio-economic and cultural dimensions, in order to understand the context within which tourists move; 2) the analysis of the ambitious projects environmentally-sustainable in relation both with plans of urban regeneration and with actions/activities for the sports and events tourism implementation. These analysis allowed i. to quantify inbound flows, ii. to identify the characteristics of the Qatari tourist offer, iii. to identify the main destinations within the country and the reasons that push people to travel in it. The sources used include the annual reports of the Qatar Tourism Authority; 3) a reflection on tourism impact on a local society traditionally. In this third part of the contribution, we offer insights on Qatari society, based today on a system of social inclusion and exclusion. It is interesting to reflect on the impact that tourism will have in future years: will the local society adopt spatial segregation models or integration models? Will the increase in tourist flows generate rejection responses from residents who feel threatened in their social customs, or will open up the urban fabric to profitable economic and cultural "contaminations"?



Abstract 12

EMOTIONS IN TOURIST BEHAVIOUR: EVALUATING TOURISM DESTINATIONS

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KEYWORDS: Emotion measurement, tourism destination, tourist experience, psychophysiological methods, self-report methods.

ABSTRACT: The study of emotions in tourist behaviour is a topic of great interest in academic literature. Emotions are related to complex feelings, reactions and judgments about situations, things or experiences. In contrast to self-report methods, which measure tourist perceptions of their emotional responses, there are numerous psychophysiological methods that objectively measure the individual's emotional responses. The purpose of this article is to analyse the methods (self-report and psychophysiological) to measure emotions regarding tourist destinations.

The methodology consisted of reviewing papers published in the last 15 years in journals in the field of tourism, focused on measurement tourists' emotional responses to a destination. In general, these studies analysed the emotions of a real tourist experience (visit to a destination) or a future expectation (e.g. promotional video).

This research expands the study approach of evaluating tourist destinations, incorporating studies that not only use traditional research methods (self-report measures), but also more complex techniques (e.g. eye-tracking, EMG facial). The main conclusions of this work suggest that, in the study of tourist behaviour, it is advisable to combine self-report methods with psychophysiological methods. Indeed, a tourist may not remember emotions in a past experience. Likewise, a tourist may not recognize, differentiate, or express his or her emotions. Also, tourists can simply describe their emotions according to what they consider to be socially acceptable. Consequently, studying emotions from a holistic point of view (based on perceptions and with objective measures) provides a more complete vision, which improves the ability to predict tourist's attitudes. For this reason, in recent years there has been an increasing interest in applying psychophysiological methods in the evaluation of tourist destinations.

A main limitation of the study is the type of journals selected. It is necessary to broaden the base of revised articles with papers published on tourism in journals from other academic fields (e.g. marketing, psychology, information technologies). Thereby, a more interdisciplinary view on the subject would be reached.

In terms of practical implications, it is recommended to work with multidisciplinary teams (experts in psychology, computer science, marketing...) in order to apply the psychophysiological methods properly. It is also necessary to analyse which method to apply in each situation (before, during and after the experience), as well as the specific features of each method (e.g., economic cost, creation of laboratory).

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Abstract 13

THE PRIVILEGED MIGRATION TO THE PERUVIAN CAPITAL OF LIMA

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KEYWORDS: Peru, Lima, privileged migration, lifestyle migration, romantic migration, racism, whiteness, globalization, tourism.

ABSTRACT: My research field is in the Peruvian capital of Lima, where I am doing investigation and fieldwork about privileged migration. In my research, not all are lifestyle or romantic migrants, however, all are somehow privileged in comparison to the Peruvian locals in terms of relationships, search for work, public services and generally their lifestyle. This kind of migration is very connected with tourism, because lot of my informants came to Peru for the first time as tourists without the intention to settle there. There is also very big influence of globalization, which allows migrants to connect, find jobs and be well informed. My informants are mostly from Western Europe and United States and they are able to have in Peru – according to them – more fulfilling quality of life. As they claim, they find much more opportunities in Peru than in their countries of origin. Most of them admit, that they feel very privileged in Peru and also that they are treated better way not only in the workplace, but also as potential relationship partners due to their “whiteness”. Being from Europe or United States and being “white” is viewed as being more professional in the workplace than a local Peruvian and also more desirable in partner relationships; having, for example, European boyfriend raises the social status and image. I am therefore focusing also on this aspect of their experiences.

The purpose of my fieldwork is to describe the character of privileged migration in Lima and the group of my informants. To find out their motivations to migrate and settle there. What are their everyday experiences, what they find as most challenging and on the other side, what they find attractive and desirable about Lima, that motivates them to stay and live there.

I am using a combination of methods, primarily the participated observation. I also use a lot of auto-ethnographic data from my rich experiences of visiting Peru regularly for the last 10 years. I am aware of the limitations of this method and trying to be fully reflective. I combine the participated observation with narrative, informal and semi-structural interviews. I made most of the interviews in Spanish, secondarily in English and I also did two interviews in Czech. I recorded each interview on my mobile phone and the average length was about one hour. I had several prepared questions, but I always let the informants to express me their stories and experiences in a narrative form. I spent in the terrain 6 months since September 2017 to March 2018. I this period I did 24 interviews with 21 informants. In September 2018 I came back to Lima and made another 9 interviews with 7 informants. I was collecting the informants with snowball technique.

To summarize motivations of my informants to migrate and settle in Lima could be generalized by their statement of feeling more “free” in Peru. More less all of them can sense some kind of deeper “freedom” in comparison to the country of origin. They find the environment also less bureaucratic. Most challenging for them are the applied double standards, the sense, that they could hardly be considered “local” no matter how hard they try to adapt, learn Spanish, have local friends etc. They are always the “gringos” and they are treated differently when it comes to payment – they are often charged higher prices on everyday experiences (in shops, taxis etc.). On the other hand they feel treated as privileged in the public services; most common example stated was entrance to discotheques. They were allowed to skip the queue, not pay the entrance fee, enter even without guest list or membership card. This ambivalent position was very new for them and made them feel rather uncomfortable. Almost all of my informants are planning to stay and settle in Lima for a long time. Majority of them have a local partner or husband/wife.

Abstract 14

ANALYSIS OF DETERMINANTS OF MIXED WASTE GENERATION WITHIN THE ACCOMMODATION SECTOR: THE CASE OF PUERTO DE LA CRUZ TOURIST DESTINATION

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KEYWORDS: Tourism impacts, mixed waste, accommodation sector, recycling rate, PAYT.

ABSTRACT: One of the most unsustainable problems of tourism is waste generation. On the one hand, tourism' contribution to the municipal solid waste (MSW) generation was around 11% in the island of Tenerife between 2006-2015 (Díaz-Farina et al., 2018). Indeed, the accommodation sector is one of the main tourist contributors, reaching up to 40% of the total MSW in tourist destinations such as Puerto de la Cruz. On the other hand, tourism waste generation requires significant financial efforts from local authorities, which are not always adequately reflected in their financial budget. For example, the annual waste fee charged to accommodation establishments in Puerto de la Cruz is €13.90/bed, independently of the amount of waste generated and way below the €79.40/bed/year currently in force in other municipalities in the island of Tenerife. Indeed, tourism firms do not fully contribute to the municipal waste service costs, resulting in cross subsidies within the local tourism industry.

In this study, we pursue two aims. First, we analyze the determinant variables of mixed waste (MW) generation in the hotels and apartments of Puerto de la Cruz and, secondly, we propose a Pay-As-You-Throw (PAYT) fee for MW generation to the accommodation sector within Puerto de la Cruz, thus introducing an incentive scheme for reducing the MW generation and increasing the recycling rate. For this purpose, we exploit a cross-section with variables that characterize 61 establishments, including variables describing the perception on firm's waste management policy and door-to-door daily waste collected within a two-month period. The sample represents 91% of total accommodation supply of Puerto de la Cruz. The analysis is carried out in two steps. First, a Principal Component Analysis (PCA) has been carried out with the aim of reducing the number of variables that characterize establishments and their environmental policy, internal waste management and training on waste received by employees. In a second step, a multiple linear regression is performed to identify those variables that determine the MW generation in hotels and apartments.

The results reveal that the number of beds together with the occupancy rates become the most relevant variable of MW generation. Counterintuitively, the presence of a global environmental policy in the establishment causes an increase in the MW generated. Moreover, the presence of a waste policy within the establishment is also related with larger waste generation, although in this case there is not enough statistical evidence. Information provided to employees on how to perform a proper internal waste management seems to reduce the amount of MW, while specific training in waste management increases the amount of waste generated. In addition, the better managers' perception of waste policy in the establishment, the lower the amount of waste generated. There is no statistical evidence that hotels generate more waste than apartments, nor that there is a significant difference in the amount of waste generated according to the category of the establishment. To our knowledge, this is the first contribution to the literature on the determinants of the MW generation within the accommodation sector in a tourist destination.



Abstract 15

LOW SEASONALITY DESTINATIONS: CHAID ALGORITHM AS AN EFFECTIVE METHOD FOR CATEGORIZING VARIABLES WHEN USING MLRM

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KEYWORDS: Low seasonality, resident visitors, National Parks, CHAID algorithm, Multinomial Logistic Regression Model.

ABSTRACT: Seasonality is one of the key economic factors when segmenting tourism markets. Overall, economic rationale generally governs the development of tourist destinations (Hadwen et al., 2011). However, to overcome negative environmental effects on these destinations, studying low season characteristics may be a good approach, as a reduced number of tourists could be a way to preserve natural resources better.

Spain is one of the most important countries regarding numbers of inbound tourists (UNWTO, 2019). There are some Spanish destinations with high seasonality like the Balearic Islands (Aguiló & Sastre, 1984; Coll Ramis & Seguí Llinás, 2014) and others where differences between high and low season are slight. The latter is the case of the Canary Islands (CI).

When “seasonality” is studied for market segmentation in cases of destinations where this segmenting variable is not highly significant, performing an empirical analysis can be quite complex. Indeed, in such cases, it is usually a long process to be able to identify market segments by season. In this regard, using CHAID algorithms (Chi-Square Automatic Interaction Detection), due to their capacity for mining data could be the best technique to adopt.

It is important to highlight some of the strengths of CHAID analysis as a method of tourism market segmentation. These strengths can be summarized as following: 1) Chi-square is a nonparametric statistic, thus any form of variable distribution is accepted; 2) both nominal and interval variables can be included as predictors; 3) continuous variables can be chosen as criterion variables and 4) the criterion variable will be selected according to the objectives of destination operators.

Moreover, applying CHAID algorithms, as a prior step to a multinomial logistic regression analysis (MLRM), following Kass's (1980) recommendations, to data collected on visitors to a National Park has not been carried out so far. Therefore, this study aims to experiment, for the first time, with a technique based on CHAID algorithms in the context of tourist market segmentation as a prior step to define the most accurate variables and categories to study seasonality of visitors to the Spanish National Park of El Teide (CI).

In conclusion, the results obtained show that for the cases of low seasonality destinations, CHAID algorithm is an effective method for categorizing variables when using MLRM. Moreover, no seasonality influence was found for non-resident visitors, however, by contrast, an important seasonality effect for residents was observed.

Finally, from a methodological perspective, the main contribution of this work is to provide a better understanding of the utility of the CHAID algorithm. This non-parametric statistical technique is a very powerful tool for categorizing dependent and independent variables when applying a parametric model, such as the MLRM.



Abstract 16

DIGITAL NOMADISM AND TOURISM

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KEYWORDS: Digital nomads, nomads identity, remote workforce.

ABSTRACT: Nomadism as a life style is not new but it has gained increasing popularity in today's modern society as a result of the pervasive availability of telecommunications platforms and other innovative digital technologies. Working and living in a nomadic way becomes a life style of choice for an increasing world population. Many such digital nomads are from the creative professions such as writing, arts and design but also increasingly from other industries from the knowledge economy such as IT and marketing. As companies become more comfortable with a distributed and remote workforce, digital nomadism is expected to continue to grow (Pofeldt, 2018). Tourism destinations and communities have embraced digital nomadism as a strategic opportunity as digital nomadism goes mainstream. This new segment of the traveler market is viewed as very attractive. This is not only because that digital nomads bring expenditure power via consumption of hospitality services such as lodging, foods and beverages, leisure services, shared communal and workspace services, and other services, but also because of the role they play as social and lifestyle influencers – the social currency they can potentially create for tourism destinations (WYSE Travel Confederation, 2018).

The tourism industries have responded with a variety of products and programs geared specifically towards this traveler segment. These strategies include development of co-living and working spaces, leisure programs and services, healthcare and other services as well as organized nomad programs that allow digital nomads to travel globally and work remotely in an organized fashion. Destinations have also started to market themselves as digital nomad friendly destinations - projecting themselves as ideal locales for digital nomads to live and work. Against this larger background, we intend to conduct a study on the topic of digital nomadism and tourism. Our study intends to contribute scholarly towards the understanding of digital nomadism and tourism. Specifically, we will examine digital nomads' identity (re)construction in the space of tourism liminality. We intend to understand a) how they are being cased in an identity by others including the destination community and the nomadic community they are in, b) how they project their own identity; and c) how their inner self-identity is being influenced by the outer social identity. This study intends to also identify how mobility and the leisure/social engagements at their chosen destinations influence digital nomads' identity (re)construction and how they navigate living in the in-between spaces. This study will contribute to the understanding of how digital nomads navigate in multiple identity spaces (tourists, residents; home and away; work and life) and what may transpire in their identity development.



Abstract 17

LIVING, WORKING AND TRAVELLING: NEW PROCESSES OF HYBRIDIZATION FOR THE SPACES OF HOSPITALITY AND WORK

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KEYWORDS: Interior design, city, work space, hospitality, aesthetic languages.

ABSTRACT: This study is based on the results of a architectural research and designs funded by FARB - Fondo di Ateneo per la Ricerca di Base (University Fund for Basic Research), aimed at supporting researches at the Design Department of the Politecnico di Milano. The architectural design research aims to explore new spatial solution of hibridization between two specifics fields of interior design, such as hospitality and work. This concept is carактерized our contemporary lives in which pleasure ans work play a new trends in the hospitality industry.

This attitude involves new concepts related to life, work and travel: the “mobile” dimension of a large number of professional activities, particularly those related to smart working, goes beyond the traditional concept of office as the space in which to spend most of the time for the fulfillment of duties, and unfolds a versatile system of spaces-services that encourages the sense of community, the use of new technologies and the integration of activities previously deployed in other spaces. The “mobile” dimension of hospitality considers new ways of travelling and visiting, which transform the receptive structures from spaces in which guests enjoy a stopover to destinations, underlining a significant link with the context, particularly urban one. In addition, hotels and hostels are enriched with new functions and services, such as co-working spaces or areas for individual work, where people can rest and at the same time work in pleasant places with high-quality facilities. The study has been carried out by the FARB group through a bibliographic and web research, the analysis of case studies – best practices that show how the topic develops –, and interviews with experts. The research was also supported by educational design experiments related to the Laboratorio di Metaprogetto of the Interior Design Degree Course of the School of Design of Politecnico di Milano (a.a. 2016-17 and 2017-18).

Conclusions of the research are gathered in a book titled like this paper. First contribution underlines the relevance of new behaviors and needs for the definition of spaces for contemporary workers and knowledge travellers, as well as the development of new aesthetic languages related to the process of hybridization. Second, research shows new typologies of spaces for the dynamic and flexible work in urban environments. Finally, the study explored the process of hybridization in the fields of restoration, urban and game design, emphasizing the relationship between individuals and public spaces; specifically the contributions investigate the design of inclusive work spaces and their links with the city.



Abstract 18

EXPLORING THE PATTERN OF VISITS TO ATTRACTIONS IN MADRID, SPAIN

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KEYWORDS: Attractions, urban tourism, networks, exponential random graph model.

ABSTRACT: Urban destinations are characterized by offering multiple and diverse attractions and the tourists visit part of them during their visit. This paper explores the pattern of visits to attractions followed by tourists in the city of Madrid. Specifically, we determine the most common characteristics of the attractions (e.g. typology, distance, popularity) that make them to be visited by the same tourist. Additionally, a temporal trend of this pattern was analyzed in order to detect possible changes of the aggregated tourist behavior along time.

The data for the analysis was extracted from user comments in TripAdvisor along five years (2013-2018) to Madrid attractions. This information was used to build a weighted network of attractions for every season, where two attractions are linked if both are commented (visited) by the same tourist. The link weight indicates the number of tourists who have visited both attractions. We apply the methodology of exponential random graph models to estimate which factors (nodal or relational attributes) influence on the probability of connection between two different attractions.

The results show that the tourist decision to visit two attractions in the same trip is influenced by their popularity, determined by the number of reviews and rating, and other relational characteristics, such as the type of attraction. In this regard, a propensity to visit attractions from different typologies was detected.

The exponential random graph models have been recently applied to tourism research. One of the novelties of this study is their application to analyze the pattern of visits to attractions in a destination. In contrast to other exploratory methods used up to date, this methodology allows probabilistically inferring the co-occurrences of visits.

One to the main research limitation of this study is the data source. Online reviews are clearly biased to those people who make reviews in travel pages. Nevertheless, the large amount of information and the robustness of the results allow trusting the empirical findings. This paper has also practical implications for destination management. For example, the information can be used to design promotional and preservation programs of those attractions that are mostly co-visited by tourists. The method can be analogously applied to other urban or large popular destinations including a big bundle of attractions.



Abstract 19

THE LIKELIHOOD OF TOURISTS TO VISIT ATTRACTIONS IN THE ISLAND OF LANZAROTE

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KEYWORDS: Discrete choice models, tourists' behavior, mobility.

ABSTRACT: Knowing how and where tourists travel has been of interest to researchers for many years (Shaw, Agarwal, & Bull, 2000). Despite this and the numerous implications that could result from this type of analysis (Asero, Gozzo, & Tomaselli, 2016; Kádár, 2014), few studies have analyzed how tourists behave in tourism destinations (McKercher & Lau, 2008; Shoval, McKercher, Ng, & Birenboim, 2011). However, this problem is currently being addressed in greater depth thanks to the possibility of accessing new information sources (Raun, Ahas, & Tiru, 2016). This has meant that an increasing amount of research is being published that analyses the patterns of tourists' displacements in tourism destinations (Smallwood, Beckley, Moore, & Kobryn, 2011). In order to achieve a better understanding of tourists' behavior and mobility, a larger number of papers and studies in this field are required. This would enable clearer conclusions to be drawn from the results obtained by different studies to determine which characteristics of tourists affect their choice of certain destinations, attractions or products.

In this study, discrete choice models are used to analyze how a set of variables influence visits to eleven attractions. The results show to what extent each variable increases or decreases the probabilities of visiting the attractions studied. The results of this study are supported by a larger set of variables than other studies. Indeed, it uses more than 35,000 survey responses and analyzes the effect of 83 independent variables for visiting attractions. Moreover, the results do not just identify which significant variables explain why tourists visit the attractions, they are also able to indicate the precise effect that each variable has on the probabilities of visiting the attractions studied, an aspect which has not been addressed until now. In addition, this research is not just helping to fill the gap in the research regarding tourists' choices when travelling, it also has practical applications. In fact, several public institutions are currently interested in the methodology applied and results obtained to improve the data collection on tourists and the management of tourism activity in the Canary Islands. The analysis carried out emphasizes the high influence of motives for choosing Lanzarote as destination as one of the variables that explain tourists' behavior. Variables such as tourists' country of residence, travel group, number of overnight stays, purchase of all-inclusive packages, the repetition at the destination and tourists' ages are also key factors that explain visits to attractions. It seems that the reasons for choosing Lanzarote as destination are some of the main factors that increases the likelihood to visit at least one of the main attractions of the island. On the other hand, living in certain countries seem to be the most relevant factor that explains why these places are not visited by certain tourists. Other factors such as gender, the main motivation for traveling, purchase of low-cost flights or incomes levels are variables that have been shown as not relevant enough to explain tourists' behavior.



Abstract 20

ASSESSING THE EFFECT OF GREEN SOLUTIONS IN MARINAS ON YACHTSMEN'S EXPENDITURE DECISIONS

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KEYWORDS: Nautical tourism, consumer behaviour, sustainability, marina ports, expenditure, environment protection.

ABSTRACT: The yachting tourism industry is believed to have sufficient social and environmental significance to justify academic attention. This paper studies the impact of responsible environmental care in marinas on yachtsmen's expenditure in nautical installations. In this regard, a theoretical model of structural equations is proposed and empirically estimated, using data collected from 402 sailors mooring their vessels in nine different ports of call of diverse destinations across the Atlantic.

The study confirms that sailors' impressions and opinions about the environmental management of marinas has the largest potential to impact their satisfaction with the port and is the only factor with direct and positive influence on their expenditure during the call. It demonstrates that there exists a significant environmental awareness among port users and a need to warrant that their activity generates a positive impact on those places they visit. Consequently, industry and destinations need to adopt a more responsible position, with clean technologies and solutions in the nautical environment, to ensure higher customer satisfaction and economic impact.

Findings further contribute to the scarce academic literature of this area and provide the opportunity for developing recommendations for nautical destinations managers and policy-makers, in relation to the design of more efficient incentives to promote the adoption of eco-friendly and more sustainable strategies within the industry.



Abstract 21

GOVERNANCE AND COASTAL MARITIME TOURISM PRODUCTS. AN APPROACH FROM TENERIFE, CANARY ISLANDS

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KEYWORDS: Coastal maritime tourist products, tourist experience, governance.

ABSTRACT: Coastal maritime tourist products are one of the main attractions of the tourist experience in Tenerife. During the last decades, the island has experimented an unexpected exponential increase and diversification of the offer. It's necessary a diagnosis of the design and particularities of these products, the governance practices and the economical, cultural and environmental impacts on the coastal ecosystems. This analysis can be useful to articulate some prospective lines about sustainable destination management, cooperation and strategic tools.

In the initial phase of the research, I built a register of products and tourism companies through individual questionnaires, focused on activities, distribution areas, online presence, interactions density, coalification and regular customer's categories.

As an investigation in progress, I provide some preliminary findings. In Tenerife, the main diversity of coastal maritime tourist products are concentrated in the south area of the tourist destination, coinciding with an important marine environmental zone. Small tourism firms describes a complex reality. Some of the problems concern the lack of communication with the public administrations who regulate, plan and manage the coastal zones, the irresponsible exploitation of the resources, the training requirements and the need of mechanisms to control supply.



Abstract 22

THE REDUNDANCY OF THE SPANISH STATISTICS SOURCES FOR THE KNOWLEDGE OF THE TOURIST CONSUMER BEHAVIOUR

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KEYWORDS: Data, tourism intelligence, governance, public statistics.

ABSTRACT: The profile of tourism consumers has changed; they are now multi-consumers, engaging in different activities that fragment their visits. Moreover, because they have access to much more information they can thoroughly examine existing offers and make more rational choices. The result is an independent tourist who is more involved in planning and organizing their trips and choosing the elements that make up the tourism product they consume. They are also more active and want to take a leading role in their experiences, which includes demanding different products and “tailor-made” services. Moreover, they heavily use information technologies before, during and after their trips. Therefore, today’s tourism consumer is “in charge”, and has a major influence on what destinations offer. This question reveals that understanding tourist consumption behaviour is essential for market segmentation, a strategic pillar of marketing.

In this context, the tourism data are considered essential in any planning process and strategic tourism management. In addition, the changes produced in the last decade in tourism have generated new demands for statistical information that is comparable over time and space, on a microdata scale and focused on knowledge of tourist behavior. However, the decentralization of the production of tourism statistics in Spain, derived from the division of powers between the Spanish State and the Autonomous Communities, has produced the emergence of various and multiple alternative entities for the generation and transfer of tourism data. In this way, various public administrations undertake the production and dissemination of their own tourist data without seeking coordination with other administrative levels. This fragmentation produces a high dysfunctionality and inefficiency, due to, among other circumstances, a high heterogeneity and duplication of data, a heterogeneity of methodology and types of data, which impede comparability, a duplicity of spending, etc. All this explains the nonexistence of a state statistical system integrated tourist data. The result is that the important advances in the statistical production and its diffusion from the scope of some autonomous communities contrast sharply with the stagnation of the model of institutional coordination. Therefore, we are facing a problem of lack of governance.

The main objective of this paper is to identify the weaknesses of the current scheme of institutional articulation of the territorial organization of public tourism statistics in Spain from the perspective of tourism governance. To do this, we proceed to a comparative analysis of the Spanish Tourist Information Systems, proceeding to identify the statistical imbalances that occur between them.



Abstract 23

TWO TYPES OF GROWTH IN TOURISM-LED ECONOMIES: THE BALEARIC VS THE CANARY ISLANDS

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KEYWORDS: Income elasticity, economic growth, regional development, tourism-led economies.

ABSTRACT: The Balearic and the Canary Islands are two well-known tourism-led economies. They both experienced a tourism boom during the same decades, and, hence, they developed a similar productive mix. Nevertheless, there are strong regional differences in economic performance.

While the Balearic Islands enjoy a high GDP per capita, the Canary Islands show a more modest performance. The results of a panel data regression confirm our hypothesis that the respective income elasticities of tourism are a key factor in explaining this performance gap. It is two times higher in the Balearic Islands than in the Canary Islands, which indicates the first is perceived as a more luxurious destination.

Nevertheless, both regions have still room for improvement in attracting high income tourists.



Abstract 24

TOURISTIFICATION AND LIFESTYLE MIGRATION IN THE NORTHERN HISTORIC DOWNTOWN AREA, IN MERIDA, YUCATAN

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KEYWORDS: Touristification, Lifestyle migrations, socio-spatial transformations.

ABSTRACT: The public policy of revitalization and touristification of the historic downtown in Mérida has had the objective of transforming the area to attract second home residents. The success of this policy has been observed for approximately 15 years, with a small but continuous arrival of new residents from the US, Canada, and in less numbers, from Europe.

Through the application of interviews, field work and the use of different official databases we analyze in this study this lifestyle migration in the northern area of the historic downtown. The new residents have taken advantage of the exchange rates and low cost of living to buy old deteriorated mansions, to restore them. The remodeled houses symbolize for the immigrant a new lifestyle. On the other hand, it generates real estate speculation in the city. Services offered also become more diverse and sophisticated. Some local investors have also discovered the advantages of selling to a demographic group with more financial resources.

In general, we show that the process that Merida has gone through, of being a city with a cloistered and local sociocultural profile, to a cosmopolitan city with cafeterias, tea houses, beer houses, bars, and restaurants that serve French, Italian, German, fusion meals; art galleries, boutique hotels, and crafts stores with products targeting individuals with more social and symbolic capital and more purchasing power. We also include in our analysis the perceptions of Yucatecans who still live in the neighborhood where these changes continue to occur, and their relationships with the new residents.



Abstract 25

A SUSTAINABLE AND VARIABLE TAX TO PROMOTE THE RENTAL OF LOW EMISSION VEHICLES

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KEYWORDS: Bayesian, emissions, externalities, hire cars, loss functions, tax, tourism.

ABSTRACT: The car rental sector has been growing in the Canary Islands since 2011 driven mainly by the touristic sector. The arrival of tourists during the last years has broken records of occupancy rates and the rise of rental accommodation through platforms as Airbnb, Booking, etc. has also favoured the demand of hire cars service. According to the annual report of the transport sector conducted by the Canary Regional Federation of importers and car dealers, the car rental sector turnover was around 520M € in 2017, with an increase of 6% with respect to 2016. The total amount of taxes that the Finance Department of the Canary government received through the Canary General Indirect Tax, IGIC from his name in Spanish, was around 49M €. However, there has also been problems related to the sector of hire cars in some areas of Spain, for instance to the Balearic Islands arrive fleets of vehicles coming from the mainland which do not pay any taxes generating an overload of cars in touristic areas with the consequent rise of emissions. To manage the situation, the regional Balearic government, firstly, tried to limit this movement of vehicles, however this kind of measures is against the principle of market and freedom of movements settled in the European Union, EU. The alternative formula the Balearic government has found to reduce the effect caused by the sector is introducing environmental criteria, particularly implementing the use of electrical vehicles and to prohibit circulation to diesel cars from a future date. Once again, this type of measures goes against the freedom of movement in the EU territory. Recently, the Canary Regional Parliament has passed a law to eliminate the IGIC when buying electric and hybrids cars and bicycles. The target is to push a vehicle fleet environmentally friendly an efficient, this measure will affect the hire electric cars that be taxed to zero and to 6.5% in the case of hybrids cars.

In this work a corrective tax instrument is proposed which results a Bayes rule, when a shifted Poisson distribution and its natural conjugate distribution are used, in order, on the one hand, to internalise costs produced by the emissions caused by hire cars, and on the other hand, to promote the change towards more environmentally efficient cars. The resulting tax increases with the number of days but decreases with the environmental efficiency of cars with the idea of reducing externalities.

Data sample of tourist in the Canary Island in order to compare the covariates affecting the number of rental days of cars with other models considered in the literature will be used and the proposed tax computed. The tax rate that is applied in each case depends on the decision of each tourist when choosing the car model and the number of days it will be rented. If the tourist chooses to rent a technologically inefficient car, he will be forced to pay more for the damage he causes to the environment. Also, the more days of renting, the higher the tax rate to be applied.



Abstract 26

RESIDENTIAL TOURISTS WITH THEIR HOSTELS: A NEW SYMBOL OF THE TIBETAN TOURISM ECONOMY

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KEYWORDS: Residential tourists, hostel sector, destination imaginaries, tourism economy, subculture.

ABSTRACT: Destination image frequently serves as an essential feature of the attractiveness of a destination. The imaginaries about Tibet among Chinese tourists has long drawn a parallel path to that of their Western counterparts. Experiencing constant reconstructions under the influence of popular movies and literature since the beginning of the twenty-first century, the new imaginations about Tibet have inspired a group of tourists to go to Lhasa, the provincial seat of the Tibet Autonomous Region, from inland China and other regions of the Plateau to become residential tourists after 2000. Nowadays, as one of the principal sources of income for residential tourists, Lhasa's hostel sector has progressively grown into a sparkling symbol of the local tourism industry, arising from the fantasies associated with a new type of youth subculture.

However, since there is a rather limited body of existing literature that addresses this new phenomenon that is interwoven with the Tibetan tourism industry, this study aims to investigate the links between the hostels owned by residential tourists in Lhasa and the images of Tibet seen in popular contemporary Tibetan-themed literature and movies in China after 2000; it intends to further explore the history, mechanisms and economic functions of those hostels on the basis of the first-hand data collected during fieldwork in summer 2018 with semi-structured conversations along with participant observation.

The findings of the study include: (i) the naming patterns of hostels in Lhasa based on their themes and styles; (ii) the management structure of the hostels; (iii) the developing images of Tibet portrayed in contemporary Chinese movies and literature since 2000 and how these images have attracted the group of residential tourists to Lhasa as well as progressively assisted their hostels with developing into the current patterns; (iv) the economic roles that residential tourists' hostels have played within the local tourism market as well as in other extended economic sectors; (v) the symbolic meanings and cultural influence of the Lhasa's hostel sector in a wider geographical context.



Abstract 27

COMPUTABLE GENERAL EQUILIBRIUM MODELS AND TOURISM ANALYSIS: A LITERATURE REVIEW

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KEYWORDS: Tourism, CGE, policy analysis.

ABSTRACT: In this paper, we will review the application of computable general equilibrium models (CGE) to the tourism sector. CGE modelling is an approach in which the agents and markets of the whole economy are represented. All the sectors of the economy are incorporated into the model and all market-clearing conditions are satisfied simultaneously under a competitive framework. Despite the fact that the tourism sector is quite suitable for CGE models (as it is a multi-sectorial activity), until the early 2000's few studies had applied these models to tourism. The reason seemed to be that the available data was scarce. These models are based on Input-Output Tables (I-O) and Tourism Satellite accounts (TSA) and these tables are rarely constructed on a proper way (Blake, 2000). These models are a helpful tool for decision-making, since they allow to simulate the effects of different policies. When constructing the model, we will need to make decisions about the functional forms (and elasticity values if needed) used to represent the behavior of the different agents (production, final and intermediate demand etc.) Once we have constructed and calibrated the model, we will need to decide the mode closure. Finally, we can simulate the policy shocks we want to analyze and represent the impact of these policy interventions.

Among the existing literature these models have been applied to tourism to analyze a wide variety of issues. Many of them use these types of models to simulate a shock on the final demand of the tourism sector. Zhou et al. (1996) simulate a 10% reduction of visitors' expenditures in Hawaii and Adams and Parmenter (1991, 1994 and 1995) use a CGE model to simulate a 10% expansion of tourism arrivals in Australia, analyzing the effects of these shocks in the tourism sector and in the rest of the economy (direct and indirect effects). Blake (2000) constructs a CGE models based on a tourism input-output table (TIOT) of 1992, including tourism and non-tourism related sectors. In this paper he simulates the incidence of different taxes on the tourism activities and the economy as a whole, for Spain. Moreover, Blake and Sinclair (2003) did one of the most famous contributions to GCE models. They constructed a model to estimate the impacts on tourism sector and the whole US economy after the terrorist attack of 11st September 2000 (twin towers). Blake et al. (2004) did a great contribution to the literature by developing an integrated approach combining traditional forecasting methods and quantifiable forecasts. Thus, they combined some tourism indicators with time series modelling and a CGE model. On the other hand, Li, Blake and Cooper (2011) applied a CGE model to analyze the economic contribution of tourism generated by the Olympic Games celebrated in Beijing in 2008. They developed both, ex ante and ex post estimations. Finally, Wattanakuljarus and Coxhead (2008) applied a CGE model to their analysis of how much tourism industry affects to the income distribution in poor regions of Thailand.



Abstract 28

THE IMPORTANCE OF NATURAL ASSETS IN THE ORGANIZATIONS MANAGEMENT AND DESTINATION PROMOTION

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KEYWORDS: Image, communication, management, sustainability, organization.

ABSTRACT: This paper analyses the formation of the tourist image based on artistically recreated local nature icons, and shows how those images can enhance the overall destination image.

It focuses on the island of Lanzarote, a destination with its development based on promoting an environmental image founded on the creation of a network of multifunctional, high quality art, culture and tourism centres exhibiting artistic recreation of its unique environmental assets. The methodology utilizes a questionnaire (n=453) structural equations modelling approach in which the overall image of the destination is directly dependent on the image of the environmental conditions and indirectly influenced by the image of the artistically recreated centres.

Results show that the destination's image is significantly grounded on the image of the art, culture and tourism centres using art based on Lanzarote's natural assets. They suggest that destinations have relevant opportunities to artistically enhance natural assets to improve their tourist image and marketing, that quality multi-functional visitor centres can be important within a sustainable tourism policy and business organization in tourist areas, and part of the emerging breadth of approaches taken by sustainable tourism marketing as well as promotion efforts by the destination managers.



Abstract 29

THE FORMATION OF PERCEIVED RISK AND ITS INFLUENCE ON BUSINESS MANAGEMENT ORGANIZATION AND PROMOTION OF TOURIST DESTINATIONS

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KEYWORDS: Destination Image, Risk perception, Tourists, Visit intentions, safety and security.

ABSTRACT: This paper studies the factors that influence tourists' risk perceptions of tourist destinations and its implications in the business management organization and promotion of tourist destinations.

The hypotheses investigated are whether risk perceptions influence the destination image and the visit intentions. A factor analysis is utilized to investigate the determinants of risk perception finding out that it is influenced by the type of risk (delinquency, health, accident, environment and catastrophe) and the characteristics of the destination regarding the management of risk. A structural equation modelling approach allows us to prove that tourists' risk perception through its different dimensions influence the image of the destination and the visit intentions.

The results show that there are two segments of tourists with different structural relationships between risk perceptions, destination image and visit intentions. The implication is that different dimensions of perceived risks have different influences on the various segments of tourists. The results have implications for improving the image and the intentions to visit.



Abstract 30

UNDERSTANDING THE DETERMINANTS OF SEASONALITY IN SUN AND BEACH DESTINATIONS

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KEYWORDS: Seasonality, sun and beach, GLS, Gini, Climate.

ABSTRACT: Tourism seasonality is an important issue in the tourism research. Seasonality can produce excess or lack of capacity in the same destination depending on the time of the year. This study analyzes the tourism seasonality of 10 sun and beach destinations in Spain. It also explores the impact of economic variables in the country of origin and climate on the tourism seasonality at the destination.

This paper applies a two step analysis. In the first step, a Gini index decomposition is used in order to calculate, the seasonal concentration of each origin-destination pair and the total seasonal concentration of the destination. This methodology allows to capture the relative marginal effects that each origin market contributes to the overall seasonal concentration at the destination. In the second step, a GLS panel data econometric model is employed to analyze how different economic variables, traditionally utilized for demand analysis, such as GDP and relative prices can affect the seasonal concentration. Moreover, a climate index was included in the model in order to control for the climate effect. The results show that there are significant differences for the same markets in the different destinations, but on average, the marginal effects are small. However, in the case of Gran Canaria and Tenerife, there are a significant difference between the main anti-seasonal markets (UK and Germany) and the most pro-seasonal markets (the Nordic countries). In the second step, it was found that an increase on the GDP or the relative prices does not have significant effects on the tourism seasonality of a certain origin in a destination. The market share and climate were the most important variables to explain the differences in seasonality. Nonetheless, countries with bigger GDP help to reduce the overall seasonal concentration on a destination.

Tourism literature has employed econometric methods to explain the tourism demand and the length of stay, but there is a lack of this kind of analysis for the tourism seasonality. The originality of this work can be found in the use of panel econometric analysis to understand the economic determinants of the tourism seasonality.

This study could help the policy makers to understand the seasonality in the tourism markets. It also provides information to allow to have a better understanding of the origin markets behavior on the different destination and how the economic cycle can affect to the distribution of the tourist around the year.



Abstract 31

GRAN CANARIA TOURIST COMPETITIVENESS: COMPETITOR MARKETS BEHAVIOUR (TUNISIA, TURKEY AND EGYPT) AND FUTURE FORECASTS

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KEYWORDS: Tourism, competitiveness, forecast, mature destinations, competitors.

ABSTRACT: The provisional data available for 2018, despite denoting a negative average annual growth continues maintaining the Canary Islands with the best data in ADR and RevPar throughout the state, just below the Balearic Islands, that perhaps have suffered less intensely the recovery of competitor markets and the evident economic slowdown of the last year.

In these circumstances, Tourism figures of 2018 can not be more promising, both in Canary Islands and in Gran Canaria. More than 15 million tourists visited the Canary Islands in 2018, of which 4.5 million did so on Gran Canaria, which means 28,98% of the total number of visitors to the archipelago.

It is evident that since 2016, the high point of these last years since 2011, there has been a deceleration of tourist arrivals in parallel in the Canary Islands and Gran Canaria, suffering even in 2018 a setback in relation to the year 2017. The data of the last three years, must necessarily relate to the behaviour they have had in the same years, three destinations, direct competitors of the Canary Islands such as Tunisia, Egypt and Turkey.

In absolute terms, it seems logical thinking that more than 4 million tourists in 2018 year could be considered good data in order to maintain the participation of this sector in the island economy. However, it is the comparison with previous years and the behaviour of the competitor markets that should put in question the different magnitudes analyzed previously. Tunisia, Egypt and Turkey are the markets that are the object of this analysis, their behaviour in recent years and the forecasts for the next ones, which will oblige the Canary Islands in general and Gran Canaria in particular to make a greater effort in the battle for competitiveness.

As regards Tunisia, it continued in 2018 with a percentage variation of 20,4% to 8.4 million tourists. As for Egypt, the year 2018 was the consolidation of the recovery of the Arab Republic and 11.9 million tourists, with a percentage increase compared to the previous year of 44,5%, which was 3.6 million increase tourists. And finally, Turkey in 2018 and in the same trend as the previous year, the increase in tourists, more tempered, accounted for 18,15%, reaching 45.6 million tourists and earning 7 million more tourists in relation to the previous exercise.



Abstract 32

WORLD TOURISM IMPACT ANALYSIS USING ICIO 2018

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KEYWORDS: Tourism, Multiregional input-output analysis, impact analysis.

ABSTRACT: Several authors have reviewed the advantages and disadvantages of using input-output analysis to measure the economic impact of tourism. The comprehensive description of the economy, the capacity to consider inter industry links, the possibility to use ad hoc sectoral aggregations and the ability to evaluate three levels of impact -direct, indirect and induced- are cited by the author as the main advantages of these models. Most of the applications undertaken deal with single economies or regions.

In this piece of work, we introduce the OECD ICIO multiregional Input-Output Tables to analyse the impact of tourism in the world economy during the period 2005-2015. These tables distinguish 36 sectors and 65 different economies.

We first analyse the importance of tourism demand both from the origin and destination perspective. We then calculate the impact on the value added generated by these tourism activities in the different countries of the world. Most of the data has been aggregated at the continent level to facilitate its representation.



Abstract 33

THE IMAGE OF OPORTO CITY, PORTUGAL

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KEYWORDS: Tourism, Destination Image, Destination Marketing.

ABSTRACT: Destination image is a central concept in tourism literature because it is highly related to consumer behavior particularly to tourism destination choice.

The city of Oporto is one of the oldest metropolitan regions in Europe, the second largest city in Portugal and was considered the best tourism destination in the world by the World Travel Awards.

The present study aimed to measure the image that international tourists hold of the Oporto tourism destination. In order to do that, the study used quantitative and qualitative methodologies.

Based on a extensive literature review on tourism destination image and insights from an empirical study of 200 international tourists who visited Oporto in 2018, indicate that Oporto is associated with (1) infrastructures, accessibility and leisure activities; (2) culture and prestige; and (3) hospitality and local culture. Also, and based on top-of-mind approach – the first word replied considered the top of the mind association – the Oporto is also associated with (4) wine; (5) food; and (6) culture.

Discussion is focused on theoretical and practical implications of these findings for tourism destination planning, marketing and management. Study limitations and directions for future research are also presented.



Abstract 34

CREATING EMPATHY: THE IMPORTANCE OF STORYTELLERS FOR CULTURAL DESTINATIONS

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KEYWORDS: Storytelling, Empathy, Cultural Tourism.

ABSTRACT: The demand for authentic cultural experiences is trending. In order to promote the potentialities of the destinations, storytelling is used to approach tourists, and engage them in informal ways to share knowledge about the visited places. These experiences enable tourists to create mental recreations of the environment and the characters described, then associate those with that specific destination. The analysis of storytelling in tourism is fundamental not only for the competitiveness of the destinations but above all for the understanding of the tourism experience itself (Moscardo, 2010). Storytelling process involves several communication dynamics, related with the ability to create empathy. This capacity is fundamental to an efficient dissemination of information.

Considering the lack of literature regarding the importance of empathy on tourism management, this study aims to verify the factors inherent to the creation of empathy between storytellers and cultural tourists. The adapted scale of Scales & Stern (2003), is used to assess the degree of empathy. From this point it is possible to distinguish two key points for this research: 1) What behaviors do storytellers use to build empathy with tourists; 2) How storytelling is a mechanism for approaching tourists to cultural destinations.

Discussion centers on the study findings and implications for cultural tourism, and management strategies. Lastly limitations and guidelines for future research are presented.



Abstract 35

APPS OF CARAVANNING: INTENTION TO USE APPS TO PLAN YOUR TRIP IN A CAMPER

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KEYWORDS: Caravaning, camper, tourism, apps.

ABSTRACT: The speed of the tourism development, internet technology development and the increasingly popularity of smartphones has brought opportunities for the tourism industry through apps. In fact, consumers' use of these apps is increasing significantly. Within the tourism sector, caravaning is a relevant new sector which is one of the sectors least affected by the crisis.

This study focus in the context of apps and caravaning because of the importance of both concepts. The investigation proposes a theoretical model of factors that have an influence in the intention to use the main apps related to caravaning to plan their travel in a camper.

It contributes to current literature because as caravaning is a new trend type of tourism, there are not studies that have analyzed this topic yet. Besides, although there is a growing literature in apps, there are not studies that analyze the apps related to caravaning as Park4Night, Camper Contact, Searchforsite, CaraMaps and ACSI. Furthermore, this article identifies the relationships among disposition variables that have been studied in the literature as having an influence on intention to use new technologies. Therefore, we analyze if these variables are also relevant in the intention to use apps for planning a travel in a camper. We also analyse the moderating effects of age, gender and professional situation in the formation of that intention and the potential application of these variables in order to identify more homogeneous groups. The model was tested using PLS. A multi-group analysis was used to identify different relationships depending on population profile. The sample consisted of individuals who have ever used apps to plan their trip in a camper, share their experiences, and collaborate. The results showed that trust in apps and caravaning context affected positively purchase intention and perceived value. Besides, perceived value influenced directly on intention to use apps to plan their trips. Moderating effects of age, gender and professional situation in the formation of purchase intention were also discussed.

The study has several practical implications for marketing practitioners managers of apps, helping them to design their strategic plans and tools more effectively. The segmentation of apps users is a way to help tourism company managers to better understand the formation of intention to use a app. Gender, age and professional situation have been demonstrated to be suitable variables to allow market segmentation.

Regarding to the limitations of the research, there are some limitations although we must have into consideration that results were mostly statistically significant. Firstly, self-reports are used to measure behaviour. Secondly, users' responses may not be actual perceptions, but rather the subject's report of their perception. Thirdly, the data has been obtained from a questionnaire administered at a single point in time; therefore, the variables are not measured over time.



Abstract 36

WORLD HERITAGE SITES (WHS) AND TOURISM. EMBLEMATIC CASES

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KEYWORDS: Heritage and Tourism, World Heritage Sites (WHS).

ABSTRACT: Since the first designated sites in 1978, the list of WHS has been growing continuously, existing in 2019, 1092 WHS in 167 countries. Meaning in general terms a brand of quality and authenticity, and a significant attraction for tourists' visit. Although very few of these heritage sites would be economically self-sufficient: the overcrowding of some of them generate important expenses for their conservation and maintenance. There would be an enormous diversity in the motives and interests why a place registers in the WHL (World Heritage List). Aspects that have much more to do with individual interests, local promotion and market reasons, than with cultural values and social benefits promoted by UNESCO.

With the objective to analyze their singularities, we carried out a bibliographical review on emblematic cases of WHS recently published in journals indexed in Scopus database. In Europe cases like in Italy, we analyze 16 WHS, or in Spain, where in San Cristóbal de la Laguna the general satisfaction of tourists is highly influenced by the mode of transport used in the visit. In Asia we analyze the case of the Singapore Botanical Gardens where the "push" factors have had special relevance in the decision before the travel, as well as the particular case of two cities in Malaysia, George Town and Melaka, where the heritage management would have turned into a tool for ideological and political intentions. While, in Vietnam, in Hue City, highlights no substantial differences between the general international tourism and the cultural tourists. For its part in the case of the National Park Sagarmatha of Mount Everest in Nepal it is observed that the more satisfied visitors are those who have used the services of local guides. In Latin America in Cuenca, Ecuador, arises the need to a greater segmentation of cultural tourists where the overall satisfaction depends to a great extent on many others and various attributes. In Australia we study the cases of Shark Bay, where surprisingly high levels of satisfaction are given in brief visits with minimum levels of infrastructure, and the Uluru-Kata National Park, where special importance is granted to the social and spiritual experiences in the overall tourist satisfaction. While in the Blue Mountains, there would be a notable lack related to marketing and communication issues, as well as the need to provide an adequate educational dissemination of the biodiversity of the region. Although relevant conclusions can be obtained from each of these cited cases, due to its enormous diversity and different contexts, a universal tourist model or a success management model in the WHS could not be standardize.

What is clear is that the visit to a WHS should always take place within the framework of sustainable tourism, respecting the carrying capacity that guarantees a good tourist experience to the visitors and in turn the preservation of the cultural attractions. The ideal relationship between the preservation of the heritage and tourism, would be of "symbiosis": achieving a mutual benefit for both sectors. The heritage can use the income generated by tourism to be preserved in good conditions, promoting in turn heritage values. While tourism can benefit from accessing to those sites to enjoy the cultural values that they represent.



Abstract 37

WITHIN OR OUTWITH? A COMPARATIVE PERSPECTIVE TOWARDS THE ISSUES OF SOCIAL INVOLVEMENT OF FOREIGN RECREATIONAL PROPERTY OWNERS

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KEYWORDS: Recreational ownership, social integration, tourism destinations.

ABSTRACT: Recreational property ownership abroad has been brought to the center of social attention in light of the Brexit process with the question of potential outcomes for British owners in foreign destinations. Such ownership is indeed sensitive to changing socio-political circumstances.

In this regard, issues of involvement and integration of foreign property owners in their second home environments are of important aspects of such ownership.

This paper looks at rather contrasting cases of recreational property ownership abroad: German-speaking owners in Gran Canaria, Spain and Russian owners in Finland. The results show that while geographical, socio-economic and political contexts of these two cases are different, the issues regarding social involvement are alike.

Drawing on the qualitative interview data with foreign recreational property owners, the paper demonstrates the major issues of social (dis)integration and wider implications of recreational property ownership on receiving destinations.



Abstract 38

WHAT WE KNOW AND DON'T KNOW ABOUT EWOM IN THE HOTEL INDUSTRY: A LITERATURE REVIEW

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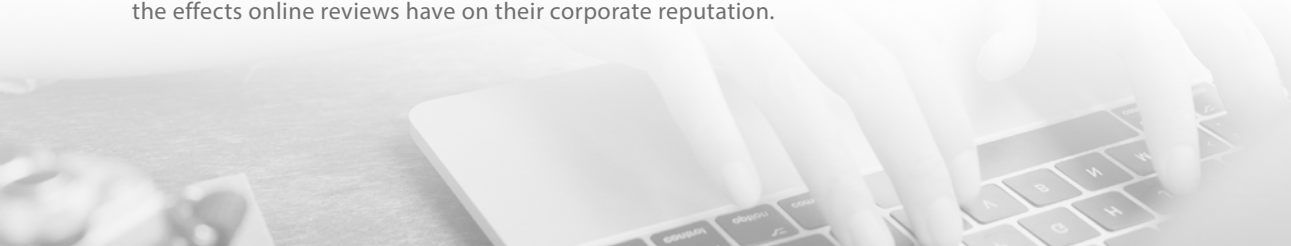
KEYWORDS: Corporate reputation, WOM, online reputation, eWOM, electronic word of mouth, hotel reviews, online reviews.

ABSTRACT: The reputation of an organization is a valuable strategic asset and companies are becoming more aware of the impact that internal and external perceptions can have on the good functioning of their business. Among other things, the evolution of digital communication has led to the dissemination of opinions by customers and stakeholders on the Internet. This is commonly referred to as eWOM (Electronic Word of Mouth). The number of online reviews is growing exponentially and companies must add the management of online reputation to their business strategy if they want to be competitive. With over 730 million reviews and opinions, Tripadvisor, together with Booking.com, occupies the top positions of most popular travel websites over the past year. Being the hotel industry the second most important in Tripadvisor, with 1.2 million establishments registered in 2018 between hotels, lodges, bed and breakfasts and specialized accommodations, the purpose of this study is to learn what we know and don't know about electronic word of mouth among hotel guests. The results of this study allow us to propose future lines of research by identifying those topics within the field that have yet to be studied.

A systematic review of scientific articles was conducted in the Web of Science (WOS) database. We used the keywords "corporate reputation", "WOM", "online reputation", "eWOM", "electronic word of mouth", "hotel reviews" and "online reviews" to find articles that included these words in their title. A total of 1,094 articles were found, although 121 were finally chosen. Concerning the selection criteria, we filtered by 15 different WOS categories, being Business and Management the two categories where most articles were concentrated. Further, we selected papers from leading scientific journals, based on their quartile ranking (Q1 and Q2). Tourism Management, with a Q1 in Environmental Studies, Hospitality, Leisure, Sport & Tourism and Management was the journal where more articles related to this study were found. The abstract and the full articles, when necessary, were reviewed, paying special attention to those that included findings about eWOM in the hotel industry. Moreover, further information was gathered from books and reliable web pages such as The Royal Spanish Academy or the Spanish National Institute of Statistics.

The main findings reveal that researchers have already studied the link between electronic word of mouth in the hotel industry and the following topics: profitability, RevPar (Revenue Per Available Room), consumer sentiment, purchase intentions, reasons to share and read online reviews, guest satisfaction, consumer behavior, review's authenticity, marketing strategies and perceived usefulness. In short, no studies have been found yet about eWOM and employee satisfaction in the hotel industry. Also, papers have focused their studies in opinion-sharing platforms such as Tripadvisor, Booking or Airbnb, whereas little is known about the impact of online reviews in other leading websites such as Facebook or Google.

This study presents an overview of what we know about eWOM in the hotel industry and encourages researchers to continue investigating this topic, by offering a list of research lines that will improve even further the understanding of eWOM among hotel guests. These results are valuable to hotel managers too, who must gather a deeper knowledge of the effects online reviews have on their corporate reputation.



Abstract 39

CURRENT SITUATION OF THE CANARY TOURISTIC MARKET: IN THE BRINK OF A NEW CRISIS WHILST AWAITING FOR A NECESSARY SHIFT ON THE CURRENT LEGAL MODELS ON TOURISTIC PROPERTY COMMERCIALIZATION

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KEYWORDS: holiday rental, alquiler vacacional, legal, competition law, Canary Islands, collaborative economy, revenues democratization, positive externalities.

ABSTRACT: After a long legal struggle, the Canary Government finally had to admit, resulting of the final ruling of the Spanish Supreme Court, that the legal frame regulating the so called holiday rental set forth by the Decree 113/2015 incurred in some severe contradictions with the fundamental economic freedoms within the European Union (Directive 2006/123/EC of the European Parliament and of the Council of 12 December 2006 on services in the internal market and its related acquis communautaire) as well as other different Spanish regulations developing and implementing the EU directive.

Different rulings – all published between December 2018 and January 2019 – have voided those articles which banned holiday rental activities on touristic soil, limited such rental on a B & B basis, or by singularly renting one or more rooms in the same property.

Surprisingly, the Canary Government intended to change the regulation of holiday rentals avoiding the necessary previous not-binding report of the Advisory Council of the Parliament of the Canary Islands, and what has been made public of such an effort, consisted in basically restrain and limit the holiday rental offer even harder than what was intended to in the Decree 113/2015, through the modification of the Canary Law on Tourist Renovation and Modernization. This effort suddenly ceased when media informed on such legislative action that did not count with the support of most of the relevant key players in this matter, and only favored a very well defined group of powerful lobbyist in one island.

Therefore, this communication shall deal with the necessity of the Canary lawmaker to acknowledge not only the legal binding set by the Supreme Court, but also to interiorize and comprehend the benefits of its ratio decidendi, because the current situation of the Canary touristic market reflects a great need for a radical game shift: alone in May 2019, the Canary Islands have welcomed 45.000 foreign tourists compared to the end of March, 2018, and the increasing deceleration of the demand is to be easily noticed in the tourist branch, where on an average every single day the Canary Islands lose 500 tourist compared to the same period of 2018. The hospitality industry has lost 19.000 employees in the first quarter of 2019 alone.

Therefore, continuing the line of research presented during SSTD 2018, this communication shall focus on the possibilities offered by the change of the legal frame on commercialisation and exploitation of touristic property on in the Canary Islands as a possible remedy for breaking down the progressive wakening of the hospitality industry until additional remedies and alternatives are set in motion.



Abstract 40

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.

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