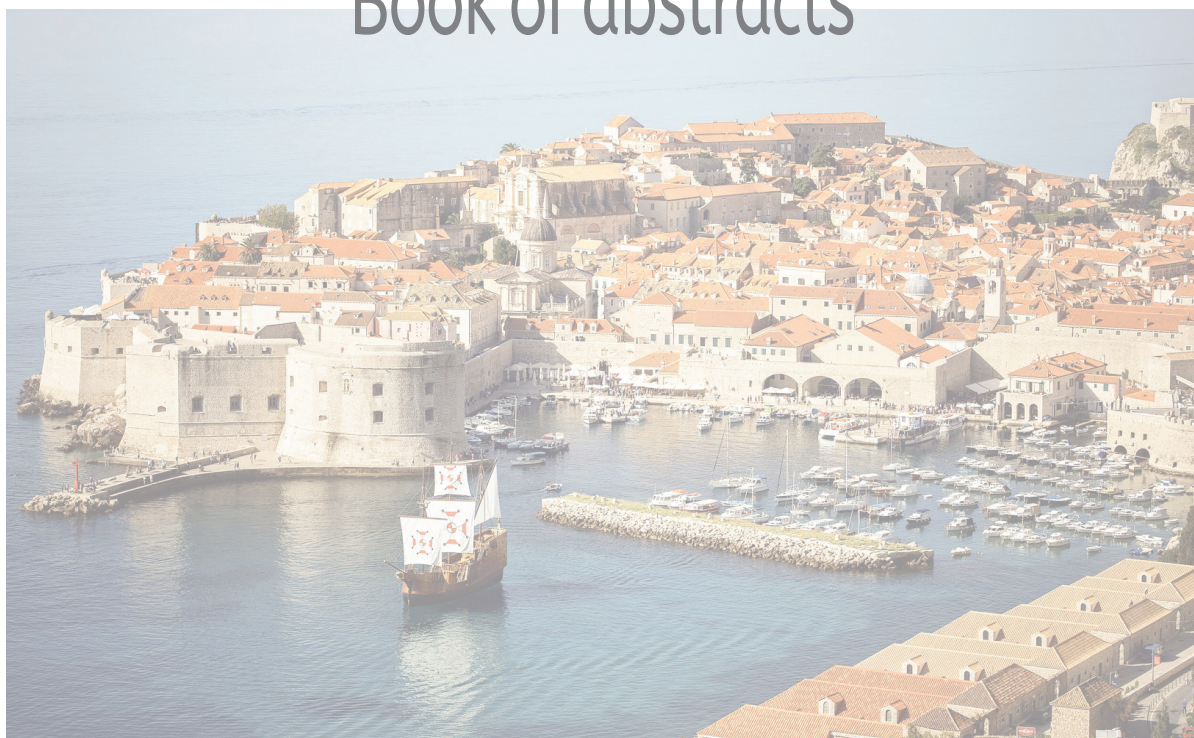


*International Tourism Conference Dubrovnik, 2019*

**“TOURISM IN THE VUCA WORLD:  
TOWARDS THE ERA OF (IR)RESPONSIBILITY”**

# Book of abstracts





*International Tourism Conference Dubrovnik, 2019*

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Zagreb, 2019



godina / anniversary



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TOWARDS THE ERA OF (IR)RESPONSIBILITY”**

## Book of abstracts

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## Dear conference delegates, dear friends and colleagues!

It is our pleasure to welcome you to the International Tourism Conference Dubrovnik (ITCD), which is organized by the Institute for Tourism, on the occasion of the 60<sup>th</sup> anniversary of our work. The conference is organized with the support of the Ministry of Science and Education of the Republic of Croatia, the Ministry of Tourism of the Republic of Croatia, the University of Zagreb Faculty of Economics & Business and the City of Dubrovnik. A main goal of this conference, which is held from 6<sup>th</sup> to 9<sup>th</sup> of November, 2019 is to bring together scholars and practitioners from the field of tourism to share and exchange ideas and experiences and to discuss the practical challenges encountered in the contemporary world of ever-changing tourism scientific landscape.

Over the last years, we have put great emphasis into increasing our scientific excellence in order to boost our international recognizability and relevance. As an affiliate member of UNWTO we jointly published Global report on “Transformative Power of Tourism” in 2016 which illustrated many initiatives all over the world that reflected the great potential of transformative tourism and which gave us idea for the main topic of this conference.

Therefore the title of the conference, TOURISM IN THE VUCA WORLD: TOWARDS THE ERA OF (IR)RESPONSIBILITY, recognizes tourism, as a traditionally volatile industry, that has many issues to address and to move forward in a more sustainable manner. The same is evident from the variety of topics addressed by the conference authors and the wide range of interests covered by their papers. The ITCD conference include 79 contributions. In this Book of abstracts you can find abstracts compiled according to the conference sessions: Transformation in tourism, Spatial aspects of tourism – the impact of globalization, The role of social media in tourism’s present and future, “Overtourism” impacts- new solutions, Questions of stewardship – from individual businesses to policy makers, Transformations of contemporary tourists, New directions in gastronomy and food experience, Destination marketing, branding and reputation for the new era, The other side of tourism: possible crisis and conflicts, Knowledge, innovation and education for VUCA tourism future, Changing nature of our societies and new travel trends, Smart destinations and ICT in hospitality, Tourism for all: new directions, Community roles and attitudes in VUCA world, The new age of enhanced visitor engagement and involvement and The role of indicators in sustainable tourism development.

ITCD aspires to be, both, intellectually stimulating and informative, with a distinguished array of keynote speakers and delegates from all over the world. We expect the conference to be multidisciplinary and transdisciplinary with the intention of bridging the gap between tourism theory and practice. Therefore, the program consists of invited keynote presentations and parallel sessions with eminent speakers covering a wide range of topics. The conference social program provides all attendees with the opportunities to meet and interact with one another. We are confident that your experience with ITCD conference will be a pleasant one, and we wish you a successful networking and memorable stay in our beautiful city of Dubrovnik.

**Damir Krešić** and **Izidora Marković Vukadin**

Conference Committee Chairs

**Sanda Čorak**

Scientific Committee Chair



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Parallel session:  
**Transformation in tourism**

Abstract 01

## Tourism - a driver of social change?

**Renata Tomljenović**, Institute for Tourism, Croatia

**Zrinka Marušić**, Institute for Tourism, Croatia

### Introduction

Since the birth of modern tourism, opinion leaders of all sorts have advocated travel. It is widely held, that travel broadens one's horizons, breaks down stereotypes, reduces prejudice and bigotry, and leads to a better understanding between people of different countries, race or religions thus contributing to building a foundation for a peaceful world. In the more recent time, when the very survival of our civilisation is questioned, as we face multiple and prolonged crises (economic, social and environmental), this view of tourism as a social force able to change people, was widened to include a value-change necessary for our collective survival into 21<sup>st</sup> century. However, as the former proposition of tourism being an agent of world peace was contested strongly by scholars in a face of inconclusive research evidence, so the advocates of tourism as a great social force proposition still lack a robust evidence to support their theories. The aim of the research reported in this paper, was to test this proposition by capturing the power of past and present travel experience to transform individual travellers and their values.

### Methods

With specific aims to ascertain if travel experience leads to value transformation, a quantitative survey of international travellers residing in four countries (UK, Germany, Hungary and Croatia) was conducted. An on-line web panel was used as a data collection method. A questionnaire consisted of several parts – trip characteristics, personal values, travel experiences and socio-economic information – combining close and open-ended question. The initial sample size was 2,000 respondents in total (600 in Germany, 600 in UK, 400 in Hungary, and 400 in Croatia). Use of stratified quota samples regarding region, gender, age and level of education in each country assured the representativeness of the obtained samples on the country level. Respondents have been randomly selected in each strata.

### Results

The theoretical departure point was that people typically change when faced with a critical event or turning point and that travel experiences provide such opportunities. Indeed, slightly more than every second respondents (53%) stated she/he experienced some 'turning point' during her/his lifetime. Among those that experienced the 'turning points' during her/his lifetime, 29% attributed that experience to travel. Descriptions of these experiences show a wide array of change, ranging from personal growth (i.e. self-esteem) to social engagements (i.e. turn to activism, develop pro-environmental attitudes).

### Conclusions and limitation

The research provides some indication that travel is conducive to individual value change, as those claiming change, demonstrated high commitment to environmental sustainability, valued more self-direction, universalism, benevolence than power, conformity and security and were less materialistic. However, due to the methodological limitations of the quantitative approach, the challenge of future qualitative research design is to devise a framework that will address all the possible plausible explanations.

**Keywords:** travel experience, world values, value transformation, survey, trip characteristics

Abstract 02

## Examining kindness of strangers in tourism

**Sebastian Filep**, University of Otago, New Zealand

### Background and goals

When considering tourism in the *VUCA* (volatility, uncertainty, complexity, and ambiguity) context, arguably the first issues that come to mind are problems of overtourism, sustainability pressures, climate change and other important topics. In an era of excessive visitor numbers and host-guest tensions at major destinations, understanding the nature of social interactions amongst tourists and between tourists and hosts is increasingly important. Despite an often hostile nature of tourism encounters, moments of unsolicited acts of kindness in tourism often occur (Glover and Filep 2015). These are sometimes situations in unfamiliar environments in which tourists need to resolve a practical problem related to travelling, such as accommodation arrangements, assistance with luggage, transportation and navigation challenges at destinations, especially when technology fails. However, investigations of acts of kindness in tourism are largely absent. There are reasons why looking at the topic of kindness matters to tourism. Such investigations help explain tourist well-being and social capital in tourism while building better understandings of host-guest interactions. An international, interdisciplinary, research study was conducted in April 2016 to explore acts of kindness in tourism. A positive psychology approach was adopted to examine how acts of kindness in tourism play out and subsequently, to gain an understanding of gratitude, a felt sense of thankfulness, that results from receiving kindness (Filep, Macnaughton and Glover, 2017).

### Methodology

To meet the aim, a research study was conducted with twenty Canadian tourists, using a convenience sample. Twenty tourists were asked to share stories of a time when they received kindness from a stranger while travelling away from their usual domiciles. Recruitment was conducted through a Canadian university. Interviews began by asking respondents (staff, community members and students) to share their experience receiving kindness while travelling. Respondents were subsequently asked questions such as, "How did the experience influence your travel experience?" "How has the experience affected your own behaviour?" "How willing would you be to reciprocate the kindness you received?" To conclude, respondents were asked to describe how they felt as a result of sharing their stories. Interviews were semi-structured and lasted approximately 35 minutes. Interviews were transcribed verbatim. Thematic analysis was used to analyse the interview transcripts because it encouraged in-depth interpretation of data.

### Results

A model explaining how acts of kindness are valued by tourists has emerged based on the study. The findings suggest precursors are required, such as a need for help by tourists and a certain level of trust, or faith in humanity, that the tourist has in the stranger (benefactor). On the benefactor's side, there needs to be a willingness to help the tourist and an altruistic intention to do so, knowing that there will be costs to the offer of help. If those conditions were met, an act of kindness occurred, such as an offer of free accommodation, advice on finding a location at a destination, and so on. There are benefits to tourists and costs to benefactors as a result of the acts. Benefits to tourists, based on the respondents' quotes were the perceived authenticity or novelty of the kind acts and the sense of adventure due to the risks involved in accepting help. The perceived costs to the benefactors included: perceived physical effort by strangers in helping the tourist, like carrying luggage; perceived cost of time needed to help the tourist; and perceived financial costs to benefactors in providing assistance. Despite the perceived costs to donors, the donors were willing to help the tourists. Future research could explore voices of donors of assistance, to build on these tourists' accounts.

### Conclusions and contributions to the field

In conclusion, while acts of kindness from one stranger to another in tourism may be temporary, these acts feed the enduring kindness bank helping to build a civic community in which gratitude, when

understood as an emotional response, is more than a simple thank you. In the tourists' accounts, a resounding issue participants highlighted in receiving kindness was the growth of their own personal confidence, and the sense that, while the encounters were brief, the personal impact was profound and eudaimonic in character. Despite the inherent risks in dealing with strangers, the tourists trusted their benefactors, suggesting they had a positive perception of their intentions. The donors sought nothing in return, and all of the recipients were steadfast in suggesting their readiness to reciprocate. Perhaps these acts of generosity typify the kind of humane behaviours we should be seeking to establish at destinations in the era of increasing volatility, uncertainty, complexity, and ambiguity.

**Keywords:** gratitude, kindness, social capital, tourist-host interactions

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Abstract 03

## Transformative travel experience of a female travelling alone

**Dilek Acar**, Anadolu University, Eskişehir Vocational School, Turkey

#### Background and goals

Historically, travelling was mostly a transformative phenomenon. However, *transformative tourism* is a term of recent years, an emerging trend of twenty-first century's people under the pressure of philosophical, societal, and economical pressures. Thus, the travelling itself is a choice of many people to transform their selves (Ross, 2010; Brown, 2013). Kirillova, Lehto & Cai (2017) pointed that there is little known what transforms a person in tourism. In their study, they suggest that the essence of transformative tourism is an enhanced version of a "peak" experiences, however, the triggers and circumstantial environment, yet differ in the underlying mechanisms. Lean (2009), on the other hand, points out that transformative tourism occurs when it leads to long-lasting change in knowledge, values, attitudes and behavior. As personal transformation is a dynamic socio-cultural and uniquely individual process, it directly concerns the traveler's perspective and experience, differing from tourism industry's providing (Ross, 2010). The transformative experience is individually unique and can happen anywhere and anytime. The transformative travels may be intentionally planned which is an increasing trend; however, any travel can theoretically be designed in that way (Ross, 2010). As this study was designed as an auto-ethnographical study, the main purpose is to present an individual transformational travel experience. Women's solo tourism experiences mostly linked to risk assessments, and focused on "safe" destinations (Heimtun and Abelsen, 2014). On the other hand, as the author of this study experienced, single woman's travelling could be an unforgettable, inspirational, eliminating the prejudices transforming experience. In the light of literature and the individual experience, this study aims to present a 6 day transforming experience of a single woman. The travel was from Turkey to two cities in Malaysia, *Kuala Lumpur* in Mainland and *Kutching* in Borneo Island in 2015. After several short term living and travels in Europe, that was first time visiting to East Asia affecting the author unimagined way.

#### Design/methodology

In accordance with the purpose of this study, the study designed as an auto-ethnographical study. Auto-ethnography is well-suited for advancing some dimensions of leisure studies (Anderson and Austin, 2011). The auto ethnographic research, focuses on the researcher which has a goal to provide intimate insights, adding depth to phenomenological understanding (Chang, 2008). Building on personal narrative, auto ethnographic research is particularly well suited for investigating the meaning individuals bring to their world, how individuals decipher and make sense of their experiences, and conveying those interpretations to readers (Rinehart, 2005). In the auto-ethnography, the researcher may use diaries etc. or may recall the experience after the travel (Brown, 2016).

Despite the author's willingness for this travel, just as Brown (2016) the auto-ethnographical decision did not exist before the travel. However, the author's experience as a single woman was such an unforgettable and powerful, transforming mostly culturally, and with visional and physiological insights emotionally consequently. Thus, after a couple of weeks, the insights were recorded, further to turn into an auto-ethnographic study. Huang's (2010) conceptual tourist experience model in his auto-ethnographic study was used to frame the experience. It enables underlying factors of experience which are free to handle. The factors are; *benchmarking factors* (past life experiences, daily routines), *people* (personnel, other tourists etc.), *tourism supplies* (hotel, attractions etc.), *environment* (atmosphere, physical etc.), and *factor "n"* (as any other undefined factors). Following Kirillova, Lehto & Cai (2017) this study based on existentialist view so that *emotions are considered as an equally valid to understand the world as is cognition (Sartre, 1962), the affective aspect of the transformative tourism experience represents an essential means of making sense of the triggering episode*. In this light the peak experiences and phenomena was defined.

#### **Results**

The important results are based on people and environment. Among the major peak experiences; at first, as known ruling by Islamic regulations, the first shock was that in contrast to mostly Middle-East countries, the regulations were more softly implicated. Pluralistic cultural life was dominating the public life. As called, *Little Asia*, Malaysia was relatively cosmopolitan country that different cultures from Muslim Malays, Hindus, Chinese people to micro indigenous live together. Seeing their praying buildings in close distances was effective. For a single woman, not to have any negative experiences, was impressive. In contrast to being a tourist in West and Mid Europe, "the feeling of tourist" was satisfactory with the welcoming people. During the trip in Borneo, the long distance taxi transportations from airport to Damai, an isolated region in rain forests, was the most disquieting times. The Sarawak Cultural Village here was settled the indigenous culture of the Island within physical settings and dramaturgy implications was another peak experience affected both as a tourist and tourism researcher. The delightfulness from the beginning made a shortage of a food not a problem. I could not really find anything to eat for the meal, however, the generalizing mindset of customer/tourist, and the welfare was enough to find an easy solution. The tropical wet weather, freely walking under the monsoon rains, swimming under cloudy but warm ocean, fascinating rain forests, observing homosexuals not trying to hide their selves, historical and religious monuments, and also being alone, far away from home country, and everyday life major factors feeding the peak experiential moments. Being alone could be the critical factor to sense deeply all those stimulating factors and having lasting transformation. In sum, this single travel was transforming in personal and professional aspects. Thanks to tourism, this travel mostly stimulating on how *peace* is easy.

#### **Implications**

This study ensures direct and powerful insights on two ways. Major implications for transformative tourism, apart from the all-planned destinations such as Disneyland, pilgrimage destinations, in other situations the "peak" experiences are hard to plan and highly personalized. Regardless of how the potential tourists get information a destination, the experience is something unimagined. Secondly, as to single woman travelling, the destinations could emphasize critical characteristics e.g. safety, equity, freedom, in informational sites of destinations. The solo tourists as females and males could be handled as distinctive segment in tourism suppliers.

#### **Contribution to the field**

This study contributes to the field with conceptual and methodological aspects. Firstly, shows the results of transformative tourism and single woman travelling. On the methodological aspects, unbreakable the conventional research approaches, this study also contributes the epistemological and methodological diversity in tourism studies. This study contributes that as tourism research professionals, there's much to get individually from the field to feed sociological insight.

#### **Research limitations**

The basic limitation of this study is the results are limited to visited regions and conjunctional state of Malaysia.



**Keywords:** transformative travel, solo tourist, auto-ethnography

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Abstract 04

## **Student study abroad destination branding in the VUCA world: The case of a private higher education institution in Croatia**

**Matea Hanžek**, Zagreb School of Economics and Management, Croatia

**Background and goals**

In terms of destination branding, Croatia is mostly perceived as a country “receiving” tourists, and is completely overlooked as a country “receiving” international students. Despite its tremendous success as a tourism destination, existing research on destination branding in the VUCA world is often directed solely on tourists, where research of international students who choose to study full-time in Croatia is very weak. In order to address this question, as well as to see how Croatia can use such information for further branding as a study abroad destination, was a main purpose of this research. It is believed that Croatia can use the VUCA world as a competitive advantage in its positioning as a study destination.

**Design/methodology/approach**

This research undertakes three focus groups with international students currently studying at the Zagreb School of Economics and Management from following markets: Americas, Asia and Europe. It seeks to explain why and how students from those markets chose Croatia as a destination to study abroad and what is the role VUCA world has in decision-making process.

**Results**

The findings reveal different attributes, important to each of these markets separately, and suggest that Croatia can use those findings as a positive advantage. This study also discusses the growing need for destinations to brand themselves as study abroad destinations, especially in times of current political changes in Europe.

**Conclusions**

Implications highlight the need for Croatian government as well as Ministry of Tourism to ensure including branding of Croatia as a study abroad destination in an existing destination branding strategy, and by that increase the number of talented students from around the world to come and study full-time in Croatia. Finally, suggestions for future research are also provided.

**Keywords:** destination branding, study abroad destination, Croatia, higher education, VUCA, brand communication

Abstract 05

## **Cultural and Creative Tourism: The Case of ‘Celebrations’ in the Algarve Region**

**Cláudia Helena Henriques**, Research Centre for Spatial and Organizational Dynamics (CIEO), Algarve University, Portugal

**Manuela Guerreiro**, Research Centre for Spatial and Organizational Dynamics (CIEO), Algarve University, Portugal

**Júlio Mendes**, Research Centre for Spatial and Organizational Dynamics (CIEO), Algarve University, Portugal

### **Study goals**

This study sought to investigate the importance of cultural and creative tourism associated with ‘celebrations’ (i.e., festivais, festas, feiras and eventos [festivals, feasts, fairs and events]) in the Algarve region of Portugal. The research paper firstly discusses the significance of cultural and creative tourism and its interconnections with sustainable development in a region traditionally linked with ‘sun and sea’ tourism products.

### **Methodological framework**

The methodological framework was a case study that focused on links between cultural and creative tourism and the dynamics of celebrations in sixteen Algarve municipalities. The study was based on content analysis of data gathered with a questionnaire distributed to *camara municipal* (city council) culture and/or tourism officials from the sixteen Algarve municipalities, namely, those officials whose jobs are related to enhancing the attractiveness of the cultural resources associated with celebrations. The data was collected with the questionnaire, which was distributed to the municipal officials of the sixteen following city councils in the Algarve region: Albufeira, Alcoutim, Aljezur, Castro Marim, Faro, Loulé, Lagos, Lagoa, Monchique, Olhão, Portimão, São Brás de Alportel (SBA), Silves, Tavira, Vila do Bispo and Vila Real de Santo António (VRSA). Notably, these municipalities have important differences regarding population and resources available for the “touristification” process (Pordata, 2018). The population data for 2016, lists in descending order of population size, Loulé (69,344), Faro (61,073), Portimão (55,453), Olhão (45,143), Albufeira (40,469), Silves (36,476), Lagos (30,714), Tavira (25,263), Lagoa (22,799), VRSA (19,043), SBA (10,536), Castro Marim (6,402), Aljezur (5,609), Monchique (5,386), Vila do Bispo (5,192) and Alcoutim (2,402).

### **Research results**

The results reveal an increasing recognition of the importance of cultural patterns to municipals’ tourism offers based on popular and everyday culture, which contribute to the Algarve’s authentic identity and heterogeneous features. In the Algarve, cultural and creative tourism could play an important role in tourism product diversification and enhance the region’s sustainable development. From public entities’ point of view, the cultural and creative tourism associated with celebrations, namely, festivals, feasts and fairs, can enhance authentic and unique tourist experiences. By definition, these can best be enjoyed in the context of fully developed themes, aesthetics and educational elements that promote greater proximity to the Algarve’s genius loci and unique identity. The successful development of cultural and creative tourism in the Algarve requires an inventory of the region’s resources. A study was conducted based on a survey of the 16 city councils’ Tourism and Culture Department. The results identified 1,500 resources, with 400 classified as of ‘high’ significance as tourist attractions – out of the possible classifications: ‘low’, ‘medium’ and ‘high’. Among these resources, those mentioned the most often were gastronomy, followed by monuments, historic sites, museums and artefacts, archaeological sites and interesting buildings.

### **Conclusions**

After completing the inventory of cultural resources and especially those associated with celebrations, categorical data analysis revealed that a key asset is the Algarve’s celebrations. Thus, this study focused on identifying their main cultural themes in order to discuss more fully their links to popular and everyday culture, which can serve as the basis for developing new sustainable cultural tourism products.

These resources encompass 10 themes: 6 core and 4 complementary. Together the resources form the basis for creating cultural and creative tourism products (Henriques, Guerreiro & Mendes, 2014), keeping heritage as a common element that allows the development of easily translatable products. The core themes are as follows: 1) Sagres: myth and history; 2) Christian-Islamic heritage; 3) historic centers: cities and villages; 4) creative expression and traditions; 5) maritime cultural traditions and 6) the Mediterranean diet. The complementary themes identified are as follows: 1) archaeological heritage, 2) industrial heritage, 3) indigenous built heritage and 4) landscape heritage. The different types of celebrations include an important number of events classified by city council officials as having a high potential as tourist attractions and cultural resources. The content analysis of Algarve celebrations' (i.e. festivals, feasts and fairs) most relevant themes revealed key similarities, namely: - Festivals: folklore, music and gastronomy and wine; Feasts: popular culture, gastronomy, history, traditional activities and trade, and religion expressions, and Fairs: antiques, crafts and gastronomy and wine, and Traditional Activities and Trades.

**Keywords:** cultural tourism, creative tourism, sustainable development, celebrations

Parallel session:  
**Spatial aspects of tourism -  
impact of globalisation**

Abstract 06

## **Organic spatial planning in utilizing Breksi Cliff in Sambirejo for tourism activities**

**Noni Kusumaningrum**, Gadjah Mada University, Indonesia

**Djoko Wijono**, Gadjah Mada University, Indonesia

### **Background**

Breksi Cliff in Sambirejo, Special Region of Yogyakarta is a former rock mining area that has been designated as a geological heritage site that has important values in the fields of science, education, culture, and aesthetic values. Mining activities are stopped based on the Decree of the Head of the Geological Agency No. 1157 K/ 40/ BGL/ 2014 dated October 2, 2014 concerning Determination of Special Region of Yogyakarta Geological Reserve Areas. The area can switch functions to tourism because it has tourism potential in the form of natural conditions from ex-mines which are unique landscape structures, such as the formation of lakes on ex-mine land and steep cliffs from former mines. The layout in the utilization of the Breksi Cliff for tourism activities develops organically. It can be seen from the slow process, built independently and gradually without being planned, its shape is irregular, adapted to the landscape, and made spontaneously by its citizens. To develop the Breksi Cliff area, it should pay attention to the context of the former mining geoheritage. However, this context is not seen in the current layout of the Breksi Cliff so that it cannot create a unique or different identity. This area is filled with selfie spots that look the same as tourist destinations in other regions and the market segment is not appropriate. In addition, the number of tourists visiting Breksi Cliff is very large and increases every year but there is no visitor management to reduce the negative impact of uncontrolled tourist activities. Therefore, it is necessary to examine how the development of spatial patterns in the Breksi Cliff area that have been used for tourism activities since the Decision of the Head of the Geological Agency No. 1157 K/ 40/ BGL/ 2014 October 2, 2014 up to now.

### **Methods**

In this study used descriptive research methods to make descriptions, drawings or paintings systematically, factually and accurately regarding the facts in the field. After all research data relating to the condition of the Breksi Cliff which includes the spatial layout and network of facilities and infrastructure collected, the data will be analyzed qualitatively.

### **Results and implications**

The development of the spatial pattern is described in the form of a block plan so that the conclusions of spatial patterns appear. Next identify how far the space pattern is able to implement sustainable tourism development. The results obtained in the field by the tourism department together with the community and the local government, have compiled a master plan for the Breksi Cliff. But its implementation in the field, spatial planning is not in accordance with the master plan due to lack of costs and supervision from the tourism agency.

**Keywords:** Breksi Cliff, geo-heritage, organic spatial planning, sustainable tourism development

Abstract 07

## **Overtourism: The impact of cruise tourism on technical urban infrastructure systems in Dubrovnik**

**Allegra Celine Baumann**, TU Darmstadt, Germany

### **Background and goals**

The term overtourism has been recently used to describe negative impacts of mass tourism (Koens et al 2018). As touristic travel has rapidly increased nowadays, several European cities struggle with the consequences of mass tourism. Thereby, overtourism is linked to cruise tourism (Milano 2017), the cruise ship often used by the media as a symbol of overtourism. The market for cruise tourism

has been growing rapidly in the past few years. As a reaction to this development, ships with the possibility to transport more passengers are built and the amount of ships handled in the ports at the same time has increased. Therefore, seaports that are of tourist interest have to struggle with higher pressure. Lay days at ports and the position of tourist places in cities lead to temporal and spatial concentration of cruise tourists. Furthermore, there has to be the supply, loading and unloading of cruise ships, e.g. with freshwater, in the ports. In all these events urban infrastructure systems, e.g. those of transport or water supply, are involved. These infrastructure systems can be seen as critical, because they play an essential role for the functioning of cities (Fekete 2011). This research deals with the effects of cruise tourism on technical infrastructure systems of cities in the context of overtourism. Therefore, it bridges a gap, since technical infrastructures have not been considered in the overtourism debate yet. As a case study for the research, the city of Dubrovnik was chosen. Dubrovnik has limited the daily amount of cruise passengers as a measure to cope with the high amounts of tourists due to the overtourism debate. Therefore, this research examines which technical infrastructure systems are mostly affected by cruise tourism in Dubrovnik and therefore can be seen as critical.

#### **Design/methodology/approach**

Dubrovnik was chosen as a case study for the research. The city is of interest because cruise tourism plays an important role, on the one hand due to the city's history and on the other hand due to the high amount of tourists that come by cruise vessels. The research uses a qualitative research design. Therefore, observations were made, field notes and photographs taken and analyzed. Furthermore, ten guided interviews with experts from different fields were carried out and analyzed. In addition to this, an extensive analysis of brochures, newspaper articles and other sources has been done.

#### **Results**

In Dubrovnik, due to its spatial location between sea and hills, the road infrastructure turns out to be the most critical one. Dubrovnik's Old Town is the point of interest for most of the tourists visiting the city. Due to the location of the port of Dubrovnik, cruise passengers have to be transported to the Old Town with shuttle busses, urban busses or taxis. Since there is only one main road connecting the port and the Old Town, this extra traffic caused by cruise tourism leads to traffic jams. The main drop-off at Pile Gate cannot cope with the amounts of vehicles and therefore is blocked. Since there is no possibility for extending the road infrastructure, several measures were done by the Port Authority and the City Government to cope with the problem.

#### **Conclusions**

Technical urban infrastructures play an important role in the context of overtourism. For the case of Dubrovnik the transportation system turns out to be the most critical one. Hence, when addressing the impact of overtourism, it is necessary to consider technical infrastructure systems in the analysis. Furthermore, the research proves that measures addressing the negative consequences of overtourism can be sufficient for coping with the problems caused by mass tourism.

#### **Contribution to the field**

This research examines the sociological topic of overtourism, connecting it to the sociotechnical field of technical urban infrastructure systems. Therefore, this study contributes to sociological tourism research and to a better understanding of the recent phenomenon of overtourism.

**Keywords:** overtourism, cruise tourism, critical infrastructure, Dubrovnik

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Abstract 08

## **Tourism and spatial identities: Policy implications**

**Neda Telišman Košuta**, Institute for Tourism, Croatia

**Neven Ivandić**, Institute for Tourism, Croatia

### **Background and goals**

Tourism destination is characterized by the numerous imbalances. On the basic level, there is the immanent conflict resulting from the relationships between external demand and internal supply, seen in the overuse of public goods namely natural and cultural resources including local lifestyle. On the next level, there is also an imminent imbalance, resulting from internal conflict of interest between destination stakeholders with varying views on use of public goods. These points are need for the focus broadening of analysis from consumers and producers to usage of spaces where tourism activity takes place. Thus, spatial considerations and specifically spatial identities become the central issue in sustainable tourism destination development. Spatial identity is however also burdened by imbalances stemming from the differing identities of tourists and locals, as well as the differing identities of destination stakeholders themselves who do not necessarily all come from destination itself bringing their own identities into play.

In this sense, spatial identity is fluid, impermanent and multidimensional. What are the implications for destination management?

### **Methodology**

This issue is explored through qualitative research, in this first phase based on focus groups including members of the academic community, public and private sector in selected Croatian destinations.

### **Results and conclusions**

The conducted pilot research shows that strategic tourism planning of tourism areas gives possible answers to externalities, imperfect markets and usage of public goods. In conditions of market failures deliberations of tourism destination development must be subject to its carrying capacity as a composite expression of its physical characteristic, tourism resource and attraction potential, as well as of infrastructure, demographic and institutional constraints.

**Keywords:** destination, identity, space, tourism planning, sustainable tourism

Abstract 09

## **Planned rural settlements in the function of rural tourism development and spatial regeneration**

**Jasenka Kranjčević**, Institute for Tourism, Croatia

### **Background and goals**

Under the influence of modernisation processes in the world, including Croatia, there is a trend of devastation and/or deterioration of rural settlements. Since Croatia cannot be isolated from current global social and economic processes (globalisation, deagrarianisation, market-based agriculture etc.), further deterioration and/or devastation of rural settlements is to be expected. With reference to the fact that, according to the urban- rural typology of EUROSTAT, 79.1% of the territory of Croatia is characterized as predominantly rural area, the starting point of this paper is to determine whether rural settlements, i.e. their spatial structure has been recognized as heritage and used as a cultural tourism attraction. In the European Union (Council of the European Union, 2014 and European Parliament, 2015), heritage was recognized as a sustainable development planning resource and all society stakeholders are in charge of its preservation. Therefore, the question arises whether their planned spatial structure can be recognized as heritage and cultural tourism attraction, i.e. whether it can be used in the function of spatial regeneration and rural tourism development. There is significant number of planned rural settlements in Croatia that are designed for different purposes: develop-

ment of agriculture, reconstruction after elemental disasters (fires, landslides, floods, earthquakes) or war destruction. Since the middle of the 18<sup>th</sup> century, in the area of Slavonia there is the largest number of planned/ regulated villages that have been integrated into the landscape, contributing to the spatial diversity and consequently the spatial identity.

#### **Methodology**

In order to point out the potential of planned rural settlements in the function of rural tourism development or to make them more visible and active stakeholders in planning sustainable rural tourism development, the paper uses two methods: i) identification of interdisciplinary connection between planned rural settlements as heritage through spatial regeneration and rural tourism development through review of scientific literature, and ii) descriptive method that provides theoretical insight into the diversity of rural settlement functions and roles in rural tourism.

#### **Results**

To this day, slightly more than 230 planned villages built in the past 250 years have been identified in Croatia. A field trip and research of older maps showed that planned villages contribute to spatial identity and spatial diversity of the rural area, but are not recognized either as heritage or as a cultural tourism attraction.

#### **Conclusion**

The paper concludes that, despite the need for development of rural tourism in Croatia, the identity of spatial structures of the village are neglected by development plans both in the sense of heritage and in the sense of potential for the development of rural tourism and spatial regeneration. Given that heritage is a resource for sustainable development planning, it is certainly necessary to explore other segments of rural settlements heritage.

#### **Contribution**

Planned rural settlements as part of heritage can certainly be put into the function of spatial regeneration and rural tourism development either through inclusion in tourist thematic trails (e.g. trails of planned village settlements) or as an additional content of other thematic trails (cycling trails, wine roads, etc.). Each geographic region of Croatia has specific spatial forms and rural settlement features (compact, linear, dispersed) so in order to put the preserved spatial structures into the function of development, their spatial features must be known. For example, the area of Slavonia has a tradition of planning rural settlements for more than two and half centuries and it must be recognized and brought to awareness as heritage and put into the function of sustainable tourism development.

#### **Research limitations**

Although the spatial structure of villages is presented here as cultural heritage (historical and spatial), this type of heritage is insufficiently recognized as a sustainable tourism development resource.

**Keywords:** spatial structure of villages, planned villages as heritage, rural tourism development, sustainable rural development, spatial regeneration, Croatia





Parallel session:  
**The role of social media  
in tourism's present and future**

Abstract 10

## **The impact of digitalization on tourism marketing: A case of the Republic of South Africa**

**Mkateko Nkuna**, University of Venda - University Road, Republic of South Africa

### **Background and study aims**

The increase in digitalisation, considered as the application of digital technologies in all aspects of human life, continues to impact the transformation of the tourism sector. The tourism industry requires a high level of adaptability to the demands of the tourist market and changes in the industry structure and process. Digitalisation continues to provide an efficient means for mapping tourism supply and tourism demand, thus allowing tourism businesses to reap better performance. Digital tourism has fundamentally altered the way tourists collect and share information, organise travel, and in particular, how they share their valuable travel experiences. Digital marketing has become one of the main prerequisites for successful business performance and is linked to the increase in internet use which has fostered better business to consumer long term relation. The aim of this study is to assess the impact of digitalisation on tourism marketing of SMMEs in South Africa. The paper wants to determine the impact of digital technologies on marketing processes by tourism entities in South Africa; secondly, to assess the influence of digital technologies on customer relationship management and lastly the application of big data analytics on one-to-one marketing.

### **Methods**

The review of literature focused on Customer Relationship Marketing (CRM) as the core anchor in current digital marketing efforts. Customer relationship marketing (CRM) is replacing the traditional 'four Ps' of marketing (product, price, place and promotion). Long-term relationships with customers are the key to stability on the increasingly dynamic market. Customer relationship management (CRM) has become the main strategy to retain customers for companies regardless of its size. Thus its important for Tourism enterprises to adopt (CRM). Within the travel industry, marketing can be difficult to get right, because potential customers are so varied in who they are, where they come from, and what they are looking for. However, big data can help tourism companies to adopt a more strategic approach to their marketing efforts, targeting the right people in the right way. More specifically, big data can help businesses to identify the main trends that exist among their customers, where the similarities are, and what the best marketing opportunities are. Improving the efficiency of tourism business activities becomes one primary issues of increasingly dynamic global market, the changes regarding the distribution channel, the marketing services and the customer relationship management representing the key element in this respect. The confluence of new ways to quickly gather, analyse, and use large volumes of information so-called 'Big Data' – coupled with the widespread adoption of digital devices, has transformed marketing, especially in the tourism sector. Advances in computer technology, artificial intelligence, digital communication networks, and sophisticated data-processing and-analysis tools have triggered a sea change in the amount, speed, and variety of data that can be gathered and processed. It must be noted that digitalisation has had a drastic influence on tourism distribution and marketing systems, as such it warrants an in-depth evaluation.

### **Results**

The customers are increasingly using digital media to communicate and interact with companies. Most of such interactions take place on the Web, thus generating vast amounts of data, which analysis reveals valuable insights pertaining to customer preferences, behaviour patterns, etc. As a result, companies have already started showing interest in Web analytics, in order to understand online customers' behaviour, preferences and improve their experience, while getting insights on how to increase business revenues. Marketers have realized that effective marketing strategies have to be oriented in a manner that leads to better customers' engagement and improves customer experience. In the wake of advanced technology, businesses have realized the potential of the booming digital technology and are adopting digital marketing at a high rate. The high rate of advancement in digital

technology offers an ideal avenue for business enterprises to exploit and optimize the customer experience and customer engagement given to their customers through digital marketing. It must be noted that digitalisation has had a drastic influence on tourism distribution and marketing systems, as such it warrants an in-depth evaluation.

**Keywords:** information communication technology, marketing, distribution channel, tourism, CRM, digitalization

Abstract 11

## **Benefits and challenges of social media on tourism: A case study of tourist area in Indonesia**

**Ricardi S. Adnan**, University of Indonesia, Faculty of Social and Political Sciences, Indonesia

**Ir. Radhiatmoko**, University of Indonesia, Faculty of Social and Political Sciences, Indonesia

**Fadlan Khaerul Anam**, University of Indonesia, Faculty of Social and Political Sciences, Indonesia

### **Background and goals**

As more than 13.000 islands which located in equator line, Indonesia has many attractive tourist destinations. However, many of them are not well informed of local events. On April 19, 2019 number of visitors at the Pindul Cave attractions in Yogyakarta-Indonesia reached 2,337. Normally there are 200- 500 people during the weekdays and 600- 1000 people on weekends. The increasing number of tourists made a long queue at the entrance of the southern cave and filled a pool to the fullest. Of course, this case reduced service quality. Formerly, the management stated the factor of increasing visits due to long weekends, but this research clarifies that the digital era has changed the old argument. According to Alvares Research (2016), many people in the world are exposed to internet on the daily basis. In 2016, 85 % of households in the EU had access to the internet, while back in 2010 it was 70%. The percentage of households with a mobile broadband connection via a mobile phone network quadrupled from 10 % to 41 %. Eight out of ten internet users from the EU countries go online with a mobile phone. Meanwhile, this happened as well in Indonesia. The Indonesian internet users are growing dramatically and will become the largest digital market in Southeast Asia in 2020. In 2015, internet users in Indonesia reached 93.4 million users (47.9% of the population) will continue to grow until 2019 which is predicted to reach 133.5 million users and in 2020 will be reached 140 million users. Regarding the trend of using social media; Facebook, Instagram, Line, Youtube, Path, Kaskus, and Tweeter people in Indonesia affect from one to each other using these media, this research will explain impacts of them on Pindul Cave attraction, pointing how significant they are and how far they go.

### **Design/methodology/approach**

With the secondary data and observations, the author prepares research designs and instruments for qualitative and quantitative approaches. Secondary data is obtained from various reports in the mass media, online media and social media. Qualitatively, in-depth interviews were conducted with key informants both managers of tourism objects and visitors. While the questionnaire will be distributed to visitors of Pindung cave attraction. Triangulation technique is carried out to check the validity and consistency of the data found.

### **Results**

The preliminary research found that social media give a significant impression for this tourist side. Mostly visitors come to Pindung Cave attraction caused by information through news and or picture from their colleagues or relatives on their cell phone. The habits of people consume, produce or reproduce information through social media amazingly. In this case, social media do not only attract many people to come but also give difficulties in managing to serve visitors well.

### **Conclusions**

Social media has given encouragement to people in Indonesia to travel and visit tourism objects more than before. Most visitors to Pindung cave attraction get information and are interested in

coming because of the attraction that they see from social media. On the other hand, Social media has dramatically caused managers to be distraught in providing services, especially when there is a tremendous surge of visitors. Then, social media can also have a bad impact i.e. several photos about the number of scattered plastic bottles stimulated many negatives comments to management of the tourist area from various parties such as the local government, environmentalists and friends of other tourist areas.

#### **Implications**

Using the theory of "Social Order of Market", this paper enrich the theory of Jens Beckert (2010), the concept of the roles and interrelationships between institutions, social networks and cognitive frames became clearer with some clarification in accordance with the data found (2006).

#### **Contribution to the field**

This study is very useful for tourism managers, the tourism industry and also the government as anticipating and handling tourism in the huge changing environment of digital era.

#### **Research limitations**

The results of this study can only be projected in discussing tourist objects that have cultural characteristics such as Indonesia, especially in natural tourist objects.

**Keywords:** digital era, social media, tourism, institution, social network, and cognitive frame

Abstract 12

## **Social media as tourism information source: Understanding Indonesian millennials**

**Ilma Aulia Zaim**, Middlesex University London, United Kingdom

**Dimitrios Styliadis**, Middlesex University London, United Kingdom

**Konstantinos Andriotis**, Middlesex University London, United Kingdom

**Anthony Thickett**, Middlesex University London, United Kingdom

#### **Background and aims**

Young generation, especially those aged between 18 and 38, are considered a critical segment for tourism marketing and development considering the huge number of young tourists currently travelling worldwide. The World Tourism Organization (UNWTO) suggests that in 2015 about 23% of all international tourists are young travelers from the generational cohort born between 1980s and 2000s, known as millennials. These young tourists have high interest in exploring new destinations and in sharing their experiences on social media platforms. It has been argued that millennials also play a significant role in the emergence of travel information platforms. Young travelers search for tourism information by reading visitors' reviews, exchanging information with fellow travelers online, or by looking for photos and videos being shared through social media. Although previous studies have confirmed that the millennials are strongly engaged with digital technologies, there is still limited understanding on how this key market segment uses social media applications as information source of tourist destination. The aim of this research is to provide further insights on how Indonesian millennials search for and value tourism information retrieved from social media platforms (i.e., YouTube) in the pre-trip stage.

#### **Design/methodology/approach**

Using purposive sampling, by posting a study poster through @trinitytraveler, an Indonesian travel writer, blogger and the author of 13 bestselling travel books which were filmed and became a successful national film in 2016. Face-to-face interviews were conducted with 28 Indonesian millennials social media users between 3 and 26 October 2018 in Jakarta, the capital city of Indonesia. All interviews were digitally recorded and manually transcribed. Thematic analysis was used to analyze the data.

### Results

Most Indonesian millennials have more than one social media account. Besides Instagram, this generation also has Facebook and Twitter accounts, and watches frequently YouTube. Instagram is the primary social media platform being used as a key source of information related to tourist destinations. As for travel reference, it is found that the first stage of information search on Instagram and YouTube is through 'hashtags' and 'location'. Apart from that, travel photos or videos shared by well-known celebrities or influencers on Instagram and YouTube contribute to future holiday destination ideas. However, influencers or celebrities' recommendations online were viewed suspiciously, as this generation understands the paid role of celebrity ambassadors. Pictures and videos on YouTube or Instagram Story shared by close friends or non-influencers was not only perceived as more trustworthy, but also more useful to use as information source. Respondents seem to understand the organic nature of such information sources, which are not manipulated promotional agencies and tourism marketing organizations. This study also reveals that amateur photography or videography shared on social media platforms by close friends or non-influencers creates feelings of 'confidence', 'excitement', 'curiosity' and 'inspiration' for Indonesian young travellers. Furthermore, this study indicates that travel experience shared by close friends on Instagram plays a significant role in shaping Indonesian young generation's travel decision due to the 'high competitiveness among young travelers'. This competition raised as Instagram is not only being perceived as a platform for searching for information; but also, as a place for 'self-actualization' and 'social validation'. Meanwhile, YouTube videos were valued as a platform for visual (re)confirmation, since it offers the image of the destinations in 360 degrees using attractive visual effects. Indonesian millennials also prefer short duration travel vlogs with sequential storytelling that shows the whole trip, and not presenting too much of the vloggers' faces.

### Conclusions/contribution to the field

This study's theoretical contribution stems from the value and appreciation of 'authenticity' as highlighted by Indonesian millennials when searching for travel information online. The exposure of well-known figures such as celebrities and influencers with pleasing visual images are only seen as 'social media stage' as it offers more of an entertainment than a genuine travel information.

### Implications

To attract Indonesian young travelers, this study suggests Destination Management organizations and their marketing departments to feature well-known celebrities or influencers on the destination's official Instagram and YouTube account for entertainment purpose; yet, at the same time, also repost visitors' travel photos and videos, and tag or mention the visitor's name on the feed. Stories and Highlight. By adopting such strategy, it is expected that Indonesian millennials will travel to the destination and post their travel experience on their Instagram to get featured by the destinations official Instagram or YouTube account. Apart from that, young Indonesians may also want to share their photo or video appearance as tagged or mentioned on destination's official Instagram and YouTube to get further validation from their peers.

**Keywords:** social media, millennials, behaviour, tourism information, authenticity, self-actualization

Abstract 13

## Importance of traditional and social media in tourist destination choice: The case of Croatia

**Petra Barišić**, University of Zagreb, Faculty of Economics and Business, Croatia

**Darko Prebežac**, University of Zagreb, Faculty of Economics and Business, Croatia

**Mirela Kljajić – Dervić**, University in Bihać, Faculty of Economics, Bosnia and Herzegovina

### Background and goals

For years, the traditional media (TV, radio, and print publications) have been the only tool for marketing communication about destination brand, and the main source of information for tourists. During

the last decades media space underwent a strong transformation in favor of social over traditional media. Today's consumers consistently require more control over their media consumption, so they turn from traditional media to social media as a source of marketing communication and spend greater proportion of their time on social media compared to traditional media. Similar situation is also in tourism. Accordingly, the main goal of this paper is to examine the importance of social and traditional media in tourist destination choice setting.

#### **Design/methodology/approach**

An internet survey was used to examine the tourists attitudes on the intensity of use of social media in relation to the use of traditional media during the destination choice. The sample was made by more than 1050 tourists who are also users of social media. Data were analyzed using descriptive and inferential statistics.

#### **Results**

Research findings show that traditional media are still more important than social media in tourist destination choice. Within traditional media, the most influential are TV, and newspapers and magazines, followed by billboards and radio. Among social media, the strongest influence have YouTube, Booking.com, Facebook and at the end TripAdvisor. In general, internet prevails traditional and social media.

#### **Conclusions**

Surprisingly, the importance of social media (Facebook, YouTube, TripAdvisor and Booking.com) did not overpower the importance of traditional media (TV, newspapers and magazines, billboards, and radio) when tourists choose a tourist destination, although the research question was the opposite.

#### **Implications**

Although social media in the tourism industry has attracted great attention in recent years, marketing managers in the destination should not neglect marketing communication through traditional media because they are even more important when tourists choose tourist destinations.

#### **Contribution to the field**

This paper contributes to the existing literature on consumer behavior in tourism, as it provides the first insight into the relationship between traditional and social media in tourist destination choice setting in Croatia.

#### **Research limitations**

The limitation of this paper is primarily because research focuses on four social media platforms, so conclusions only apply to those four platforms. The survey was conducted on a sample of Croatian tourists. Such a restriction can be correlated with a specific representation of social media in the country and habits in the use of goods and services, such as travel services.

**Keywords:** destination choice, marketing communication, social media, traditional media, tourism

Abstract 14

## **The Peasants are revolting? Online conversations about the impact of *Game of Thrones* on Dubrovnik**

**Helen Cripps**, Edith Cowan University, Australia

#### **Background and goals**

In response to the risk of Dubrovnik losing its UNESCO World Heritage listing, the City of Dubrovnik has instituted its "Respect the City" plan designed to reduce the overcrowding experienced in the city due to an influx of *Game of Thrones* tourists, particularly from cruise ships. Using online sources, this research analyses the current tourists' perceptions of overcrowding due to *Game of Thrones* tourism in Dubrovnik. Analysis of text from a variety of online sources displays the sentiment and themes relating to the *Game of Thrones* phenomenon from an E-Word of Mouth perspective. The research also highlights the possible avenues for the use of online platforms to encourage tourists to adopt different behaviours that will help reduce the overcrowding.





the history of the City and the surrounding region with comments such as *“Dubrovnik, forget all the Game of Thrones nonsense. Get real - and no dragons. Life under Tito communism Red History Museum”*. Most of the 10 references to the crowds were in relation to avoiding the crowds; however, for some the crowds were an issue, *“Dubrovnik old town was crazy busy filled with tourists walking the walls, eating at the cafes or on Game of Thrones tours. It was beautiful but too crowded for me I preferred the time we spent in the hills visiting towns like Ston and Opatija.”*

#### **Conclusions**

Despite the publicity surrounding overcrowding in Dubrovnik, the sentiment towards the City and its tourist offerings is generally positive. The focus on *Game of Thrones* is perhaps unfortunate, however it has drawn increasing numbers of tourist to the City who are captivated by its beauty. From the comments it would seem the majority of *Game of Thrones* fans miss the historical significance of the City and how this history contributed to the landscape that has been featured in many movie productions. This could be an area for more in-depth interviews in the future.

#### **Implications**

It is acknowledged that the City has sought to reduce the crowds by limiting the number of visitors to the old city and the limitations on cruise ships numbers. From the preliminary results of this research, social media could be used to support the strategies of encouraging tourism in the shoulder seasons, focusing on regions outside the City and cultural and gastronomic tourism. This is how one visitor expressed this combination: *“Last night was magical. The Game of Thrones tour was so fun and they also included a lot of history about Dubrovnik. A truly beautiful city.”* It may be possible for the City of Dubrovnik educate those tourists that come for *Game of Thrones* that Dubrovnik has far more to offer and to incentivise those who want to avoid summer months to come in the shoulder seasons. A tag line like *“I came for the Game of Thrones but stayed for magical Dubrovnik”*.

#### **Contribution to the field**

This research used the e-word of mouth derived from the online comments of visitor, travel blogger and tourist reviewers to give an unfiltered view of the customer experience. Text mining in social media is an emerging field in tourism research as digital marketing channel lend themselves to the tourism experience.

#### **Research limitations**

While not as precise as traditional scientific data collections methods text mining and analysis still provides insights into the unedited views of tourists. Also not all major online platforms were available on Salesforce as. Facebook and Instagram have restricted their follow of data. It is proposed to extend the current research by with the summer months of data to compare if the sentiment and topics of conversation change over the season.

**Keywords:** film, tourism, overtourism, text, analysis, social media, e-word of mouth

Parallel session:  
**Overtourism impacts - new solutions**

Abstract 15

## Overtourism and tourismphobia: A literature review

**Medéia Veríssimo**, University of Aveiro, Portugal

**Michelle Moraes**, University Europeia, Portugal

**Zélia Breda**, University of Aveiro, Portugal

**Alan Guizi**, Universidade Anhembi-Morumbi, Brasil

**Carlos Costa**, University of Aveiro, Portugal

### Research goals, methodology and results

Considering the increasing relevance of overtourism and tourismphobia as emergent research topics, the present paper aims at examining how they are being approached in current tourism literature. The paper under pins in the analysis of 154 Web of Science Core Collection and Scopus documents that include the terms “overtourism” or “over-tourism” or “tourismphobia” or “tourism-phobia” or “tourism phobia”. The study follows a quantitative and qualitative approach, using the support of VOS viewer and HistCitessoftwares for content analysis. The analysis focused on highlight important aspects in terms of most frequent publication sources (authors and journals); co-citation, as well as the dimensions and research streams; methodologies used; results obtained; and implications for future research. The literature review unveiled that the concepts of overtourism and tourismphobia are usually related to destinations’ development, negative impacts and policies and regulation for the tourism sector. In addition to that, preliminary results point out the fact that, although tourism excesses and conflicts have been studied for long, ‘overtourism’ and ‘tourismphobia’ turned into usual terms, mainly within the past three years. Even though the adoption of the afore mentioned terms can be considered by some as a ‘trend’, the in-depth analysis of the topics shed light on how ‘old’ concepts can evolve to adapt to contemporary tourism issues. Given that, further studies are needed to track on the evolution of those topics and their implications on future tourism studies.

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**Keywords:** tourism research, overtourism, tourismphobia, systematic review

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Abstract 16

## Overtourism – Impacts on residents' quality of life and emotional solidarity

**Patricia Pinto**, Research Centre for Spatial and Organizational Dynamics (CIEO), University of Algarve, Portugal

**Hio Kuan Lai**, Center for Advanced Studies in Management and Economics (CEFAGE), University

**Pedro Pintassilgo**, Center for Advanced Studies in Management and Economics (CEFAGE), University of Algarve, Portugal

### Background and goals

The concept of overtourism has been popularly discussed in recent years, upon to the local residents starting to recognize the tourism disturbances in some high profile destinations in Europe (e.g. Anti-tourism in Barcelona). For a sustainable tourism development, it is crucial to investigate potential impacts of overtourism towards the local residents living in the destination. Thus, this paper combines the existing academic work of quality of life (QoL) and emotional solidarity concept, and examines their correlation based on the social exchange theory.

#### **Design/methodology/approach**

This study involves a survey to measure the residents' attitude in a fast-developing tourism destination, Macau, which represents a case of plausible overtourism. Data analysis is descriptive and inferential.

#### **Results**

The findings indicate that the importance to examine overtourism situation from residents' perspective on QoL as it could determine their attitude towards tourists.

#### **Conclusions**

The growing tension caused by overtourism may catalyst anti-tourist emotions thus dissatisfying the tourists and threatening the sustainable development of a destination. Furthermore, both theoretical and practical implications are discussed, limitation and future research directions are also provided.

#### **Contribution to the field**

The findings indicate that the importance to examine overtourism situation from residents' perspective on QoL as it could determine their attitude towards tourists. The case of Macau is extreme but its study is a representative of what can happen in mature destinations in other parts of the world with strong seasonality.

**Keywords:** residents' attitudes, quality of life, emotional solidarity overtourism

Abstract 17

## **The disappearing dogs: How tourism at Fazhan village influences the population of domesticated animal stakeholders**

**Yulei Guo**, Chengdu Research Base for Giant Panda Breeding, China

#### **Background and goals**

There has been a call to pay more attention to animal welfares in tourism studies where scholars have noted the growing presence of animals, artificial intelligence, and non-human participants in recent travel trend. The recognition of the roles that animals have shown the awareness to, bring the traditionally marginalized animal "other" into the evaluation of tourism relations. While the interaction between the animal "other" and tourist has centralized the researchers conducted in tourism studies through the exploration of wildlife tourism (e.g. Reynolds & Braithwaite, 2001; Shackley, 1996; Newsome, Dowling & Moore, 2005; Ballantyne, Packer & Sutherland, 2011) and animals that are helping tourists to construct their experiences (Carr & Young, 2018; Fennell, 2012, 2013; Kline, 2018; Hung, Chen & Peng, 2016; Bertella, 2014), less attention has been paid to animals who are not directly involved in the tourism experience but who have nevertheless experienced changes and challenges because of the development of tourism.

This project studies the relationship between village dogs and tourists at Fazhan village, a remote rural village near a national park in Sichuan, China, to understand tourism industry's potential influence over its stakeholders, in particular, the village dogs in this case. The purpose of the study is to show that tourism at Fazhan village, which can be roughly termed as wildlife tourism, has not only a significant impact over the population and distribution of wildlife (Newsome, Dowling & Moore, 2005; Ballantyne, Packer & Sutherland, 2011), but the domesticated animals such as the village dogs through the local community as the active agent. This study seeks to explore this previously unprecedented interaction that tourism can exert over the local community and stakeholders.

#### **Design/methodology/approach**

The researcher in this study conducted her interviews with 12 villagers in Fazhan village on a trip the Chengdu Panda Base organized to vaccinate rural dogs and distribute leashes to families with dogs. The initial goal was to examine the environmental influence that free-roaming village dogs may project on the natural habitat of the wildlife because the large population of dogs near the protected areas has been proved to be one of the major threat that wildlife faces as these dogs become invasive species to the already fragile ecosystem in the protected area.

Despite the initial research design was to investigate the dog keeping habits of the local families, the researcher was surprised when she was told by the villagers that there were no dogs living in the neighborhood because of the increasing number of tourists. Surprised by the answer, the researcher opened her interviews up to meet the new challenge that the villagers just gave her. The semi-structured interview helped the researcher to have a preliminary understanding of the unexpected impact on the development of tourism business in the local community had on the population of the dogs.

#### **Results**

This study shows a negative relationship the population of the tourist has with the population of the village dogs. To use the words of Mr. Olsen, the reason for not raising dogs in the family is simple: "We need to keep us away from trouble. And dogs, you see, they could be a potential threat to the visitors and even our neighbors. You know, a dog's attack on a tourist is a serious thing." A similar conclusion has been reached by Grennan and Fielding (2008) when they studied the interaction between the dogs and the tourists. As Grennan and Fielding (2008) noted, tourists do not necessarily hold a positive viewpoint in regards to the dogs in the village. The tourists demonstrated concerns that the dogs might have rabies and transmit the virus to them. Moreover, the tourists also have doubt on the potential risk of attack that dogs could give them. Though the study of Grennan and Fielding (2008) did not mention any particular actions the village undertook to ensure the safety of the tourists despite the concern the tourists had revealed in the paper, the paper suggests that the local tourism development could benefit more from rethinking the relationship between the tourists, the dogs, and the local community.

#### **Conclusions**

This study suggests that tourism could have a potentially negative impact on the population of local dogs rather than simply consuming the participation and image of domestic dogs. The increase of tourists in Fazhan village had fundamentally changed the traditional roles village dogs play in their households. The dogs' traditional participation in the rural scenarios of Fazhan village has been seen as a risk that might drive the tourists away. While the growing number of tourists has brought economic incomes to the local community which welcomed the change with warmth, the sacrifice of the dog and the traditional bond between villagers and the animal has received little question.

#### **Contribution to the field**

This paper broadens the roles that animals, in particular, domestic village dogs, have played in the business of tourism and argues that the animals can also be an important yet largely ignored stakeholder in the local community. Tourism does not only provide an arena through which the relationship between the tourists and the animals has been constructed, consumed and reproduced (Kline, 2018; Carr, 2016; Kirillova, Lee & Lehto, 2015; Markwell, 2015). Rather, the business of tourism can have a direct and perhaps unexpected impact over the population, demographic figure and society of local animals living with the community. Tourism achieved this by changing and reshaping the traditional family relations of the rural families in which the dogs were often treated as family members. The introduction of tourism has, therefore, a significant impact over the local ecological system and the human-animal relationship.

**Keywords:** attention to animals, Fazhan village, village dogs, wildlife tourism, local community

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Abstract 18

## **Transformations of the urban landscape caused by tourism, the case of the city of Guanajuato in Mexico**

**Agustin Ruiz Lanuza**, University of Guanajuato, Mexico

Historical heritage cities alive, are spaces that combine a series of desires that in isolation are conforming a conglomeration of illusions and tastes, forming a large set of buildings (for various uses), squares and urban equipment, they have been developed a series of events that are recorded in history, which combine an exceptional material and immaterial heritage, and therefore become priority destinations to visit for cultural tourism. Being living spaces, face a series of transformations, responding to current needs of the population, one of them is its own marketing, so it is notorious to see how they are presenting phenomena such as outsourcing, gentrification and more specifically touristification. Thus, its inhabitants use real estate that was for housing premises in spaces for other purposes, while the city itself is being built.

### **Objective**

The objective of this paper is to present a series of indicators that have been built over more than 15 years, based on the National Catalog of Real Estate, in this case the city of Guanajuato, which is integrated more of 650 properties with diverse characteristics and uses as buildings for housing for museums, temples, gardens, squares, monuments, funerary, etc.

The indicators that we have selected, go according to find the transformations to give this follow-up, we highlighted following: those related to the state of conservation, the property entity and the tourist use, which can be from part of the commercial tourism offer that includes hotels, restaurants, travel agencies, etc.

### **Methodology**

This work has two antecedents, the first of which is the realization of the Real Estate Catalog prepared by the Government of the State of Guanajuato, Mexico. These reached within a doctoral thesis in which a section of the tourist functionality is added to formation card. The present is based on the update of these information sheets which also include updating the photographs of each of the buildings, as well as updating the cartography, in order to generate data bases for the corresponding analysis. Therefore, it is a geographical work and about the transformations that historical centers observe under the influence of tourism.



#### **Results**

The results show that there is a strong change in the landscape units of the city of Guanajuato, Mexico, there is an important gentrification, the citizens prefer to go to live in new subdivision and outsourcing of the real estate, the historical centers have been gone depopulating, which causes a loss of intangible heritage in the city, which undoubtedly weakens the attraction of the destination. In general terms we observe that it is approximately 20% the increase of buildings that were for housing and that now have been transformed into hotels, hostels, etc.

#### **Conclusions**

It is important to monitor the transformations of the landscape in tourist destinations, with key indicators to assess the importance of the protection, the current state of physical conservation of buildings can be affected by the responsibilities of the owners. Tourism activity plays an important role in issues of heritage conservation, which in the case of Mexico helps to safeguard considerably built heritage. Finally, we can observe the absence of public policies to preserve this relationship between tourism and heritage in good condition.

**Keywords:** urban transformations, heritage tourism, property use indicators

Parallel session:  
**Questions of stewardship –  
from individual businesses  
to policy makers**

Abstract 19

## **Comparative analysis of tourism business units in rural communities: Cases of Acatitán and Zacualpan, Colima, Mexico**

**Irma Magaña-Carrillo**, University of Colima, Mexico

**Rafael Covarrubias-Ramírez**, University of Colima, Mexico

**Ileana Ochoa-Llamas**, University of Colima, Mexico

### **Study goals, research methods and results**

This work studies the sustainability of tourist business units based on the use of natural springs operated in the rural communities of Acatitán and Zacualpan, in the Mexican state of Colima. The research puts the focus on the degree to which management capacity, organizational efficiency and transparency influence the results obtained in the administration of collective tourism ventures in rural areas. The objective of the work is to determine if the application of the principles proposed for the management of tourism business units based on the community contributes to its sustainability and to overcoming the poverty of the population. For the development of the study following quantitative and qualitative research techniques are used: observation, survey to population and interviews with leaders and workers of tourism business units. Some of the key findings of the study are that the notable degree of organization and integration amid the Acatitan operators allows them to generate significant economic benefits for their partners and direct impacts in the community, while the lack of transparency and unity among the managers of Zacualpan caused the destruction of the spa, between conflicts with internal and external agents, canceling the generation of economical and social well-being for the local population.

**Keywords:** natural springs, rural communities, sustainable tourism, Acatitan, Zacualpan

Abstract 20

## **The relationship between politics and sustainable tourism: An Indian case**

**Rajeev Kumar 'Ranjan'**, Quantum University Roorkee, India

**Aditya Gautam**, Colleges Muzaffarnagar, India

### **Research goals, methods and findings**

The political environment of India provides an excellent case for deepening the knowledge on the complex relationship between politics and sustainable tourism. The role of tourism for the economy in India makes it imperative to study the political influences on the implementation of the sustainable tourism policies and programs. This paper analyzes these influencing political factors in the implementation of sustainable tourism policies. The political factors are analyzed using Lukes' conceptualization of power relations. Open Discussions and Interviews with the stakeholders were conducted as a qualitative means of collecting information; the findings of the study suggests that sustainable tourism implementation is a problematic area, given the complex political structure of India, which is susceptible to external influences. For a diverse country like India the influence of the socio-cultural factors on the politics acts as a barrier in the effective implementation of sustainable tourism measures. This paper proposes a theoretical framework along with a methodology for understanding the politics of sustainable tourism development.

**Keywords:** sustainable tourism, politics, India

Abstract 21

## Tourism entrepreneurship as practice

**Flemming Sørensen**, Roskilde University, Denmark

**Jens Friis Jensen**, Roskilde University, Denmark

### Background and goals

This paper presents a practice theory-based approach to entrepreneurship in tourism, which frames the analysis and understanding of different tourism entrepreneurship practices, their potentials and barriers, from new perspectives. The aim of this is to provide a new framework for supporting and developing tourism entrepreneurship. Practices are learned activities that fulfil certain actions (Fuglsang 2018). They have ends or purposes that practitioners are supposed to pursue implicitly or explicitly (Schatzki, 2002: 80; Nicolini, 2013:166). However, these ends are often open-ended and contested. According to Pantzar and Showe (2010) innovation concerns the development of new practices that result from new combinations and integrations of image (symbolic meanings), skill (know what and know how) and material (material ingredients). From an entrepreneurial and practice based approach the main purpose of entrepreneurial activities in tourism is to make new tourist practices possible by facilitating new combinations of image, knowledge and material and to make tourists appreciate and carry out new practices. However, also tourism entrepreneurship practices can be interpreted to be formed by elements of image (e.g. perceptions and symbolic meanings of entrepreneurship and of innovations pursued), skills (e.g. know what and how to do as an entrepreneur and in relation to the specific innovation) and material (e.g. different available resources needed for being an entrepreneur pursuing the specific innovation). From this perspective, different images, skills and material, and different integrations of such, may lead to similar or different tourism entrepreneurship practices

### Design/methodology/approach

The method applied a combined action and case-oriented study of 10 Danish tourism entrepreneurs who participated in a national tourism innovation project in which they were given different types of needed support for their activities. Researchers involved in the project followed the process as observers and partly as engaged researchers providing advice and guidance.

The empirical data consists of a combination of passive observations (e.g. at meetings), discussions with the entrepreneurs about their innovations and their needs, as well as interviews with the entrepreneurs. The process of interacting with the entrepreneurs lasted about one and a half year in total.

### Results & conclusions

Results presented in the paper will show that tourism entrepreneurs of different backgrounds, pursuing different types of innovations, and practicing tourism entrepreneurship in different contexts performs varying entrepreneurship practices. Thus, there is not one way to be a successful tourism entrepreneur but many, and tourism entrepreneurship practices are not one specific (set of) practice(s) but can be many different types of practices and different combinations of such. The diversity of tourism entrepreneurship practices can largely be explained by the theoretical elements of practices (image, knowledge and material) and by combinations of these. Most importantly, barriers potentially leading to failing entrepreneurs can also be explained by the same elements of practices and their combinations. Thus, certain elements of practices conditioning successful, emerging, or “fuzzy” tourism entrepreneurship are identified in the paper.

### Implications

The findings will suggest new approaches for policy makers, tourism entrepreneurship supporting organizations and consultants as well as tourism educations. These can benefit from interpreting and guiding tourism entrepreneurship from a practice perspective, which implies, among other things, accepting the diverse and context dependent nature of tourism entrepreneurship practices, successful as well as unsuccessful.

#### Contribution to the field

The diverse nature of tourism entrepreneurs can be recognized by investigating existing literature on tourism entrepreneurship, which has emphasized different types of such entrepreneurs, for example lifestyle entrepreneurs (Atejljevic & Doorne, 2000) or social entrepreneurs (Sheldon & Daniele, 2017). However, this study contributes to the existing literature by focusing on tourist practices and by suggesting a framework for understanding and analyzing different types of entrepreneurship practices, successful and unsuccessful. Additionally, it provides practice-based frames for a practical approach to support and facilitate diverse types of successful tourism entrepreneurship practices.

#### Research limitations

The study is based on a case study in a Danish context. Other types of tourism entrepreneurship practices than those found in this study will exist. Also, we cannot generalize the findings in a positivist sense. This, however, does not impact the validity of the main conclusions of the study which emphasize diversity and context dependence rather than general tendencies.

**Keywords:** entrepreneurship, practice, case-study, innovation, tourism

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Abstract 22

## Public grants for service quality improvement: A lesson from new EU member state

**Stjepan Srhoj**, University of Dubrovnik, Croatia

**Vanja Vitezić**, University of Rijeka, Croatia

**Janette Walde**, University of Innsbruck, Austria

#### Background and goals

The investments in tourism service quality or quantity require funds. While small tourism firms are fundamental to the development of the sector (Thomas, Shaw, & Page, 2011), these smaller scale tourism businesses (dominantly micro-firms) are often perceived as a group vulnerable to demand fluctuations and thus facing high risks. Governments around the world have public support programs in their policy tools to promote enterprises, SMEs and the industry (Zúñiga-Vicente, Alonso-Borrego, Forcadell, & Galán, 2014). Grants are usually associated with research and development (R&D) activities of manufacturing firms, however, since the rise of tourism's contribution to the gross domestic product, many governments started to grant-aid the tourism sector (UNTWO, 2017). Few papers in the literature evaluate the effectiveness of public money spent on tourism firms and establish also additionality in firm performances (Bernini & Pellegrini, 2013; Panfiluk, 2016; Tundis, Gabriele, & Zaninotto, 2017). However, previous studies have mostly focused on the effectiveness of relatively large tourism grants provided for expanding tourism firms' capacities. This paper provides new evidence on the impact of tourism grants for service quality improvement on tourism firm performance. Grants under analysis were designed as small (on average approx. €10,000) matching grants and provided to firms in two economically very different regions, raising the question whether substitution of public for private money arises.

#### **Design/methodology/approach**

To estimate the impact of tourism grants designed for enhancing service quality, we employed a non-parametric matching difference-in-differences (MDID) estimator. The key to a reliable MDID estimate is to compare a treated firm to a control firm that is as similar as possible. For this purpose, we had several special features available in our approach. First, we were able to select the control firms from the universe of all tourism firms in the Republic of Croatia. Second, both treated and control firm belong to the same NACE 4-digit tourism industry and the same region. Thus, tourism firms facing the same or very similar demand conditions were compared. Third, a rich set of covariates, like sales, value added, capital, liabilities, labour, and TFP, had to be as similar as possible between the treated and the control firm over a period of two years prior to receiving the grant. In all these circumstances, the matching process follows high-quality standards and robustness of results is confirmed by the placebo test and various (matching) approaches. Additionally, in order to estimate the macroeconomic effects for the grant scheme, we calculated a cost-benefit analysis based on the microeconomic estimates.

#### **Results**

The empirical support is founded for a positive effect of tourism grants on tourism firm sales, value added, capital and labor, but not in the region with lower tourism demand (Continental Croatia). Nevertheless, cost-benefit analysis enables us to conclude that the additional value added created in the national economy outweighs the direct costs of tourism grant scheme by 49%, while additional capital outweighs the direct costs by 24%. We did not estimate the general equilibrium model but focused on the direct effects on grant beneficiaries. There might be for example other positive effects on suppliers and consultants hired with co-financed projects, which we did not consider in our analyses. Even under this limitation of our study, the grant scheme was successful from a macroeconomic perspective.

#### **Conclusion/implications**

The tourism grant scheme for service quality improvement was suitable for fostering tourism firm growth. The tourism grants were effective in attractive destinations, while the scheme was not successful in regions lagging behind. This claims for the need to redesign the grant scheme for less developed regions- either by providing larger capital grants to touristic firms or by firstly focusing on increasing the tourist destination attractiveness and then improving service quality. Even if the scheme at hand does not provide positive effects in less developed regions, the macroeconomic effects from the more developed region outweigh the total costs of the grant scheme.

**Keywords:** grants, tourism, firm-level, policy evaluation, service quality

Abstract 23

## **Ethical leadership and service innovative behavior link in tourism Industry: A moderated mediation analysis**

**Imran Shafique**, COMSATS University Islamabad, Lahore Campus, Pakistan

#### **Background and goals**

Nowadays, leaders at various levels play vital part in increasing and supporting ethical environment and ethical behavior in business organizations (Grojean, Resick, Dickson, & Smith, 2004). Consequently, it does not shock that academic research regarding ethical leadership is on rise. Certainly, scholars have done a lot of work about ethical leadership from authoritarian perspective to discuss what leaders are ought to do. Moreover, all the philosophies of headship deliberately includes ethical significances of spearhead's behavior, mostly from distance particularly, transformational leadership (Bass, 1985) charismatic leadership (Conger & Kanungo, 1998) authentic leadership (Avolio & Gardner, 2005) and spiritual leadership (Fry, 2003); they explicitly emphasis on the significance of ethical conduct. Regardless of the moral insertion in above mentioned approaches, academic work about ethical 'ethical leadership' residue shattered and bewildering. Consequently, a socially systematic perspective about

ethical, leadership was presented by (Brown et al., 2005) such as “the demonstration of normatively appropriate conduct through personal actions and interpersonal relationships, and the promotion of such conduct to followers through two-way communication, reinforcement, and decision- making” (p.120). This description demonstrates two extents of ethical manager such as ethical, person applying righteous behavior and by way of ethical, manager who influences his employees. Although this construct is new but scholars (Avey, Palanski, & Walumbwa, 2011) has started to display its practicality in research. Tourism has grown to the level of industry of worldwide importance. Due to the low level of service innovative behavior, Pakistan is lagging behind in this regard than other Asian states for example India, Sri Lanka and Maldives (Baloch, 2007). Owing to this phenomenon, tourism organizations are trying to deal with the challenges such as ethics, management and innovation. It is contented that ethical, leadership may raise the chances of innovativeness in service behavior (Dhar, 2016) through exhibiting ethical conduct which may affect employee’s satisfaction level, commitment to organization and helped them to create their moral identity (Hansen et al., 2013) however, OCB of employees may play an imperative role to augment their innovative behavior through ethical, leadership as recommended by (Dhar, 2016) that it needs to check the underlying mechanism of OCB in outcome of ethical, leadership and service innovative, behavior. However, huge amount of research has focused only main effects of ethical leadership. Less consideration has been given to recognizing the fundamental process in which ethical leadership promotes service innovative behavior of employees (Walumbwa et al., 2011). As research in past leadership areas illustrates, a focus on direct effect of leaders without considering the underlying mechanism under which such leadership actions happen, may prompt inadequate conclusions (Dhar, 2016). Furthermore, employees gender also matter that is considered as an discrete element that might impact structural consequences workers are inclined to give more worth (Eagly & Crowley, 1986). Male and female likewise might change signification attached to OCB. by. colleagues who drive benefits after it (Heilman & Chen, 2005). We established a situation that. OCB of man versus woman, in reaction to ethical leadership, is expected to vary. Thus it stands significant to consider the aspects that increase or lessen impact of ethical leadership (EL) in corporations.

#### **Research objectives**

1. To investigate the effect of EL on service innovative behavior (SIB)
2. To examine role of OCB effecting the association of EL and SIB
3. To evaluate contribution of gender in relationship of ethical leadership and OCB

#### **Methodology**

Data were collected from the 113 employees of tourism organizations in Pakistan. Hayes PROCESS MACRO is employed for analysis.

#### **Results**

Results reveal that that the pattern of male versus female employees’ service innovative behavior linked with ethical leadership considerably subject to their OCB.

#### **Practical Implication**

To enhance employees’ service innovative behavior, managers must identify the anticipated dissimilarities that play a major role in the extent to which ethical leadership strategies will affect male vs. female employees’ OCB.

#### **Contribution**

This research offers understandings of the multifaceted nexus among ethical leadership, gender difference, employees’ OCB and service innovative behavior in the tourism sector.

**Keywords:** ethical leadership, OCB, service innovative behavior, gender

Abstract 24

## **The organization of HR department in a cruise ship company: Duties, responsibilities and challenges**

**Esperanza Suárez**, Polytechnic University of Valencia, Spain

**Lourdes Susaeta**, Complutense University of Madrid, Spain

**Frank Babinger**, Complutense University of Madrid, Spain

### **Background**

Cruise companies must manage meticulously the “personnel logistics”, considering that they require to have a high volume of personnel travelling from one location to another on a regular basis for work. One of the biggest challenges in the cruise industry is to attract and recruit specialized people to work onboard (Radic, 2017), so HR departments must organize themselves in a special manner. Due to the significant growth of the industry in the last decades, organizing well the entry and work of the crew is essential to satisfy the customers’ expectations. Other crucial challenges that faces HR departments in the cruise industry are related with special characteristics affecting the working conditions of cruise ship employees. Among others, they have short contracts, demanding schedules with intense and long working hours, and spend long periods in restricted space (Brownell, 2008; Raub & Streit, 2006). Maritime Labour Convention (MLC, 2006), that came into force in 2013, inaugurated a new era of decent work for seafarers and fair competition for ship-owners in the global shipping industry. This regulation might serve to limit bad practices that have become common to the flags of convenience system (Schlingemann, 2015) and have a great impact in the way HR departments have to organize their functions.

### **Objectives**

The aspects related to the organization of the Human Resource function in the cruise industry are under-researched. For this reason, our study wants to:

1. Offer a comprehensive overview of the role of HR departments in the cruise industry and investigate the challenges they face.
2. Provide a case of a Spanish leading cruise company, analyzing the particularities of HR organization, with roles and responsibilities “on land and sea”.

### **Research approach and Methodology**

Through the study of the Pullmantur case, this paper seeks answers to the following research questions:

1. How organized are the HR functions “on land and sea” and how are organized the assignments of the crew?
2. What are the roles, duties and responsibilities of shipboard HR positions and what are their main challenges?

Primary data for this study derive from a series of in-depth semi structured interviews with key decision makers both on board (sea) and in the headquarters (land). We conducted nine interviews, four of them with HR managers at the company’s HQ in Madrid, four with onboard HR Managers and one with the Recruiting Manager of Royal Caribbean. Interviews were recorded, transcribed and analyzed using thematic coding (Ryan & Bernard, 2000) facilitated by the software Atlas ti version 11.0. These data were supplemented with the analysis of public reports, articles and documents.

### **Results**

In reference with the research questions, we found that one of the particularities on a cruise ship is the planning and assignment of personnel, with very specialized HR positions. The process of assigning crews to operate a cruise ship is a strategic and complex one, not only in terms of logistic, but also for the involvement of the HR department.

The work of the HR professional on board is crucial and very different from that of other HR professionals in other sectors. The variety of problems faced by the shipboard HR teams every day, related



with workplace conditions, the characteristics of work on board and the difficulty in solving those problems, are what mark the difference between the management of Human Resources of a cruise company and companies in other sectors. The main and complex challenges faced by the Human Resources management on a cruise ship are managing diversity and becoming a strategic role player, as working onboard becomes very stressful as the line between work and leisure becomes diffuse.

#### **Conclusions**

In terms of duties and responsibilities of the Human Resources teams, some share similar posts in other companies. Nevertheless, there are special functions on a cruise ship that, although being similar, onboard are endowed with a greater importance. The weight of responsibilities the Shipboard HR Manager has regarding their crew during and after working hours, including disciplinary and ethical aspects as well as conflict management is the most notable ones. The conclusion is that the management of Human Resources on board contains more stress and complexity, but at the same time, it is richer and more challenging than in any other field.

#### **Contribution to the field**

The cruise ship HR management is not researched enough, as a tribute to the complexity of its challenges and the silence of the implicated companies. Through highly directed interviews, we can bring new contribution about this crucial topic in modern tourism industry.

**Keywords:** cruise industry, human resources, shipboard HR Manager, working conditions

Parallel session:  
**Transformations of  
contemporary tourists**

Abstract 25

## Traveling artist's roles: The case of Muralists

**Konstantinos Andriotis**, Middlesex University London, United Kingdom

### Background and goals

This study adds to the knowledge of traveling artists' roles by extending the conventional view of artists as creative workers having a narrow breadth of motivations and examining their triple role not only as producers of artistic spaces with tourism potential, but also as travellers and volunteers. Despite the obvious advantages of murals that include beautification and gentrification of a building or neighbourhood and income generation for a community among others, the views of the travelling artists in relation to their willingness to produce murals and the distinct context of their trips are forgotten from tourism scholarship. Thus, the views of artists presented in this paper are contextualised in terms of a number of distinct roles they perform when visiting Lakkos, a neighbourhood in Heraklion, the largest town of Crete.

### Design/methodology/approach

To develop a greater understanding of the phenomenon of traveling artists' roles, this study used various data collection methods. First, various secondary sources were collected. Second, it emerged the need to enrich data collection and gain a better understanding of the topic by undertaking several observations by spending a lot of time in the area and observing traveling artists practicing their art on the walls. Third, by adopting an asynchronous email interviewing methodology this study recruited an adequate representative sample of travelling artists that could best inform the research was essential. In total, 24 email interviews were conducted between 1<sup>st</sup> of October and 31<sup>st</sup> of November 2018. Each interviewee received a questionnaire divided into the three sections. The first section of the research instrument explored the motivations of the sample to produce murals in Lakkos; the second was focused on the sociodemographic characteristics of the sample (age, gender, marital status, nationality, education); and the third on the touristic profile (number of people in travelling party, previous visits, length of stay and activities at destination.). After the data was collected, they were thoroughly read and reread several times and were coded into the various themes and subthemes which emerged from the literature review, as well as any additional ones that emerged during the coding process.

### Results

Traveling artists interviewed considered their trip to Lakkos as work combined with tourist-oriented activities, i.e. an interaction between work and tourism. At the same time, the working-creative artists under study described their artistic values as independent from profit engaged in unpaid work, and even pay for producing art abroad as part of their tourist experience and their artistic recognition. As a result, artists who participate in volunteer work in the form of mural production can be considered as volunteers regardless of whether the volunteer work is the only reason for their travel. Finally, while only a minority of traveling artists cited tourism as one of their main motivations of their trip, all of them were engaged in a unique trip, however, in a manner not always usual for tourists.

### Conclusions

While travelling artists did not always accept the role of volunteer and tourist from their actions and their narratives it is evident that both roles were evident in their trip. It was certain that the interviewees derived pleasure from their volunteer work and many of them identified as individual benefits arising from this unpaid work, such as learning new skills and getting paid employment. Thus, their trip helps them to sustain international career. In practice, as a part of postmodern tourists, traveling artists do not expect a passive holiday but actively develop their own interests complemented with local diversities, which enriched their existing knowledge. In contrast to contemporary tourists, traveling for interviewees was directed toward participative learning in the arts associated with the special character and the living culture of the place visited, proving that the sample could be considered as a sub-segment of creative tourists who look for more interactive experiences to obtain help in their personal artistic development and identity creation.

#### Contribution to the field

From a methodological perspective, among the main conclusions of this study is that while the aim of asynchronous email interview is not to replace traditional face-to-face interviews, it can be used as a qualitative research method with unique benefits. From a practical perspective, this study presents new insights by identifying travelling artists' roles and illuminated some aspects of the scope of the phenomenon of traveling artists in which voluntary artwork and tourism interact.

#### Research limitations

While this study reflected larger travel trends of a particular travel personality, those of traveling artists, there is still a great need for research on other travelling artists' destinations to determine whether the findings of this study can be generalized. Only when the findings of this study are corroborated by further observations, they will provide some tentative answers to the understanding of the complex phenomenon of travelling artists as they naturally occur.

**Keywords:** traveling artists' roles, murals, postmodern tourists, Lakkos, tourist experience, artistic recognition

Abstract 26

## Women and Airbnb: Insight from female hosts and guests

**Anna Farmaki**, Cyprus University of Technology, Faculty of Management and Economics, Cyprus

**Alexis Saveriades**, Cyprus University of Technology, Faculty of Management and Economics, Cyprus

#### Background

The sharing economy is emerging as a global phenomenon, which is growing rapidly in both scale and scope. Such as, in Europe alone the sharing economy has generated €28 billion in revenues in 2015, a figure forecasted to increase to €160 billion in the coming years (European Commission, 2016). Defined as "the peer-to-peer-based activity of obtaining, giving, or sharing the access to goods and services, coordinated through community-based online services" (Hamari et al., 2015:1), the sharing economy represents a disruptive yet potentially transformative phenomenon with significant implications on economic systems. Within this context, the impacts of the sharing economy on the tourism industry have been particularly noticeable, with scholars recognising the transformative effects on hospitality and travel services (Guttentag, 2015). In particular, peer-to-peer (P2P) accommodation has emerged as the most prominent example of the sharing economy, whereby people rent out for a short period of time available space within their property and/or the entire property through online platforms (Belk, 2014). Considering the numerous benefits that P2P accommodation offers to both hosts and guests, its growth is not surprising. On one hand, P2P accommodation allows property owners to gain additional income (Fang et al., 2016), thus improving their standard of living. Indeed, P2P accommodation has been hailed as a liberating landscape in which workers can enjoy flexibility (Schoenbaum, 2016). On the other hand, it extends the range of accommodation options for travelers, offering the opportunity for personal relationship development between hosts and guests (Tussyadiah and Zach, 2017). Even so, the precipitous growth of P2P accommodation has yielded several concerns over the potential impacts at the economic and social levels. Correspondingly, there is a burgeoning number of studies examining P2P accommodation benefits and effects among others (e.g. Guttentag, 2015; Tussyadiah and Pesonen, 2018). The majority of pertinent studies draw insights from the Airbnb context, which has been recognised as one of the world's most successful P2P accommodation network (Camilleri and Neuhofer, 2017). Since 2008, Airbnb has expanded to include more than 200 million members in over 191 countries (Airbnb, 2018), warranting its title as a global *tour de force* in the tourist fabric of numerous places (Ioannides et al., 2018).

Despite the increasing academic attention that Airbnb has attracted in recent years, the voice of women remains largely muted in extant literature. This omission is surprising considering that Airbnb presents great opportunities to women who have historically been discriminated in the traditional hospitality workplace (Farmaki, 2018). Considering that women make up more than half of the

workforce in tourism (Equality in Tourism, 2013) and are responsible for making nearly 80% of travel decisions (Bond, 2015), the examination of female Airbnb hosts' and guests' perspectives becomes imperative. Indeed, gender is likely to represent a salient attribute shaping the host-guest relationship in P2P accommodation as in such contexts the peer-to-peer transaction is frequently more intimate than in traditional hotel settings. This study addresses this gap in the literature and examines the views of female Airbnb hosts and guests on the benefits and risks of using Airbnb. Specifically, drawing from semi-structured interviews we sought to understand the motives of engaging in P2P accommodation as well as the ways in which female users negotiate inherent risks (either as hosts or guests).

#### **Methodological approach**

This study forms part of a larger semi-structured interview study with Airbnb hosts and guests aimed at exploring their motives, perceptions and behaviours. Here, we report findings from 12 hosts and 18 guests that were pertinent to the present purpose. Interviews were conducted via Skype between May and December 2018 with the sampling process being facilitated by the principal investigator's involvement in a relevant European Union COST Action, which allowed her access to female Airbnb hosts and guests across Europe. Purposive sampling was employed with the researchers considering the backgrounds and age of the informants to ensure that enough diversity is included (Ritchie et al., 2014) within the sample. Data were analysed thematically whereby with blocks of verbatim text being copied, re-organised and cross-referenced to allow the identification of thematic categories.

#### **Results**

Preliminary findings indicate that female hosts and guests are motivated to use Airbnb for various reasons spanning across both economic and social benefits. In the words of a host, *"It's not about the money. It's about getting to hear guests' stories...it's about the people you get to help"* [60, Ireland]. *"It is an inspiring way to make a living. I use the extra money to finance other projects"* said another host [53, Netherlands]. Similarly, a guest suggested that Airbnb presents *"a more cost-effective option, better than staying in a hostel where mostly young people go"* [38, Spain]. Within this context, users argued that they selected Airbnb due to the ease of use and perceived safety as it is the *"most well-known network"* [27, UK]. As a host [31, Germany] commented *"Airbnb is more personal, I can see reviews of guests, understand who they are and what the purpose of their visit is"*. As the analysis moved on, safety, trust and privacy issues were identified as key concerns to both female hosts and guests. While female guests appeared to have the flexibility to select a female host in an attempt to minimise perceived risk, female hosts were more restricted in their ability to select guests due to the platform's changing guidelines which limits hosts' ability to reject or cancel bookings. As a host [41, UK] started *"I am a single mother of two girls so I accept only women in my property but with Airbnb's anti-discrimination policy I can't do that anymore"*. Indeed, hosts repeatedly commented on the changing policies of Airbnb which favour a *"guest-first approach"*. As a host [43, UK] explained, *"I was sitting in the living room with my guest, we were chatting and suddenly he took the remote control and changed the TV channel. I thought...hang on a minute....this is my TV! Typical alpha male behaviour..."*. In this context, informants were asked to elaborate on the practices they undertake in mitigating risk and negotiating the host-guest relationship. Guests described various practices such as *"locking the door"*, *"reading the property descriptor to ensure the property is in a safe area"*, *"have emergency numbers on speed dial"* and *"avoiding too much contact with host...to establish boundaries"*. On a similar note, hosts said they use signs within the properties (i.e. no entry) to denote accessibility, explain property rule thoroughly to guests and lock their door to enhance the feeling of safety when co-habiting with guests. A recurrent theme that hosts mentioned though was the importance of reading the guest profile to *"get a sense of who they are"* [42, France], commenting with frustration that Airbnb's policies promoting inclusiveness are leaving hosts, particularly female hosts, *"exposed to increased safety and risk"*.

#### **Conclusions/field contribution**

Conclusively, as the preceding discussion illustrated, gender is an important aspect determining the host-guest relationship within P2P accommodation as well as prescribed roles and identities of hosts and guests. While gender stereotyping is equally evident in traditional accommodation settings,

within the context of Airbnb host-guest relations are largely exposed due to the lack of regulatory framework in P2P accommodation and the intimacy of the ‘sharing’ practice. Even though tactics are undertaken by female hosts and guests in mitigating risk, hosts in particular are left more vulnerable to potential risk given Airbnb’s anti-discriminatory policies. As such, it is not surprising that female-only platforms (e.g. Overnight) are emerging targeting female travellers and hosts in an effort to promote safety and trust. Evidently, the role of gender in the P2P accommodation research context needs to be further examined. For example, researchers may look into the role of women in shaping decision-making for using P2P accommodation. In addition, the issue of power and how host-guest relations are negotiated between female and male users of Airbnb is worth investigating. Last, greater understanding is required on how both genders construct their identities in P2P accommodation where the role of hosts and guests is less distinct. We hope that the ideas presented in this study can provide researchers with an impetus to investigate these and other questions associated with gender in the P2P accommodation context.

**Keywords:** Airbnb, sharing economy, female hosts and guests, P2P accommodation

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Abstract 27

## **Gendered bodies in tourism: Women as cultural heritage artefacts**

**Maheshvari Naidu**, University of KwaZulu Natal, Republic of South Africa

#### Background

As in most countries of the world, tourism is a dynamic industry in South Africa. Aside from the nature based and marine tourism, the cultural heritage tourism is a major tourism niche area and drivers within the national economy.

#### **Objective**

This paper had as its objective, to probe issues of gender and voyeurism in cultural tourism in the context in which indigenous *amaZulu* women are positioned in cultural heritage tourism. This objective was cast against the premise that gendered aspects of tourism are relatively less researched in tourism studies.

#### **Study design**

The design of the study was exploratory and set within a qualitative paradigm. The approach was in turn qualitative and ethnographic and employed a phenomenological lens.

#### **Methodology**

Methodologically, the paper drew on ethnographic data generated in earlier studies with a small sample community of *amaZulu* women working in the tourism industry and articulated through an analysis of unstructured interviews and focus group discussions, and probed the production of culture and 'African Zulu' women as the emphatic "specificity" or condition "for intercultural participation" in tourism encounters (see van Binsbergen 2003: 400).

#### **Conclusion/findings**

Findings revealed that the positioning of African women as 'items' (sic) of local heritage and indigeneity for consumption within tourism, showed up the asymmetrical relations and Foucauldian power regimes that cohered between *tourist* and *toeree*, and the (unjust) power dynamics imbricated within the gaze of the gazer, and the gazed upon. The paper argues that markets of constructed cultural 'heritage' and 'cultural bodies' emerge as commodities enacted to meet foreign tourist expectations.

#### **Contribution to field**

The paper contributes to the relatively neglected area of gender in tourism and adds to the literature on cultural heritage tourism from the perspectives of embedded power relation.

**Keywords:** cultural heritage tourism, *amaZulu* women, voyeurism, Foucauldian power regimes

Abstract 28

## **Measuring the impacts of medium sized regional sport events: What's in it for the community and can they contribute to sustainable development of a tourist destination?**

**Sebastian Kaiser-Jovy**, Heilbronn University, Faculty Economics and Engineering, Germany

**Timo Becker**, Heilbronn University, Faculty Economics and Engineering, Germany

**Miroslav D. Vujičić**, University of Novi Sad, Faculty of Sciences, Serbia

**Dimitrios Gkinis**, Municipality of Epidaurus, Greece

**Sarah Klausmann**, Macromedia University Freiburg, Germany

#### **Background and goals**

Events are seen controversially by their various stakeholders. Event opponents usually emphasize the fact that they may bring "fresh" money into the local and/or regional economy, which then leads to jobs, additional income and taxes. Furthermore, potential (positive) image effects as well as influences on urban development and modernization are mentioned repeatedly. Event opponents again come up with an inefficient use of taxpayers' money, typically overhasty planning and decision-making, as well as high opportunity costs (Preuss 2018; Kaiser 2014, 2015; Beech, Kaiser & Kaspar 2014). Socioeconomic impacts of big ("mega") events have been studied time and again. However, the current state of research is highly heterogeneous and there still is a strong focus on the (tangible) economic effects of international (sport) events (Preuss 2009, 2018). The paper presents empirical evidence on the socioeconomic impact of two medium sized regional multisport events in Greece (Epidavros Action 2018 and POROSEA 2019) both using quantitative as well as qualitative research methods. Implications for sustainable tourism development are critically discussed.

#### **Design/methodology/approach**

The research project is part of a long-term and vital collaboration between the Greek municipalities of Epidaurus and Poros and Heilbronn University, seeking to examine alternative modes of sustainable touristic, economic and cultural development for the wider Argolis region and the Peloponnese. This includes seeking new ways to expand its touristic period by developing unique sports activities around its well-known historic monuments. In the quantitative part of the study athletes/event participants as well as accompanying persons have been asked about their perception of the two events as well as about their consumer behavior (N=506). Furthermore, the assessment of social as well as community (intangible) impacts has been conducted by means of qualitative interview with different community stakeholders (N=12).

#### **Results**

According to the research the Epidavros Action event generated a direct turnover of approx. 150.000 EUR on the race weekend, and this is only the so called “primary impulse”, excluding multiplier effects (future investments) as well as all indirect/long-term and marketing effects (POROSEA: approx. 275.000 EUR). Not least, it brought almost 1.000 people (athletes and visitors) to Epidaurus (POROSEA: 1.500), who wouldn’t have been there without the event. This led to a full use of hotel capacity in both cases and thus not least raised interest in the regions various cultural and historic spots. The qualitative interviews suggest that in both cases the events had a strong and positive impact on social cohesion in their respective communities, mainly due to the deliberate and strategic involvement of volunteers from different age groups and backgrounds.

#### **Conclusions**

The findings suggest that medium sized regional sport events not only can be a significant economic stimulus of which the local community may benefit directly and indirectly in various ways. Compared to international (“mega”) events, where usually the overall effects are much bigger, they appear to be favorable, especially as the costs of organization and infrastructure as well as negative externalities (incl. crowding-out effects) are disproportionately smaller. Being appropriately integrated into the destination-marketing strategy and given the support and the involvement of the local community and the various stakeholders it can also significantly contribute to prosperity and sustainable development of a touristic destination.

#### **Implications**

The research projects provide a comprehensive socio-economic picture of the socioeconomic impacts of medium sized sport events on touristic destinations. Wisely used in terms of a comprehensive destination development strategy such events may lead to visitors prolonging their stay, bringing more people with them and thus also raise interest in the region’s tourist and cultural offerings. This leverages the socio-economic impact, not least by helping to shorten quiet/ “off peak” periods. Further internationalization of the Epidavros Action regarding both athletes and volunteers will not only help to communicate the positive perception of the event but also raise interest about the community and the region.

#### **Contribution to the field**

The research project is based on an innovative holistic approach to analysing socioeconomic impacts of sport and culture events. Taking the example of their various social, economic and tourist parameters as well as their synergies the research project shows new ways of exploiting tangible and intangible cultural heritage and thus may raise awareness of a wide range of social references and implications of medium sized regional events. In this way, it both contributes at preserving cultural heritage as well as to facilitate the development of new and sustainable tourism and business opportunities. The project points towards long-term research prospects, as it is particularly well compatible with further programs of the European Research Area.

**Keywords:** medium sized sport events, socioeconomic impacts, tourism development, sustainability



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Abstract 29

## Festival Internacional Cervantino sociodemographic visitor's profile and motivation to assist

**Erika Lourdes González Rosas**, University of Guanajuato, Mexico

#### Research aims, methods and findings

The cultural industry has become one important aspect of economy and festivals are part of that industry. Because of that, cultural events outcomes must be analyzed intending to determine marketing trends. Aim of this article was to investigate about one of the most important cultural festivals in Latin America, the "Festival Internacional Cervantino" (FIC) in Guanajuato, Mexico, relating both aspects: motivation and sociodemographic variables.

During FIC-2018, 373 visitors were interviewed when they went out of an event. Participants sociodemographic profile was determined through variables such as gender, schooling, age, occupation and residence. Their perception regarding motivation was collected by means of a structured questionnaire. The study tests the relationship between participants' sociodemographic profile and perception on the 2018 edition of the Festival.

Differences in sociodemographic profile were found as a function of residence, schooling, age and occupation. Also, motivation has been detected as an important issue of the perception of the assistants. The findings contribute to knowledge and practice for segmenting market in cultural festivals. Also, event outcomes are analyzed and contributes to identify the impact of the event in the community. The results support the idea of cultural and social implications are related to effect of the festival in the city of Guanajuato where it is done. Besides, having identified a visitor's profile contributes to increase the quality and attendance to the festival. Aspects like this have been barely studied in Mexican cultural industry and less with a market segmentation perspective. A limitation of the project it is the sample size and as future research, it is needed to analyze assistants' evaluation of the festival to complete the research.

**Keywords:** Festival Internacional Cervantino, sociodemographic profile, Mexican cultural industry, market segmentation, cultural festival

Abstract 30

## The motivations of Taiwanese repeat visitors to Japan

**Hiromi Kamata**, Hitotsubashi University, Japan

#### Background and objectives

Currently, Japan's national and municipal governments are focusing on increasing repeat visits to Japan. Starting in 2003, when Prime Minister Junichiro Koizumi implemented a policy to present Japan as a tourist-friendly country, the government has executed various policies to boost inbound

tourism, including the Ministry of Foreign Affairs' relaxation of visa requirements. The adjustments to visa requirements for Asian countries boosted the numbers of inbound tourists; in 2018, the total number of inbound tourists was 28.7 million, about 86.7% of which had traveled from other parts of Asia. Furthermore, many Asian visitors were repeaters; in 2017, repeaters comprised 61.4% of all inbound tourists, and the number of repeaters has annually increased (Japan Tourism Agency, 2017). This study's objective was to identify the motivations of Taiwanese repeat visitors. The reason to focus on this group is because Taiwanese tourists were the second largest proportion of all repeat tourists to Japan in 2017, and it is assumed the number and share of Taiwanese repeaters will further increase. A factor-cluster analysis was used to determine the motivations for visiting Japan. To draw conclusions, the results were compared to the results of Cha et al. (1995), which identified the motivations of Japanese inbound tourists and derived three types of visitors based on their motivations.

#### **Research design and Methodology**

The data were derived from a questionnaire survey conducted in December 2017. The respondents were Taiwanese who had visited Japan more than two times between 2012 and 2017. The 515 respondents were between 20 and 60 years old, except students. The questionnaire was based on Cha et al. (1995). Thirty items were used to measure push motivations and the response options were on a five-point scale. Information on visits' characteristics (durations, companions, and costs) and demographic characteristics (gender, age, family status, and educational attainment) were collected. Factor-cluster analysis was employed to induce the motivations and the types (Cha et al., 1995; Bieger and Laesser, 2002; Jang et al., 2002; Dolnicar, 2002; Pesonen et al., 2011; Kamata and Misui, 2015; Kamata, 2016, 2017, 2018). After grouping the respondents, the demographic and visits' characteristics were developed, and group differences were tested using Chi-square for contingency tests. This analysis verifies the number of groups and their characteristics.

#### **Results**

The five motivations were found using factor analysis with principal component analysis and promax rotation (total variance before rotation was 54.5%). Each motivation factor reflected its components, and they were descriptively named Enjoy, Sports, Escape, Discover, and Luxury. A cluster analysis using these five motivations was performed on the four types of visitors. Each group's characteristics were derived by performing Chi-square for contingency tests using the demographic and visits' data. Each group was named to indicate its nature and the features of each one are summarized as follows.

1. **Enjoy-escape seekers:** This group comprised about 30.9% of the sample. The respondents' most important motivation factor was Enjoy. Their main purpose was sightseeing and shopping. This group included a relatively high proportion of females aged 20 through 59. They had experienced foreign travel more than five times.
2. **Moderately motivated tourists:** Comprising about 16.5% of the sample, the values on each of the five motivation factors were relatively low. These respondents tended to stay at their favorite accommodations. These visitors included a relatively high proportion of respondents aged 30 through 69.
3. **Positive behavior tourists:** About 27.2% of the sample highly rated all of the motivation factors. The main motivation to travel was to celebrate a person's special event. These respondents tended to be young because of the group's relatively high proportion of respondents aged 20 through 49. Foreign travel was a relatively uncommon experience.
4. **Activity-enjoyment seekers:** This group comprised about 25.4% of the sample, focused on enjoyment and sports more than the other groups did, and included a relatively high proportion of males aged 30 to 69. Their main motivations were to celebrate a person's special event, food/cuisine, and staying at their favorite accommodations.

#### **Conclusion**

Cha et al. (1995) had found six motivations in a sample of Japanese foreign visitors: relaxation, knowledge, adventure, travel bragging, family, and sports. They grouped their sample into three categories by motivations, from which they derived three groups they named "Sports Seekers,"

“Novelty Seekers,” and “Family/Relaxation Seekers.” Comparing the current study’s findings to Cha et al. (1995), Taiwanese tourists tended to more seek for Enjoy and Escape factors. The present study’s respondents had visited Japan more than twice, and they could enjoy their visits doing things they already liked to do, such as staying at their favorite accommodations. Shopping was one of the frequent repeaters’ most common reasons for visiting Japan. On the other hand, celebrating personal events was the most frequent motivation among visitors who had visited Japan just a few times and they relatively active to enjoy their travel.

#### **Contribution**

This study contributes to knowledge by identifying the types and motivations of Taiwanese visitors to Japan. Currently, Taiwanese repeat tourists comprise a large share of all tourists to Japan, and the number and share are expected to increase. National and municipal governments and tourism enterprises should refine their targets and develop strategies to effectively attract repeat visitors from Taiwan. For example, this study found that celebrating a personal event was a popular motivation for visiting Japan and promoting tourism that could be incorporated into personal celebrations might be an effective way to attract repeat visitors. This study identified basic reasons to visit Japan, and one future research assignment would be to identify the reasons for repeat visits to Japan. In-depth interviews would help us to distinguish between the two behaviors.

**Keywords:** motivations, segmentation, Taiwanese repeat visitors to Japan, factor-cluster analysis

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Parallel session:  
**New directions in gastronomy  
and food experience**

Abstract 31

## **Foreign food consumption as extraordinary experience: A comparative study on the perceived value of Japanese and Thai consumers**

**Wataru Uehara**, Hitotsubashi University, School of Business Administration, Japan

**Nuttapol Assarut**, Chulalongkorn University, Chulalongkorn Business School, Thailand

### **Background and goals**

It is not easy for consumers to accept the taste and cultural value of foreign food since the most people are generally conservative in terms of food preferences and food is an artifact of culture reflecting their lifestyle (Brunsø and Grunert 1998). But consumers sometimes voluntarily choose unusual and novel experiences (Keinan and Kivetz 2011). They may eat peculiar ingredients or be willing to travel abroad to experience a completely different, exotic culture. Even though these experiences do not match their personal preference, they dare to choose extraordinary services. The purpose of this research is to explore the perceived value of extraordinary experience and compare it with ordinary experience in the context of food consumption. Also, it is empirically examined how these differences of perceived value, influence attitudes toward restaurants.

### **Design/methodology/approach**

It is examined how Japanese and Thai people perceive and consume local and foreign food. For independent variable, a perceived value scale for food consumption is developed based on Sweeney and Sautar (2001) and Kim, Eves, and Scarles (2009). And for dependent variable, we set five questions about customers' general attitudes toward Japanese and Thai food, based on the scale developed by Gallarza and Saura (2006). We collect survey data in Japan and Thailand and conduct analyses by partial-least square structural equation modeling (PLS-SEM).

### **Results**

The extracted factors of perceived value are classified under emotional and epistemic value, social value, functional value (quality), menu variety, conditional value, and functional value (value for money). The most influential factor of Japanese customers' attitudes toward local food is conditional value ( $\beta = .216, p < 0.01$ ), followed by emotional and epistemic value ( $\beta = .162, p < 0.05$ ) and menu variety ( $\beta = .119, p < 0.05$ ). On the other hand, value for money is the only factor that affects Thai customers' attitudes toward local food ( $\beta = .289, p < .001$ ). In the case of foreign food, past experience factor is included as control variable as well as moderating factor. For Japanese respondents, the most influential factor is emotional and epistemic value ( $\beta = .299, p < .001$ ), followed by functional value (quality) ( $\beta = .162, p < .05$ ), and menu variety ( $\beta = .131, p < .05$ ). Past experience has significant negative effect on consumers' attitude ( $\beta = -.139, p < .001$ ). For Thai respondents, emotional and epistemic value is the most influential factor on consumers' attitudes ( $\beta = .237, p < .001$ ), followed by functional value (value for money) ( $\beta = .188, p < .001$ ), and past experience ( $\beta = .143, p < .001$ ).

### **Conclusions**

In conclusion, the perception of food values and their effects on consumers' attitudes were varied among consumer's nationality and food types. In the case of Japanese respondents, the influential factors that were common for both local and foreign food were emotional and epistemic value and menu variety. But staff and atmosphere were the key factor only in the case of local food—ordinary experience, while in the case of foreign food—extraordinary experience—quality of food is the key factor. This may be because they are not familiar with the cooking style and tastes of foreign foods, they choose the restaurant by its quality of materials. Interestingly, past experience shows the negative effect on consumers' attitude. When Japanese consumers have more experience on a foreign country, it is more likely that they would not consume the food in Japan. On the other hand, Thai consumers have common concerns on value for money of both foreign and local food. This may be a result from the economic condition of the country. The key factors when Thai consumers consider foreign food are emotional and epistemic value and past experience. This implies that Thai consumers look for more

emotional element of consumption when they are in extraordinary experience. And the more they have experience on a foreign country, the higher tendency to consume the food from that country.

**Contribution to the field**

Although the nature of this study is explorative, there are mainly three contributions. First, we compared the perceived value of extraordinary and ordinary experiences in the context of food consumption. Second, this research presented a new perspective on the issues of standardization and localization of service exports that have long been discussed. Finally, the results of this study revealed that consumers seek an extraordinary experience that would let them perceive authenticity, even if the experience deviates from their usual preference. This is one of the additional elements that supports the importance of offering an authentic experience.

**Keywords:** extraordinary experience, foreign food consumption, perceived value, authenticity, emerging country

Abstract 32

## Sustainable development of coastal food services

**Maria Yamkovaya**, University of Cadiz, Spain

**Manuel Arcila Garrido**, University of Cadiz, Spain

**Filomena Cardoso Martins**, University of Aveiro, Portugal

**Alfredo Izquierdo**, University of Cadiz, Spain

**Introduction**

The restoration sector plays an essential economic role in the tourism sector of Spain. It represents 5% of GDP (Gross Domestic Product) and more than 1.2 million employees. Besides the above-mentioned advantages, the restoration sector generates a direct adverse impact on local ecosystems, soil, water, and atmosphere via producing gas emissions, solid and liquid waste, intensive consumption of energy and water resources. The environmental impact of food services, especially critical in the fragile coastal zones of Spain due to the territory overloading, the seasonal effect of the 'sun and sea' tourism, and absence of a uniform environmentally friendly model of development. The earlier mentioned adverse influence on the Spanish coast is aggravated by the severe threat of climate change impact and erosion. The world scientific community stated that adaptation of green practices by coastal stakeholders and propagation of sustainable tourism development will prevent future risks of high economic, infrastructural, social and environmental losses. Consequently, the restoration industry requires a sustainable model and green practices adoption to provide environmental protection and to meet social needs in the future. Thus, the goals of the study are 1) to propose the restaurant model of sustainable development; 2) to analyse the level of its adoption by restaurant owners around two mature touristic beaches of the Cadiz province.

The research hypotheses are:

H1. The local entrepreneurs of the food service organizations have more concerns about environmental issues and adoption of the sustainable model. They acknowledge the coastal areas more as a natural heritage in comparison with the foreign businessman.

H2. The newly established restaurants are less oriented to adjust to the sustainable model.

**Methodology**

The questionnaire approach was used to obtain the required data. The questionnaire was designed with four subsections: 'restaurant profile', 'stability of personnel employment', 'questions of sustainability', and 'questions of climate change impact'. The survey was performed by the stratified random sampling approach during the high summer season in 2018. The obtained data was coded and analysed with the Statistical Package for Social Sciences (IBM SPSS® software). The statistical methods of 'Contrast of hypotheses' and 'Multivariate analysis' were applied to run the analysis.

### Results

The outcomes showed that the foreign restaurant owners adopt less sustainable practices in their restaurants in comparison to the local restaurant holders. The foreign restaurant managers (FRMs) provide full-time job contracts to their personnel 44.7% less in comparison with the local restaurant managers (LRMs). The same tendency is observed with part-time job contracts with a difference of 29%. The seasonal adverse impact of coastal tourism is reflected in the studied restaurants because from the majority of the studied 34 restaurants, 19 are closed during the low tourist season for 1 to 7 months. The international restaurant managers are 22.8% less familiar with the concept of sustainable development comparatively with the local restaurant holders. 41.2% of restaurants have certificates, while the foreign restaurants are certified 20% less comparatively with the Spanish ones. The usage of ecological products is 11% higher in the international restaurants in comparison to the local ones. The entire number of the observed restaurants confirmed that they use 14.7% of local products. The Spanish restaurant holders predominantly utilize local, regional and national products, whereas the foreign restaurants mainly use international goods. 67.6% of both local and foreign restaurant holders are familiar with climate change impact and measures to mitigate it. 58.8% of the participants use measures to save water resources, whereas the Spanish owners accomplish 12.1% more than international ones. Only Spanish restaurants use recycled water and collect rainwater. From the total number of participants, 82.4% use light bulbs with low energy consumption, and solar energy is utilized by 14.7% of respondents.

### Conclusions

The outcomes of the present study show that the sustainable model and green practices have been poorly adopted by the restaurant directors. Restaurants which have been opened more than 10-20 years provide a more sustainable way of business operation in comparison with newly established food service organizations.

### Contribution to the field

Main inputs to the field of the present study are the statistical affirmation of the correlation between levels of sustainable model adoption with the nationality of restaurant owners and periods of restaurant work. These dependencies have not been investigated previously.

**Keywords:** model of sustainable development, green practices, coastal restaurants, sustainable development

Abstract 33

## **Agritourism farms as stakeholders of gastronomy tourism experience**

**Rikard Bakan**, Virovitica College, Croatia

**Dejan Tubić**, Virovitica College, Croatia

### Background and goals

A wholesome travel experience and live-like-locals approach have become some of the most significant motives for travel of contemporary tourists. This is mainly seen in the growth of the tourist demand for tourist experiences connected to original gastronomy offer. The growth of interest for gastronomy tourism was noticed over the last few years on a global scale, as well as in Croatia. Slavonia, Baranja and Srijem as a rural area can be taken as example for destination that have still not reached the sufficient level of recognition and attractiveness, especially among foreign tourists that visit Croatia, in the same time this area presents the destination with authentic tangible and intangible heritage, where precisely gastronomy plays an important role, still stakeholders of this destination did not succeed – and they could – in positioning this area as one of the most recognizable gastronomy tourism destinations in Croatia. The purpose of this work is to examine the state of agritourism farms as stakeholders of original gastronomy tourism experiences and to understand to which extent gastronomy and the tourist experiences associated with it are being used as the

means for positioning the tourist destination, i.e. to examine whether gastronomy can be used as a means for integration of agritourism farms and the destination itself with the goal of creating original gastronomy tourism experiences.

#### **Methodology/approach**

In order to emphasize the significance of the gastronomy in a rural surrounding and the tourist experience connected on the contemporary tourism market, the first part of this paper offers a theoretical approach to the phenomenon of agritourism and gastronomy tourism in the context of experience economy with an emphasis on the creative tourist experience and the need of creating a surrounding that would encourage the tourists to co-create their own tourist experiences based on the gastronomy heritage and local culture of life and work. The empirical part of this work is based on the theory that the existing agritourism farms do not use the gastronomy offer as a prominent means of differentiating and positioning in the sense of creating a wholesome gastronomy tourism experience, i.e. on the fact that gastronomy offer is not only a mere satisfaction of the tourist's physiological needs during their stays, but an experience that needs to incorporate the tourist's overall cultural and hedonistic needs.

#### **Results**

This paper offers an analysis of the business management of agritourism farms in the area of Slavonia, Baranja and Srijem in the context of creating gastronomy tourism experiences, i.e. in the context of augmenting the basic stakeholders of the tourist offer and the overall destination in delivering a recognizable gastronomy tourism experience.

#### **Conclusion/implications**

The empirical research data suggest that nearly all agritourism farms of the examined area rarely use the gastronomic heritage and the tangible and intangible heritage connected to it as grounds of their offer. Moreover, the authors also conclude that the examined area lacks an integral association of the overall destination offer in the sense of creating a gastronomy tourism experience, as well as that it lacks the establishment of a tourism value chain which is imperative for creating an original, sustainable and competent tourist product.

**Keywords:** agrotourism, gastronomy, gastrotourism, experience economy

Abstract 34

## **YOLO: What Millennials and Post-Millennials think about eating animals**

**Carol Kline**, Walker College of Business Appalachian State University, USA

**R. Cody Rusher**, Walker College of Business Appalachian State University, USA

**Kelsey Merreck Wagner**, Walker College of Business Appalachian State University, USA

#### **Background and goals**

Millennials (born from 1981-1996; Dimock, 2019) who reached adulthood at the turn of the 21<sup>st</sup> century have been subject to a constant stream of information as they grow into working, contributing global citizens. They and the generation that came after them, born from 1997 onward, sometimes called Generation Z or Post-Millennials, are exposed to media campaigns, educational messages, and business programs focused on enhancing sustainability and conserving resources for future generations (Myers, 2012; Stringer, 2008). From vegetarian and vegan campaigns, wildlife trafficking demand reduction messages, and energy and environmental initiatives, for example, Millennials and Post-Millennials (M&PM) experience a continuous stream of sustainability and environmental messages, which could likely shape their worldview and affect their educational and career goals (Fromm & Garton 2013). Concurrently, M&PM have grown up during major economic and environmental crises, which influence perspectives about personal responsibility for the planet (Monaco 2018). At the same time, the global demand for meat and other animal products for consumption continues to rise (World Health Organization. n.d). Despite the host of well documented social, environmental,



and health ramifications from industrial meat, dairy, and egg production (Drawdown, n.d.), animal protein remains firmly embedded in our societal fabric as part of holy days, family celebrations, communal fellowship, and exploring the world through travel. Millennials, who repeatedly have been cited to value travel and other experiences over material goods (Moscardo & Benckendorff, 2010), are bearing the brunt of this confluence of world events, and they along with their younger counterparts Post-Millennials, must face a vastly different world than previous generations. The focus for our study therefore is the way that these two demographic groups are processing this confluence. The specific questions explored in this study are How do Millennials and Post-Millennials view the eating of animals within the current context of issues surrounding the production of animal protein? To what extent are these views amplified or changed through travel?

#### **Design**

The approach used for this study was a vignette-based interview design because vignettes can be used to prompt informants' beliefs and ideas about scenarios that might pertain to sensitive topics (Atzmüller & Steiner, 2010; Lee & Scott, 2015). The informant reads a brief story about a particular topic and then discusses their reaction to the story, the characters, and the events. Vignettes allow for a 'distancing' from the topic at hand, although the informant ends up injecting their views on the topic as they discuss their reaction to the story (Kline & Rusher, 2018). A set of eight vignettes were used; each was created to address the overarching research questions, but particularly delved into consumption patterns at home vs. as a tourist, eating meat from exotic vs. 'ordinary' animals, animal welfare, and the effect of meat production on the environment. The vignette-based interviews were grounded in the notion of Perceived Consumer Effectiveness, or the extent to which individuals believe their consumptive actions can make a difference (Ellen, Wiener, & Cobb-Walgreen, 1991). Ten interviews were conducted in January and February 2017; a total of eight women and two men were interviewed, all were in their early 20s. The interviews, which lasted between 25 and 40 minutes, were audio recorded and later transcribed by a third party. Interview transcripts were analysed using inductive conventional content analysis in a four-step process (Kodish & Gittelsohn, 2011).

#### **Results**

Findings from the study revealed several themes. First, an intentional theme of perceived consumer effectiveness was evident whereby informants discussed their feeling of relative power or ineffectualness regarding their consumption choices making a difference in the market. Other common discussions that arose from the informants were thoughts around being vegetarian or vegan, efforts to reconcile their own cognitive dissonance around eating meat, dining interactions with other cultures while traveling, meat as a social catalyst in family and societal celebrations, and a host of ethical considerations of animal consumption (including animal welfare, political acts, and environmental impacts). An important finding was the willingness of young people to put aside their ethics while traveling in order to fully experience a new place; this temporary abandonment of their typical moral compass is encapsulated in the phrase "You only live once" or YOLO.

#### **Conclusions**

Food ethics while traveling have only recently begun to be explored. Newer still is the focus on eating animals while traveling (Kline, 2018). If a goal is to counteract the YOLO mentality, educational messages can be constructed to do so. However, if the goal is to maximize marketing potential to the substantial M&PM markets, appealing to the YOLO mindset would likely be successful.

#### **Contribution to the field**

The study is a step in understanding the mindset of younger generations when traveling and confronted with potentially problematic situations, be they cultural, social, environmental, or animal welfare related. Many more studies to understand the complex, nuanced and perhaps relative ethical stance of younger generations must be conducted, in varying contexts. The focus of this study builds off the growing research into M&PM dining and travel lifestyles, behaviors, and motivations.

#### **Research limitations**

The results apply to a small sample and are therefore geographically limited in scope.

**Keywords:** Millennials, Post-Millennial, animal protein, eating meat, perceived consumer effectiveness, ethical considerations

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Abstract 35

## Gastronomy in Croatia: Opportunities for transformative tourism development

**Snježana Boranić Živoder**, Institute for Tourism, Croatia

**Sanda Čorak**, Institute for Tourism, Croatia

#### Introduction

For the development of tourism, it is necessary to constantly monitor changes in society, understand these changes and adapt the tourist offer to the needs of modern tourists. These changes are often the result of global political, economic and social trends that reflect on the lives of individuals and create new expectations of the destinations to which they travel. Nowadays, destinations are becoming places for learning, places of return to balance, spreading knowledge and understanding of other cultures. Such places can stimulate the processes of change in thinking and living habits at the individual level, and thus at the global level, making travel a vehicle for transformation in a positive social movement. There are numerous studies, addressing consumers becoming transformative tourists and changing the world around them, making tourism an ambassador for change. Such global trends drive destinations to develop products based on indigenous and local heritage, allowing guests unique experiences and, at the same time, preserving cultural identity. A tourism product that in many ways meets the needs of trans tourists is gastronomic tourism. In recent years, its popularity has been growing on the international tourism market. It is based on sustainability and the preservation of traditional values, engages the local people, cares about ecology, health, educates consumers, engages creative thinking and promotes values of the local community.

#### Background

Gastronomy is recognized as an important factor in the supply of tourist destinations, especially in the context of global trends. Mak, Luberts and Evens (2012) dealt with the relationship between globalization and food consumption in the context of tourism and concluded that globalization could not be considered as a threat but also as an incentive to open to new opportunities for local gastronomic products and identity building. Destinations have different approaches. Some destinations focus on farms and agricultural experience, while others choose to focus on high-end gourmet experiences (WFTA, 2018). Trends in gastronomy in many ways match the emergence and characteristics of transformative tourism. All this is in line with the growth of awareness of the sustainability of development, and the food market is increasingly linked. Food waste and sustainability remain

some of the most pressing issues facing chefs and restaurants today (CatchOn, 2018). Cooking and chefs are gaining high media visibility. In the future, it is expected that food, art and design will be further integrated, which will open even more space for innovation. Everything that is happening in the gastronomy market is in line with the growing number of well-informed tourists and the so-called 'cultural creatives'. The set of values on which their lifestyles are based are: 'caring for relationships', 'cooperation and peace', 'social justice', 'self-realization', 'spirituality', 'caring for the planet', 'holistic view', 'connected' ecosystems, 'organic system' (Ray and Anderson, 2000). Generally, they lean toward 'experiential, authentic and holistic' and are drawn to places where they can learn and experience something related to other lifestyles. Gastro-tourists also known as 'foodies' also share these values and interests, they are interested in health, religious and ethical issues. In destinations they prefer cooking with the local community, workshops, participating in various activities (picking grapes, olives, etc.), visiting wineries and distilleries, visiting farms, offering 'street food', visiting markets, tasting rooms, visiting local restaurants. They show resistance to mass production, wanting local and healthy. Destinations that develop gastronomy must consider cultural heritage, sustainability, quality, communication and collaboration (UNWTO, 2012). The aim of this paper is to present Croatia as an example, i.e. how much guests who visit Croatia are motivated by gastronomy and what are the possibilities for the further development.

#### **Research methods**

This paper presents the results of quantitative and qualitative research. The data reported herein was collected as a part of a larger survey on attitudes and expenditures of tourists in Croatia – "TOMAS Summer survey" (Institute for Tourism, 2018). The survey was conducted during the summer months of 2017 (June-September), and includes 5,950 respondents interviewed in 67 destinations in the seven coastal counties that account for more than 90% of total overnights realized in Croatia. Stratified sample has been chosen and strata include the different types of accommodation facilities (hotels and similar facilities, camps and private accommodation) and major generating markets (2018). This longitudinal survey has been conducted every four years from 1987. For the second qualitative survey, a structured questionnaire was used. Respondents were the owners of restaurants (n = 24) with a high-quality offer, listed in renowned world guides.

#### **Results**

Research results showed that in 2017, gastronomy was one of the three most important motives for coming for 29% of tourists (TOMAS, 2018). Interestingly, this motive was most pronounced among guests aged 30-49 (31.3%) and slightly less in 50+ (27.8%) and up to 29 years (29.0%). It is important to emphasize that the motive for 'eating and drinking, gastronomy' in the period from 2004 to 2017 is in constant growth. While in 2004 this was one of the motives for 19.4% of guests in 2017, it was for 29.0% of guests. From the results it can be concluded that the results of the survey of guests in Croatia reflect the picture of general global trends. The results of a qualitative survey with restaurant owners showed that restaurant owners consider the use of local foods in their offer extremely important and that they use more than 80% of local foods in food preparation. They also emphasized the importance of using organic/ eco/ biodynamic products on offer. The problems they face are related to continuity of supply, insufficient quantities, seasonality and diversity. The most important factors of success were the quality of the food they use, the combination of traditional and modern, innovative food preparation and authentic culinary expression and emphasis on their own 'terrior'.

#### **Conclusions**

The results show a trend of increasing demand for gastronomy in Croatia, as well as the recognition of these trends by restaurant owners. Croatia has launched a series of activities to develop this product. The National Tourism Office is implementing a project aimed at promoting local food and wine, promoting healthy eating, and raising the awareness of caterers about the importance of gastronomic offer. There are various initiatives and projects at regional levels within which restaurant and gastronomic labeling systems have been developed and food-inspired roads as tourist attractions (for example, olive oil roads, cheese roads, wine routes). However, there are several different obstacles on the path to a more intense and faster development. Namely, most of the supply is concentrated

on the Croatian coast and in the capital where there the highest tourist demand is. Furthermore, the destination value chain is still underdeveloped. Although the number of local producers is growing, they are still insufficiently connected, both between themselves and with restaurants. However, there is a key foundation for developing a quality gastronomic offer. The growth of organic food production is noticeable, nature is still preserved and thus the possibility of growing quality food. In this context, Croatia can respond to the needs of 'new tourists' and their value system.

**Keywords:** gastronomy, transformative tourism, Croatia, trends



Parallel session:  
**Destination marketing, branding  
and reputation for the new era**

Abstract 36

## Development opportunities for destination marketing and management organizations: The case of Estonia

**Anneli Haabu**, Estonian Tourist Board, Estonia

**Tatjana Koor**, University of Tartu- Pärnu College, Estonia

**Tiina Viin**, University of Tartu- Pärnu College, Estonia

### Research aims, methods and results

The Destination Management Organizations (DMOs) have vital role in sustainable development. In recent years, the tourism developers have faced the problem, which the future of DMOs in the new global economy might have. The aim of the paper is to provide guidance for developing Estonian DMOs and their action patterns. The research questions were to find out what the development opportunities for the Estonian DMOs are. Data were collected using two qualitative studies among Estonian DMOs, Regional Tourism Organizations (RTO), Estonian Tourist Board (ETB) and the local governments. The study revealed that the role of RTOs in the Estonian tourist model is not clear. Furthermore, there is no knowledgeable cooperation with local community. In marketing, there still prevails "fair-oriented" reasoning and digital media is less noticeable. DMOs should focus their activities and the financial sustainability of local governments should be based on measurability of the tourism effect. Therefore, there is a need for leadership and tourism sector competence on DMOs management level. The co-partners of ETB should rather be strong destinations, culture and nature areas. It is advisable to involve experts out of the tourism sector in the discussions. There is need to create a measurement system – shift focus on results of DMOs and effects of tourist economy. DMOs should deal more with digital and content marketing, with the local value-based product development, quality and feedback coordination. Forming tourism departments on local government structure or entrepreneur-based tourism clusters is financial model that need to be consider.

**Keywords:** business-models, leadership, tourism ecosystem, engagement, strategic planning

Abstract 37

## Latin-Asian based brand equity for Spain as a tourism destination

**Belén Rodríguez Cánovas**, Complutense University of Madrid, Spain

**Ester Martín-Caro**, Corporación Universitaria Asturias, Columbia

### Background and goals

Brands have attracted major interest among researchers and practitioners. A popular field of research is the brand equity phenomenon. In general, brand equity is the utility or value that a brand name gives to a product (Farquhar, 1989; Rangaswamy, Burke & Oliva, 1993), as an intangible asset of great value to companies (Keller, 2007). Brand equity can be approached from a financial or a customer perspective. The present research focuses on brand customer perspective, known as Customer-Based Brand Equity (CBBE). Literature reveals that two main CBBE conceptual frameworks dominate. Aaker (1991, 1998) considers CBBE as a set of assets (liabilities) linked to a brand's name and symbol that adds to (or subtracts from) the value a product/service provides to customers. This value added can build through several dimensions: perceived quality, brand loyalty, brand associations, and brand awareness. In contrast, Keller (1993) views CBBE as the differential effect of brand knowledge on customer response to the marketing of the brand, consisting of brand awareness and brand image. Regarding CBBE measurement and according to Keller (1993), academic literature distinguishes two measures of CBBE: direct and indirect. This study focuses on the indirect approach, following many other authors (e.g., Yoo & Donthu, 2001; Konečnic, 2006). The aim of this study is to contribute to destination branding literature by testing CBBE models. As far as we know, no previous study in CBBE for Spain destination brand exists in the field. The Spain destination CBBE model is tested with

customers in two distant markets in different continents; Colombia and China. This study proposes a conceptual Spain CBBE model and five hypotheses. Spain CBBE model is a multidimensional construct of five dimensions: destination brand awareness (H1), destination brand image (H2), destination brand quality (H3), destination brand value (H4) and brand loyalty (H5). Destination brand loyalty is the closest in CBEE formation (H6). In addition, the customer nationality acts a moderator variable in this model (H7).

#### **Design/methodology/approach**

Resident individuals in Colombia and China aged older than 18 years participated in an online survey. These individuals were quota recruited from the employees and the students of an international online business school operating in both counties with local offices. The final sample consists of 186 Chinese individuals and 228 Colombians. The research was conducted in February 2019. The study instrument was built from brand equity theory and Konečnic's instrument (2006). It included new items to enrich the constructs and variables were measured on a 5-point Likert scale.

#### **Results**

This data analysis included two steps. First, univariate statistics analysis for each variable. Second, the study applies a structural equation model (SEM) conducted in SPSS Amos 23. Drawing for the empirical test results, we can conclude that the value of Spain brand destination as perceived by customers is a multidimensional construct consisting of Spain's brand awareness, Spain's brand image, Spain's brand quality, Spain's brand value as a separate construct and Spain brand loyalty.

#### **Conclusions**

Spanish brand image and brand value are the strongest dimensions in Spain CBBE formation and nationality moderates the result. Overall Spanish brand equity results strongest in Colombian individuals.

#### **Contributions**

First studies about the perception of destinations appeared in the 1970s (for example Anderssen & Colberg) and they have extended until today (for example, Marine-Roig & Ferrer-Rosell, 2018). Although destination brands are prominent new line of research (Morgan & Pritschard, 2002; Cai, 2002; Kotsia, Pike & Gottlieb, 2018) most of the destination marketing studies target the concept of destination image (Pike & Page, 2014) and CBBE studies provides with a more holistic knowledge about branding because it goes beyond brand image. Practical implications are relevant for the further Spain's marketing strategies in Colombian and Chinese markets to assess the effectiveness of marketing actions and provide indicators for the future.

#### **Limitations**

More contributions are needed in the field to understand the antecedents of the CBBE dimensions such as marketing variables or cultural factors. Another suggestion is to enrich the findings with qualitative research.

**Keywords:** CBBE, destination marketing, destination branding, Spain

Abstract 38

## **Developing a competitive wellness tourism destination: The case of Istrian County**

**Jadranka Gojtanić**, Jagos d.o.o., Croatia

**Doris Peručić**, Edward Bernays University College, Croatia

#### **Background and goals**

The health tourism has grown significantly in recent years and has become increasingly important in many established and emerging destinations around the world. Due to population aging, increasing standards of living and turning to a healthy lifestyle, demand for health tourism is expected to increase even more. Many countries are developing wellness tourism as a major segment of the growing health tourism. According to the UN World Tourism Organization wellness is a type of tourism



activity which aims to improve and balance all of the main domains of human life including physical, mental, emotional, occupational, intellectual and spiritual. People travel for wellness to maintain or enhance their personal health and well-being. Wellness services focus on healing, relaxation or beautifying of the body that is preventive and curative in nature. The supply of wellness tourism is already very wide from hotels with spas facilities, to wellness hotels and thermal baths. To be successful health destinations need to offer unique wellness experiences in unique surroundings. Health tourism development is one of the main priorities of Croatian tourism development strategy, until 2020. Istria, as one of most developed Croatian tourist regions with a long tradition of wellness services and already well-developed wellness infrastructure and designed wellness packages available throughout the year, can be developed as a unique wellness destination. The objective of this paper is to analyze the trends in wellness market, the offers and demands for wellness products in Istria, and to give guidelines for successful, long-term planning and management of the development of Istria as an internationally recognized wellness-tourist destination.

#### **Design/methodology/approach**

For the purpose of this paper two researches were conducted; the first research was conducted in order to analyze new trends on the health tourism market, development of wellness tourism in the world, current situation in Istria and the key destination attractiveness and resources important for developing Istria as a competitive wellness tourism destination. It was mainly pursued through analysis of literature and available secondary data. The second research was conducted using an in-depth interview with hotel managers of leading Istrian wellness hotels regarding their opinion about the possibilities, the limitations and opportunities for the development of Istria as a competitive wellness-tourism destination.

#### **Results**

The findings show that Istria has all the resources which are necessary for the development and positioning as a wellness-tourism destination which includes the necessary infrastructure and services such as accommodation, restaurants and other facilities, developed wellness offer with treatments and experiences based on local authentic traditions, quality natural assets, attractive scenery and environment, local culture, authenticity and reputation of the destination. The limitation and opportunities for the development of Istria as competitive wellness destinations were identified. The competitive advantage of Istria is based on the quality of wellness facilities, attractive prices and attractiveness of the destination. The quality of Istrian supporting tourist facilities add value to the core product and help to differentiate it from competition. Along with strategic management of the destination natural resources are the key element for further development of Istria as wellness-tourism destination. Natural resources that are incorporated into the product offered in the destination have to be protected and accessible. Wellness integrated itineraries and integrated wellness packages can also be developed

#### **Conclusions**

Strategic management is crucial for the development of long-term competitiveness of the destination. Key activities for the development of Istria as a competitive wellness-tourism destination are strategic destination planning, brand identity development, supporting health tourism and health promotion at regional and national level, continuous evaluation and development of destination infrastructure and service offerings

Health tourism can contribute to the extension of the tourist season and enrich the tourist offer of Istria. For successful positioning on the international market it is crucial to develop a successful destination management.

#### **Contribution to the field**

The paper provides information that can be used for strategic planning of the development of Istria as successful wellness destination. Destination of wellness tourism, in order to meet demands of modern tourists, has to offer integrated health tourism product. Istria, as a region with a long tourist

tradition, can build competitive advantage combining wellness treatments with tourism experience as a by-product. This study is a foundation for further research.

**Keywords:** wellness tourism, Istria, destination management, opportunities

Abstract 39

## **Conceptualising the role of destination branding in transformative travel during financial crisis**

**Marietta Fragkogianni**, University of Suffolk Business School- University of Surrey, United Kingdom

### **Background**

At the time when new forms of tourism emerge, branding a destination constitutes an increasingly challenging process (Matusitz, 2016). Especially in transformative tourism the tourists' demands concerning both the destination and the way that it is promoted are particularly increased, further from just having 'unforgettable holidays' (Reisinger, 2013).

### **Tourism and Financial Crisis**

Facilitating the travel to numerous destinations, advances in technology and transport resulted in the emergence of new tourist markets, consequently establishing tourism as one of the world's largest income generating industry (UNWTO, 2015). However, tourism is sensitive to crises, facing numerous challenges (Sofield, 2003). Since 2008, recession created negative psychology to tourists, influenced their consumption patterns and finally led to a decline of international tourism with relevant repercussions in the tourism and hotel industry revenue (Sariisik et al., 2011). Research showcases (Candemir and Zalluhoglu, 2011) that businesses which during an after a financial crisis period focused on marketing activities, quickly enjoyed significant income and market share, maintaining the loyalty of their sophisticated customers, who adapted their expenses accordingly. Although Pearce II and Michael's study (2006) states that proper destinations' branding, positioning and promotional activities constitute a useful survival tool during a crisis period, the relevant issue is underrepresented in literature.

### **Transformative Travel**

Even under circumstances of critical uncertainty new forms of tourism arise, with transformative tourism being one of the most prevailing ones. Supporting the traveller so as they see themselves going through a thorough cognitive and psychological change that is further extended from just living the travel experience (Kirrilova et al., 2017) establishes the need for the employment of suitable managerial strategies by tourism practitioners (Robledo and Batle, 2017). Furthermore, the way that the need for tourists to transform should be addressed through appropriate branding strategies is worth being further investigated, especially against a backdrop of financial crisis situations.

Perceived Risk Theory (PRT) and Theory of Planned Behaviour (TPB) Anticipating the way that tourists form their decisions so as to positively influence them is of major importance in destinations branding. To this effort, investigating the role of PRT and TPB is pivotal. PRT relates to the way that five types of perceived risk: quality, economic, time loss, physical, and privacy are involved in individuals' decision making process. Thus, searching for suitable information and strategies to overcome uncertainty is an expected human stance (Bauer, 1960) which needs further investigation in the tourism field. More analytically, it is important to investigate the relation between (perceived) risk and (perceived) tourists' satisfaction when aim to pursue transformational experiences. If this relation is found positive, higher risk is regarded as successfully taking the traveller out of their comfort zone, otherwise it will be proved that the tourist aspires to immerse in the experience but without being threatened by risks. In TPB the focal point is any factor influencing people's intention to behave and act in a certain way (Ajzen, 1991). While the ability of the theory to be used as a means to anticipate human behaviour is scientifically confirmed (Quintal et al., 2010) TPB could be combined with PRT and relate to the influence that perceived risks can exert on human behaviour.

### Literature Gap

Based on the above, the conceptual study aims to state the gap in the existing literature that needs to be addressed related to the role of destination branding in the field of transformative tourism during financial crisis period and the potential relations between them, considering elements of tourists' behaviour. On an effort to address the gap, the reciprocal effect that transformative experiences might exert to destination branding need to be analysed. The research is to be complemented by the investigation of the influence which recession can exert in the decision making process of tourists who want to experience transformative travel. Relevant research should also be conducted for the implications that this might have on the strategic branding decisions of destination marketers and related institutions (Transformative Travel Council) aiming to enable visitors enjoy constructive transformative experiences.

### Conclusions

Financial crisis is conceptualised as a crucial influential factor for tourist spending patterns. With current tourists being sophisticated it is worth to examine the way that the crisis could influence their attitude towards transformative experiences. Within this context, PRT and TPB seem to provide a seminal basis for further research regarding the role of perceived risk and human behavior aspects. This helps to identify whether perceived risk is positively or negatively as well as directly or indirectly related to the transformative experiences. Thus, while the role of destination branding remains crucial in transformative travel, the interpretation of tourist behaviour and potential risk perceptions helps to deploy the multiple dimensions of this new form of tourism that has arisen in an era of uncertain and volatile circumstances.

**Keywords:** transformative travel, recession, brand destination

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Abstract 40

## **Typology of cultural heritage attractions in Bulgaria: Theoretical and management implications**

**Vasil Marinov**, Sofia University St. Kliment Ohridski, Bulgaria

**Mariana Assenova**, Sofia University St. Kliment Ohridski, Bulgaria

**Vera Nikolova**, Sofia University St. Kliment Ohridski, Bulgaria

**Elena Petkova**, Sofia University St. Kliment Ohridski, Bulgaria

**Radenka Mitova**, Sofia University St. Kliment Ohridski, Bulgaria

**Atanas Kazakov**, Sofia University St. Kliment Ohridski, Bulgaria

**Chayana Istatkova**, Sofia University St. Kliment Ohridski, Bulgaria

### **Background and goals**

The research is carried out within the National scientific program “Cultural heritage, national memory and public development”. Currently the tourist attractions are not well defined in the country despite of the enormous financial public support for the adaptation and socialization of the rich cultural heritage for tourism purposes. The Ministry of Tourism has launched an e-register of tourist attractions without the clear guidance for local authorities on the selection of tourist sites to be inscribed and how they should be classified. At the same time the Ministry of Culture is in the process of elaborating a *Strategy for the cultural heritage* and express its needs of practical typology of tourist attractions in order to mainstream the future activities. Thus, the main aim of the research is to provide a theoretically sound, workable and acceptable to key stakeholders’ typology of cultural heritage attractions to support their proper and sustainable management. The specific objectives include the elaboration of a definition of a tourist attraction, the development and approbation of a typology of cultural heritage attractions and respective management models.

### **Methodology**

The methodology of research is based on a thorough review of scientific publications on tourist attractions and their typology as well as of relevant legislation, strategies and programmes in Bulgaria. Questionnaire surveys among attractions’ operators and tourists will be fulfilled in June-July 2019 to study the current demand and supply of selected representatives of each type of attractions, including the management and sustainability issues. For the purpose field research will cover a predefined itinerary in the country to cover different types of cultural heritage attractions. The research will also include the internet presentation of those attractions and their current presence in the tourist offers based on a developed methodology of search.

### **Results**

The expected results include the elaboration of a workable definition of a “tourist attraction” and practically applicable typology of cultural heritage attractions to be used by the public bodies. An overview of the features of and demand for different types of heritage attractions based on a unified methodology will be provided. Management gaps will be identified to provide clear direction of future public interventions with focus on the sustainable utilization.

### **Conclusion**

The conclusion will define the coordinated efforts of different institutions on national and local level needed to improve the legislation and strategies for cultural heritage development for tourism purposes and will demonstrate the role of academic research in cultural heritage utilization of public benefit.

### **Contribution to the field**

The contribution will be both theoretical – further development of existing definitions and typology, and practical – improved focus of public policies and allocation of public funds for conversion of cultural heritage into tourist attractions.

**Keywords:** tourist attraction, cultural heritage, heritage attraction, typology, tourism demand and supply, management, sustainability



Parallel session:  
**The other side of tourism:  
possible crisis and conflicts**

Abstract 41

## **Resilience in tourism of two Indian cities to natural disasters: A case study**

**Mahfuzuar Rahman Barbhuiya**, Indian Institute of Technology, India

**Devlina Chatterjee**, Indian Institute of Technology, India

### **Background and goals**

Tourism is a driver of social and economic growth of a country that offers employment opportunities for many. Natural disasters in tourist destinations lead to loss of infrastructure, destination image, livelihoods and economic well-being of the local community. The purpose of this study is to understand how different institutional, social, cultural and economic factors affect the resilience of two Indian cities in two different regions.

### **Design/methodology/approach**

For this paper, two cities in India were chosen, that have faced natural disasters in the recent past. A theoretical model for resilience is conceptualised, and relevant factors affecting resilience identified. Resilience scorecard developed by Basurto-Cedeño and Pennington-Gray (2015) is used. Primary data are collected from the main stakeholders, namely the hotel and accommodation sector, the travel sector, tourists and governmental agencies. A vulnerability index is calculated, and structural equation models are built to understand the factors that affect resilience of a destination.

### **Results**

The literature suggests that better pre-disaster planning and disaster readiness, greater levels of local participation in decision making and higher responsiveness of governmental agencies leads to higher destination resilience. We expect to find similar results. However, this still needs to be confirmed from data.

### **Conclusion**

This study investigates the first-time factors affecting resilience of some Indian cities. This will improve our understanding of the interconnected tourism ecosystem. The study may also have policy implications for sustainable tourism.

### **Implications**

Improved resilience in a tourist destination is critical for building a sustainable tourism ecosystem. Tertiary effects of a strong and sustainable tourism sector lead to positive spill-over effects to other sectors. It may reduce outbound migration from tourist destinations post disaster and thus reduce the burden on other cities.

**Keywords:** resilience, vulnerability index, natural disasters, Indian cities

### **Reference**

Basurto-Cedeño, E. M., & Pennington-Gray, L. (2016). "Tourism disaster resilience scorecard for destinations (TDRSD): the case of Manta, Ecuador". *International Journal of Tourism Cities*, 2(2), 149-163.

Abstract 42

## **The other side of tourism. Contradictions of tourism and socio-territorial conflicts in the tourist destination of the Yucatán peninsula**

**Giovanni Tocci**, University of Calabria, Italy

**Alessandro Madia**, University of Calabria, Italy

### **Background and goals**

Today, tourism is one of the fastest growing sectors globally and plays a decisive role in the economic development of countries. According to World Travel and Tourism Council, tourism is one of the world's largest economic sectors, supporting one in 10 jobs (319 million in total) worldwide and

generating 10.4% of world GDP. In 2018, the Travel & Tourism industry experienced 3.9% growth, compared to the global economy (3.2%). One in five new jobs were created by the industry over the last five years (WTTC 2018). On the other hand, in the era of the so-called Anthropocene, tourism as well faces unprecedented challenges. As an example, those linked to climate change and its impact on tourist destinations, or to the pressure of the tourism industry and tourists on the environment, landscapes, local cultures and resident populations. According to Global Code of Ethics for Tourism (2001): "Tourism activities should be conducted in harmony with the attributes and traditions of the host regions and countries and in respect for their laws, practices and customs" (art. 1.2), but above all, "Tourism activity should be planned in such a way as to allow traditional cultural products, crafts and folklore to survive and flourish, rather than causing them to degenerate and become standardized" (art. 4.4). In recent decades the Yucatán peninsula has undergone great transformations connected to an uncontrolled and unrestrained tourism development. Multinationals and financial capital more and more interfere with national organizations and policies, under the banner of increasingly globalized tourism generating cultural models and lifestyles that risk emptying these contexts of functions and typical activities, distorting traditions, culture and local identities. In this scenario, the study investigates the other side of tourism, to highlight the aspects closely related to the intensification of the tourism phenomenon and the lack of attention to the management of resources. The goal is to draw attention to the importance of "journey" not simply as a "recreational and leisure activity", but as a sustainable and responsible practice that considers tourist destinations respecting resources, culture and well-being of local populations, in a critical and not passive way.

#### **Design/methodology/approach**

The paper is the result of a study carried out in south-eastern Mexico. The study focuses on to the impact that tourist global industry- increasingly driven by mere economic objectives- produces in some precious cultural areas of the Yucatan peninsula. On the methodological plane, the study was carried out on two levels: theoretical and empirical. The theoretical phase consisted in a careful examination of the literature, official documents and a review of the main national and local newspapers. The empirical level concerned, instead, the collection of data and information on field, through interviews face to face with local people and actors. The methodology then follows a qualitative and quantitative approach.

#### **Results**

The Yucatán Peninsula is the most visited place in the Caribbean Sea, with over 4 million tourists per year (WTTC 2018). In city of Cancún, the increase in tourist demand has spread throughout the peninsula, creating entire "touristy" areas such as the Maya Riviera, on the east coast, up to the inland regions. All under the label of the "Maya World" more and more object of the international request of tourists who visit Mexico. In other cities like as Cancún, indigenous peoples, now almost completely disappeared and always oppressed, are today subjected to further pressure from the globalized tourism system which increasingly exploits its culture and, even worse, gives rise to a forced subtraction of the lands, rather than preserving its integrity. In this perspective, several tourism projects are being developed on the coast, both in cities and rural areas.

#### **Conclusions**

The paper highlights that in recent decades tourism development of the Yucatan peninsula has followed a path not compliant with those principles of sustainability and responsibility that tourism must follow to. In other word, what emerges from study is the other side of tourism, in practice those dynamics invisible to tourists, which instead raise important reflections on future strategies that tourist destinations will have to rethink.

#### **Contribution to the field**

The paper discusses concrete problems and conflicts, to understand the intrinsic contradictions of tourism, and therefore the process of "massification" as a direct consequence of the intensification of tourist flows. This theme, in the context of the wider debate on sustainability models, raises a series of critical issues related to tourism that deserve to be explored and studied.

**Keywords:** tourism, development, environmental resources, contradictions, conflicts



Abstract 43

## **Thistle or pop-sock? Domestic transport and travellers safety in Nigeria**

**Elochukwu A. Nwankwo**, University of Nigeria, Nigeria

### **Background, research methods and results**

The road traffic crashes have undermined the contributions of domestic land transportation to tourism development in Nigeria. Despite the availability of road transport policies, there is still incessant road traffic crashes in Nigeria according to FRSC report and previous studies. This has raised questions on the compliance level to road traffic policies in Nigeria, and this formed the basis for this study. Cluster, purposive and convenient sampling techniques aided the selection of 39 commercial road transport companies and 117 key informants, for the study. The compliance level was measured using three distinctive paradigms (Low, Moderate and High). Simple percentages aided in the analysis of data. The result of the study shows that there is an average compliance level to road transport policies in Nigeria amongst various commercial road transport companies. It is expected that the study would have addressed fundamental safety issues in domestic transport for sustainable tourism development in Nigeria.

**Keywords:** travelers safety, domestic tourism, domestic transport, transport policy, compliance level, commercial transporters

Abstract 44

## **Seasonality of crime in Croatia: A relationship with tourism**

**Hrvoje Mataković**, Institute for Tourism, Croatia

### **Background and goals**

Peace, safety, and security are the primary conditions for successful tourism development and security threats such as terrorism, crime or potential war conflicts can strongly affect it. Among the other security threats, crime is probably spread the most. Certain types of crime are seasonal, and some criminal offences are more often committed at particular time of the year, week or day. The aim of this paper is to analyse the seasonality of crime in Croatia and to determine whether there is a connection between seasonality of crime and tourism. Since tourism in Croatia is highly seasonal, it can be expected that there is a connection between the seasonality in tourism and the seasonality of crime.

### **Design/methodology/approach**

To determine whether there is a connection between seasonality of crime and seasonality in tourism, the correlation analysis was applied on monthly data from 2007 to 2018, using Pearson product-moment correlation coefficient to measure the strength of the relationship between crime and tourism. The analysis covers, reported criminal offences that may be related to tourism: murder, rape, robbery, theft, burglary, aggravated theft in a particularly brazen manner, pickpocketing and seizure of motor vehicles. Offences against the public order and peace were also included in the analysis. Data on tourism covered tourist arrivals and overnight stays, and domestic and foreign tourists were analysed separately.

### **Results**

The results of the analysis can be viewed at two levels- as the results of the tourist arrivals analysis and tourist overnight stays analysis. The conducted analysis found statistically significant correlation between the tourist arrivals and all types of reported criminal offences, except murder, burglary and seizure of motor vehicles. The strongest correlation was found between tourist arrivals and thefts, offences against public order and peace, and aggravated theft in a particularly brazen manner. The

only statistically significant inverse relationship is found between tourist arrivals and robbery. The analysis of overnight stays and reported criminal offences showed a similar correlation as analysis of tourist arrivals, and it was also found a statistically significant correlation between tourist arrivals and seizure of motor vehicles. However, for most of criminal offences Pearson's  $r$  is slightly lower than in the analysis of tourist arrivals. When comparing domestic and foreign tourists no significant differences were found.

#### **Conclusions**

The correlation between reported criminal offences and tourist arrivals and overnight stays, found to be statistically significant for the most of the criminal offences included in this analysis; this correlation was stronger for property crimes and weaker for violent crimes. This is in line with the findings of other studies where it has been found that tourism related crime mostly covers property crime, and to a lesser extent violent crime. Strong relationship between tourism and offences against public order and peace is not surprising, since some tourists behave too relaxed and careless during their vacation and engage in risky activities that can be dangerous or illegal.

#### **Implications**

Security is one of the basic prerequisites of sustainable tourism and the analysis of seasonal characteristics of crime can facilitate the design of crime prevention activities or proactive policing strategies: all preventive activities should take into account the seasonal character of crime in order to maximize the effects of implemented policies or measures. Likewise, understanding the seasonal characteristics of crime can help law enforcement agencies to allocate police officers in specific periods of time and thus to provide adequate resources to respond to crime, such as additional police officers during the summer or other season.

#### **Contribution to the field**

Although crime seasonality is studied in the scientific literature since the mid-19th century, the connection between crime seasonality and tourism has been rarely addressed. Crime seasonality issue and tourism related crime in general are scarcely addressed in Croatian scientific literature, so this paper represents additional effort in addressing of these issues. Besides that, offences against public order and peace so far were not addressed in the literature on tourism related crime, although the analysis of these offences may be interesting considering their possible impact on security as well as on tourism.

#### **Research limitations**

This study used publicly available data published on the web pages of the Ministry of the Interior of the Republic of Croatia. Unfortunately, monthly data for single police administration which covers smaller territorial area are not publicly available, therefore, this study used aggregated data for the whole country. Research of this type would be better if analysis was made at the local levels, i.e. at the local level of police administration, but this is not possible since data is not publicly available. Another limitation is data used for this research as it is a sum of a 12-year period, as only this data is publicly available. The 12-year period is difficult for bivariate analysis, but it can provide additional insight into the interaction between crime and tourism, thus supplementing descriptive data. It can be expected that an analysis made over a longer period would yield better results. In addition, for this analysis the used data was known to the police, i.e. data on reported criminal offences. Counting that tourists, and especially foreign tourists, often do not report minor crime to the police, it can be expected that some of the committed crimes remained unknown to the police, and therefore were not included in this research.

**Keywords:** crime, seasonality of crime, tourism, Croatia



Parallel session:  
**Knowledge, innovation and  
education for VUCA tourism future**

Abstract 45

## **The need for work integrated learning (will) for tourism university students**

**Mukondeleli Manuga**, University of Venda- University Road, Republic of South Africa

### **Study background**

In South Africa, graduate employability and employment levels are crucial interests of government and students. Employability has consequent outcomes for university reputations, retention rates and course demand. The Skills Development Act was passed in 1998 as one of a series of acts and regulations that form part of the National Skills Development Strategy which is aimed at addressing key social and economic problems in South Africa such as high unemployment and low skills levels. The purpose of the act is to promote the development of the skills of the South African workforce thus improving prospects of finding work or earning a regular income but also contributing towards building the economy and improving the quality of life for South Africans in general. For universities to prosper in a competitive education market, it is essential to ensure that their students are equipped with relevant discipline knowledge and skills as well as generic transferable skills. Universities endeavour to guide and support students in obtaining a sound knowledge in their chosen field of study. This study is of most importance in assisting the operative departments within the universities to better place the students in correct places, to summarise feedback given by industries and based on the evaluations adjustments can be made to the curriculum if necessary.

### **Research framework**

A comprehensive evaluation would be required to determine if a work placement unit is achieving this core objective. The universities curriculum often is not linked with what the industries expect from students in terms of performance when they are at the working place thus the study aims at evaluating whether the industries are satisfied with the students' performance when they are at the working place. The study will help universities to identify, plan and develop the feedback given by the organisation concerning the student performance and the relationship between the student workplace and the university. The study will also help the university to identify the areas where student excel and also their weaknesses. What does the organisation expect from the university while are at the workplace? The type of method used is a quantitative method to collect data which is a research that generates numerical data or information that can be converted into numbers and only measurable data are being gathered and analysed in research, method was used to address the first, second and third objectives. For this purpose an evaluation book was handed out for students that covers the percentage, strength and weakness of the students, A standardised WIL books, which has been used in similar studies has been used for both surveys. Due to the differences in the type of work, certain focused booklet was adapted according to these differences, for example some student was working in the municipalities and some in the hotels. The students should therefore be able to apply learning in integrated ways in multiple contexts. Students are assisted in linking learning to experience of the real-life world.

### **Findings**

The main finding from this study was that most of the students are exposed to work integrated learning. By collaborating with industries the university management gets the opportunity to produce employable students, and employers get the opportunity to assess students as potential employees. In order to achieve this, the department needs to effectively meet the needs of students, industry and the institution itself. Therefore, embarked on a collaborative journey with various stakeholders to obtain opportunities for students to gain practical experience in the workplace. Thus, it can be recommended that students need to be exposed more to the practical than learning in class, the relationship between the university and the workplace need to be strengthened and the lecturer must visit the students while they are at the workplace. The study was limited only to Vaal University of Technology Tourism Management students. Not all questions were completed, which lead to discounted for small percentage of respond report book. Handwriting was not visible enough, Some

percentage were not allocated by both the mentor and the coordinator and some mentors didn't understand the question; they end up giving wrong information (response) to the question at hand.

**Keywords:** Work integrated learning (WIL), universities, Corporate Education (co-op), organisations

Abstract 46

## **Influence of limiting beliefs in employability skills: An analysis for the hospitality sector**

**Lourdes Susaeta**, Complutense University of Madrid, Faculty Commerce and Tourism, Spain

**Frank Babinger**, Complutense University of Madrid, Faculty Commerce and Tourism, Spain

**Natalia Muñoz**, Complutense University of Madrid, Faculty Commerce and Tourism, Spain

### **Introduction**

A topic of increasing relevance is the study of the necessary skills needed to access the job market. The debate between the needs of the industry and the educational offer lies behind this question. Perhaps we can affirm that this issue is even more urgent within the implementation of the Bologna plan and the growing offer of masters in the educational market. How do the master programs develop those skills demanded by the industry and how do they bring them closer to the students? In which extend cognitive factors may be helping or limiting the development of these capabilities? This should be the general research question concerning both academic world and industry representatives.

### **Soft skills and hospitality management industry**

Within the Hospitality Management sector exists a long tradition in the study of these competencies that began in the 1920s with the establishment of the Cornell University hotel management program (Kay & Russette, 2000). However, at the moment, very few published studies in the hospitality literature have evaluated skill sets and critical competences based solely on industry demands (Johanson et al., 2011). Recently, the paper by Jian and Alexakis (2017) presents an analysis of empirical data with the essential management competencies for entry-level management positions. These authors nevertheless appeal in their paper the need for new studies in which the perceptions of students, academics and the hospitality industry are collected. Therefore, in this paper we focus our research on the skills of our hospitality master students.

### **The limiting beliefs**

In addition, the evaluation of people's beliefs is an important topic within the framework of current cognitive therapy models (Segal and Shaw, 1988; Paez and Carbonero, 1993; Bortolotti, 2010). However, the relationship between beliefs and other critical cognitive variables has hardly been studied and the concept of belief is the basis of models such as Becks (1976) and Ellis' (1962). Most of the instruments designed to evaluate beliefs have been based precisely on the irrationality model of the latter author. In 1962 Ellis developed his emotional Rational Therapy model that postulated the existence of a series of irrational beliefs in the development and maintenance of emotional disorders. These beliefs are classified in (a) false, as not being supported by evidence, (b) being orders or mandates and (c) leading to inadequate emotions such as anxiety or depression, that unconsciously limit individuals achieving their goals.

### **Research objective and methodology**

Our research objective is to evaluate the impact of irrational and limiting beliefs in the development of employment skills. We conducted our fieldwork doing a series of practical workshops with 30 students of two master's degrees related to the Hospitality Management industry of the Faculty of Commerce and Tourism of the UCM. The first workshop was Ellis' Test that was applied to the students. This test consists of 100 Affirmations whose answer is either I agree, or I do not agree. The result according to the meaning of each statement leads to 10 irrational beliefs (Ellis, 1991, 1993). In the second workshop, students were asked to identify attitudes they thought most relevant in relation with their future employability in the hospitality sector. The method used was the Unstructured Brainstorming technique (Diehl and Stroebe, 1987). Through this method, 16 capacities were

identified. The participants were asked for a self-assessment in these capacities and additionally an external evaluation of three different people was realized. With this exercise, we identified the most appreciated skills of the group and those they may lack at an individual level. The idea of comparing both evaluations, an internal one made by each student and an external one made by third parties, provides a more objective perception of the participants. It permits to analyze the existence of distortions between self-perception and the perception of others. After carrying out both evaluations, the students were asked to reflect on the results obtained through a comparison of both assessments. In addition to the purposes of collecting data for our research, we used this method as many authors recognize its positive effect on the development of abilities (Sleegers and Leithwood, 2010). For the analysis of the obtained data, we will use the relatively new technique of the QCA. This technique is especially appropriate in social science research, mainly when few cases are being studied and we want to know in depth each case and the associated causality relationships. QCA can determine how a data set empirically supports descriptive inferences or implications.

#### **Preliminary and expected results**

The preliminary results obtained show that the students are not aware of their inherent limitations that are consequence of their beliefs, outcome of education and personal development. On average, the fear of the unknown and the need for support and perfection are the three that reach higher values as limiting beliefs. Concerning skills, commitment, teamwork, and responsibility are those that are in the first places in the perception of our students. The degree of internalization of certain beliefs tends to have a direct relationship between negativity or negative anticipation, the positivity of the person, the ability to open before the unknown, fear and other characteristics. The discovering of adherence to beliefs can show students how they limit them in a certain way and how they might use them in order to empower themselves and change those beliefs. We are currently analyzing each case in terms of interactions between beliefs and capabilities. These results will be presented at the conference. The study reveals new factors related to limiting beliefs that may slow down and interfere in the development of abilities desired by the students. These results may be significant for both universities, that develop master programs for hospitality management, and the sector itself. In addition, it provides students with tools that permits them to recognize and use correctly empowering skills and transform limiting beliefs that do not allow them to develop their full potential. The outcomes of this study are intended to influence both the contents of the masters programs, as well as in the selection processes of the hospitality sector companies.

**Keywords:** hospitality management sector, employability skills, beliefs limitations, master students, Rational Therapy model

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Abstract 47

## **Functional knowledge of foreign languages in hospitality sector in Croatia**

**Alenka Šuljić Petrc**, University of Rijeka, Faculty of Tourism and Hospitality Management, Croatia

**Krešimir Mikinac**, University of Rijeka, Faculty of Tourism and Hospitality Management, Croatia

### **Introduction**

Croatia gradually and persistently positions its image as an attractive and secure tourist destination in the part of Eastern Europe. Consequently, Croatia takes part in the rapid process of globalization which, nowadays, is an inevitable reality. According to Steve Jones, globalization represents “an elimination of barriers to trade, communication, and cultural exchange” and this includes an openness towards other countries, passing the barriers on every level – physical, psychological and cultural. The important part of tourism is hospitality sector which includes all activities consisted of different kind of contacts between customers and employees. Providing services on a quality level, requires a lot of skills and abilities, and a lot of different knowledge, specifically functional: foreign language knowledge.

### **Background and goals**

The main objective of this research is to explore the issue of the importance of functional foreign language knowledge in hospitality sector highlighting the connection with scarce and ineffective secondary and high education curriculum and teaching material regarding professional foreign language inclusion.

### **Design/methodology/approach**

Teaching foreign languages in professional hospitality schools and faculties requires a great amount of specific purpose knowledge as well as the need to transfer that knowledge to the student who will use it as a communication tool to become competitive in today's global environment. The advantage of foreign language acquisition, not only during the mandatory schooling process, but also as a part of long-life learning, will result with high quality service in hospitality sector and in tourism in general, raising the competitiveness and increasing the profit. Quantitative and qualitative methods will be used together with the implementation of theoretical and empirical approaches through selected methodological procedures. It will include questionnaires trying to research how and why functional knowledge of foreign languages in hospitality sector is important from employees and managers'/ owners' perspective. Approach of this research is focused on two key areas and questions related to those areas: Firstly, collecting data related to research problem (importance and need of functional knowledge of foreign languages in hospitality sector) and secondly, the opinion of employees and managers/owners of hospitality facilities of foreign language knowledge benefits.

### **Results**

This research obtained unanimous results regarding the positive attitudes of how important is to obtain functional knowledge of foreign languages in hospitality sector. Furthermore, the awareness of scarce pre-knowledge of foreign languages when the candidates start to work is very high.

### **Conclusions**

This research confirms the importance of foreign language knowledge for specific structure of employees in the process of offering the service. Because of continuous growth of competition, the employees need to upgrade their knowledge according the working place demands. There are a lot of training programs (often included in long-life learning programs) with enormous range of questions that satisfy hotel standards and their aim is to enrich and improve professional development



of employees as well as the service quality. Taking in consideration the international character of tourism and hospitality industry, foreign languages help employees in tourism sector to fulfill their functional foreign language competences and abilities in decent and satisfying way, obtaining better results in international tourism. In school system are required appropriate educational tools that are updated, and which content would connect theoretical and applicable aspects of professional functional language. Updating the school textbooks in those professional schools and faculties need to have on disposal different contents prepared with attention and expertise according different needs and standards in hotel sector. Mastering the professional foreign language offers the individuals the usage of language/communication tools required for travelling or working on different jobs in tourism and hospitality sector.

#### **Contribution to the field**

There are two different aspects of this research contribution: theoretical, where is present an evident gap between textbooks in tourism and hospitality secondary schools and faculties and the applicable aspect that should be on functional level once the person starts working. On the other hand, present topic of this research can be considered as not so much explored giving the authors the possibility to discover some new problems needed to be taken in consideration in the future. Raising the awareness of continuous need of professional skills improvement related to foreign language knowledge, can be efficient in personal career progress as well as in company's/hotel's profit.

#### **Research limitations**

The collection of data depended on staff disposal during the tourist season to dedicate their time to fulfill the questionnaires, so the authors preferred direct contact with the participants obtaining wider picture of the issue.

**Keywords:** functional knowledge, foreign languages, hospitality sector, tourism

Abstract 48

## **Tourism innovation and best practices in Brazil and Portugal: Competitiveness and sustainability**

**Daniela Fantoni Alvares**, University of Minho, Portugal & Federal Institute of Minas Gerais, Brasil

#### **Background and goals**

This article intends to promote an analysis of the innovation environment in tourism in Brazil and Portugal, with the aim of identifying and systematizing sustainable and innovative practices related to tourism products and services, as well as those related to tourism management. Innovation in tourism is an emerging theme which demands, more and more, studies and analyses. In this sense, developing research in this field of knowledge is essential for a better understanding of the systematics that occurs in tourist destinations. By analyzing this theme, we can make the following inquiries: What are the best practices implemented in the creation and consolidation of new tourism products and services? Are these practices, besides being innovative, sustainable? How can these be applied to other tourism contexts? Concerning tourism management, which practices are innovative and sustainable?

#### **Methodology**

The work fits into the category of applied research, as it is carried out as an exploratory and descriptive study with a qualitative methodology. Initially, a review of the literature on innovation, tourism, sustainability and benchmarking was carried out. Following this, we selected some cases of tourism success in Brazil and Portugal, establishing the commanding aspects that make these actions successful. The case selection process in both countries was carried out based on an evaluation of scientific articles, specifically those with case studies and/or indication of localities/companies/government administrations which excelled in good practices, as well as through mentions in journalistic issues. In Brazil, in particular, the collaborative platform created by the Brazilian Service of Support to Micro and Small Companies (Sebrae) was also used, which maps out innovative experiences in tourism.

### Results

The preliminary results of the research suggest the existence of a significant amount of innovative initiatives in tourism in the countries under analysis, with Portugal having success cases in the management of destinations with public policies more directed towards innovation in tourism, a fact that is reflected in the area toilet. Among the success cases, a case study from Lisbon (Portugal), which has several programs to accelerate startups in tourism, as well as one in the Madeira Island, which has developed public policies to encourage innovation in tourism were presented. In Brazil, some of the identified cases were those of accessible and inclusive tourism, such as the Accessible Beach project developed in Maceió, in the northeast of the country, in which there are sports and cultural activities for people with disabilities, as well as an action identified in the same city with rafts adapted to visit natural pools for wheelchair users or individuals with mobility impairments.

### Conclusions

This study focused on the innovation environments that favor the development of tourism activity in Brazil and Portugal. In this respect, innovative and sustainable practices regarding tourism products and services were systematized, in addition to how they impact the public management of the activity, reflecting on their applicability to scenarios other than those which were evaluated. The study in question brings premises which can contribute with private entrepreneurs and public managers who seek after tourism practices with sustainable and innovative components. Such individuals consequently aim at a more competitive form of tourism. Finally, note that this study makes it possible for tourist destinations to adopt sustainable and innovative standards and postures that may contribute to memorable tourist experiences. As for recommendations for future developments, it is pointed out that there is a vast field of research in the area of tourism and innovation with the systematization of practices with increasingly more in-depth analyses.

### Contribution to the field

Research on this matter is important as it directs attention to practices that are often not analyzed or systematized. The present study, therefore, contributes to the foundations of knowledge on the topics under analysis, besides contributing to public and private managers, either towards public policies and/or towards the implementation of sustainable and innovative practices. Research limitations: It is not possible to identify and catalogue all existing good practices in the countries considered for this work due to the extension of their territories and because there are experiences which are still not widely disseminated, thus not making it possible to understand about them as of yet.

**Keywords:** tourism innovation, best practices, sustainability, competitiveness, tourism experience

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## The relationship between destination's level of T&T competitiveness, socio-economic development and tourism performance - is it so obvious?

**Blanka Šimundić**, University of Split, Faculty of Economics, Business and Tourism, Croatia

**Lidija Petrić**, University of Split, Faculty of Economics, Business and Tourism, Croatia

**Zvonimir Kuliš**, University of Split, Faculty of Economics, Business and Tourism, Croatia

### Background and goals

Due to its persistent growth for over six decades, tourism today is omnipresent. Many countries heavily depend on its performance, as it has impacts on exports, foreign exchange earnings and employment. Therefore, the struggle to enhance tourism competitiveness and to attract new emissive markets becomes increasingly severe as new destinations emerge. With this regard, extensive knowledge on tourism demand determinants is required in order not only to attract new markets but also to keep old ones loyal. Although tourism demand determinants according to Frechtling (1998) may be classified into three groups of factors, i.e.: push (specific characteristics of the population from the emissive market that encourage travelling), pull (attractions, destination promotional programs,

etc.) and resistance (prices, border formalities, security at a destination, physical barriers, policies, etc.), it is pull factors, dominantly attractions, and resistance factors that influence competitiveness of a tourism destination the most. Various authors have affirmed different demand factors through more or less complex competitiveness models. One of the most widely used is the model of Travel and Tourism Competitiveness (TTC) Index, firstly published in 2007 by the World Economic Forum. Except for the overall index of the country's tourism industry competitiveness, there are also four main sub-indexes measuring competitiveness of: (1) enabling environment; (2) T/T policy and enabling conditions, (3) infrastructure and (4) cultural and natural resources. The TTC index is more an indicator of a country's attractiveness for tourism business development, rather than its attractiveness as a tourist destination. However, in this research we are about to investigate a relationship between country's T&T competitiveness (TTC) expressed by its Travel and Tourism Competitiveness Index and country's level of socio-economic development and tourism demand performance, i.e. overall attractiveness. Although positive relationship is expected between the country's TTC and its overall attractiveness, the intensity of the relationship between different aspects (pillars) of the country's TTC and overall attractiveness are not expected to be the same for different countries regarding their diverse level of socio-economic development and tourism demand performance.

#### **Design/methodology/approach**

Given the above, this research starts from the following hypothesis:

1. There is a significant and positive relationship between the growth of the country's TTC and its level of socio-economic development and tourism demand performance.
2. There are differences between the intensity of the relationship between different aspects (pillars) of the country's TTC and its level of socio-economic development and tourism demand performance regarding country's belonging to specific category (as stated below).

To empirically prove the above stated issues, the countries are differentiated according to their overall level of socio-economic development measured by one of the most used composite indicators, Human Development Index (HDI) and their tourism demand performance expressed in terms of tourist overnights. With this regard the paper forms categorical dependent variable – four country categories or groups: i) developed countries with considerable tourism demand growth, (ii) developed countries with low tourism demand growth, (iii) less developed countries with considerable tourism growth and (iv) less developed countries with low tourism growth. Considering the background and the goal of the paper multinomial logistic regression is used to predict categorical placement of a dependent variable based on multiple independent variables. Independent variables in this paper include the indicators of country's TTC performance (expressed by overall TTCI and four sub-indexes and their pillars). In this way it is possible to predict how the country's TTC performance influences its probability of belonging to specific country group. The research sample includes 136 world-wide countries.

#### **Results**

The results indicate, as expected, the existence of a positive relationship between growth of the country's TTC and its level of socio-economic development and tourism demand performance. Furthermore, as performance of a specific TTCI pillar grows the probability that a country belongs to higher performing group is growing too.

#### **Conclusions**

Based on the empirical findings, some general conclusions are to be made with regard to the relationship between country's TTC and its overall attractiveness. Attention is to be made to the impact that the level of specific pillar of TTC index has on the country's level of socio-economic development and tourism demand performance. By investigating these specific relationships, some policy measures may be proposed, keeping in mind clusters of different countries in terms of their level of socio-economic development and tourism demand performance. This may also be considered the paper's most important contribution to the field.

**Keywords:** travel and tourism competitiveness index, international tourism demand, socio-economic development, multinomial logistic regression

Parallel session:  
**Changing nature of our societies  
and new travel trends**

Abstract 50

## **Sport tourism: Is it sustainable and does it contribute to community wellbeing?**

**Sanda Čorak**, Institute for Tourism, Croatia

**Snježana Boranić Živoder**, Institute for Tourism, Croatia

### **Background and goals**

Sport and tourism are two social phenomenon with rich and long history; two activities that are for many years integrated in phenomenon of sport tourism, a type of tourism that is growing through many sport events, tours, attractions and manifestations. Therefore, the researchers all over the globe are involved in monitoring and exploring all the results and impacts of events such as Olympic games and other international mega-events, trying to emphasize their economic and other social benefits. All these tourist destinations that are developing summer types of tourism products, usually suffer from seasonality and even over tourism during summer months, always trying to find solutions for extending tourism season. On the other hand, sport sector usually suffers from lack of finance for all their activities, and sport clubs as well as national sport federations are also trying to find solutions for securing the additional budget for their sport programs. Not so many studies are involved in illustrating still divided sectors/activities of sport and tourism with their, in most of the countries, hierarchical organization with different social and economic tasks. Therefore, this paper will focus- first, on defining the similarities between tourism and sport as very important socio-economic activities in Croatia, and secondly, the paper will explore and point out all the benefits of developing and better governing of sport tourism with giving the example of the ongoing project in Croatia that is connecting sport and tourism, from local to national level.

### **Methodology**

Besides literature review and history of developing tourism in Croatia, this paper is based on a qualitative research using interviews with presidents and/or general secretaries of national sport federations (40 Olympic sports federations) and travel agencies in Croatia specialized for sport tourism. Conducted interviews with general secretaries or presidents illustrated well majority of the issues and problems in Croatian sport including relations with tourism sector and interviews with travel agencies revealed the problems of developing sport tourism as a product in a communication of tourism as business sector and sport as a sector depending on voluntary work.

### **Results**

Although intensive tourism development in the world dated from World War II onwards, many destinations in Croatia has a history of more than hundred years of developing tourism. Numerous destinations at the coastline and on the islands started tourism development as destinations for winter holidays and as health retreats for all those who could afford that kind of longer holidays, mainly reach citizens and aristocracy at the time. Sport manifestations were also a part of tourism activities, such as car races, yachting and golf competitions therefore although we can say that sport tourism as a planned typed of tourism started much later. In modern times, after the WWII, that history was forgotten as preferences and life-style of European tourists has changed and majority of them preferred summer holidays at the Adriatic. Qualitative research showed several possibilities to extend main tourism season in Croatia relying of several types of sport tourism (organization of sport competitions or similar recreation/fun events, organization of preparation of sport teams, inclusion of sport activities among destination products) that could be a good solution and a chance for connecting both of the sectors – sport and tourism with a main aim of contributing to sustainable development and community well-being.

### **Conclusions/implications**

Research results revealed, that Croatia is still not using its whole potentials regarding the development of sport tourism although both sectors – tourism, as well as sport sector would benefit from this development, especially local communities. The paper is giving an overview of possible activities

that both sectors should implement in order to contribute to sustainable development goals. This area is still under the research and the paper highlights limitations of this study and giving directions for future research activities.

**Keywords:** sport, tourism, sport tourism, sport and tourism organization, governance of sport tourism, Croatia

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## **Libraries as new tourism resources for destination cultural rebranding**

**Ksenija Tokić**, Institute for Tourism, Croatia

**Ivo Tokić**, Croatian Information and Documentation Society, Croatia

### **Background and goals**

The concept of sustainability and selective forms of tourism such as the cultural one, is recently increasingly emphasized. Researches point that tourists show an interest both for natural resources and for local cultural and traditional attractions. Libraries are one of the oldest among the cultural institutions and they still play very important role in the development of society. Public libraries, as widely distributed and accessible local libraries, are the vital force in education, culture and information (UNESCO, 1994) in their local communities as well as in broader society. As institutions of non-profit sector, they participate in tourism by performing their basic functions, but also as place-making resources and tourism attractions. However, tourism potentials of libraries are usually not sufficiently recognized either by the library or tourism sector, nor by the general public. Croatia is perceived as the destination of the sun and sea, and seasonality as the main feature of Croatian tourism is the logical consequence of such an image. However, for tourism to take place throughout the year, both on the coast and in the continental part of the country, some of the main goals of Croatia's tourism development strategy include expanding the tourist offer with new amenities. For this reason, the need to supplement the tourist offer, especially in the field of cultural tourism, is emphasized, given the wealth of cultural resources present throughout the country that have not been used in tourism so far. The necessary cultural rebranding of numerous tourist destinations in the country relates to this, in order to successfully achieve the goal of extending the tourist season on the whole year. Therefore, the main goal of this paper is to point out that libraries can enrich cultural tourism offer with their resources and thus contribute to the rebranding of Croatian destinations as cultural destinations. This would help to extend the season on the seaside destinations, and in continental destinations it would attract more visitors and contribute to the development of tourism in those parts of Croatia.

### **Approach**

Given that Croatian tourism needs to continue through all the seasons on the coast and to be more strongly develop on the land, the author's view is that it is necessary to strengthen the cultural offers in the destinations and thus rebrand the Croatian destinations as cultural tourism destinations. In order to point out the potential of libraries as resources able to contribute to the destination cultural rebranding, this paper applies a qualitative approach with the purpose of describing and providing deeper insight into the diversity of libraries' functions and roles in tourism.

### **Results**

The evaluated and properly presented library resources can contribute to the development of tourism in destination cultural rebranding. It is known that today cultural identity with the heritage as its essential component makes a tourist product more attractive. Thus, research has shown that library facilities and resources (library building, specific contents of the library, presentation of local heritage, various cultural events, concerts, films, exhibitions of photographs and pictures) could be interesting and counted as tourist attractions in several aspects.; ii) libraries contribute to re-establish quality of place in the public realm that affects the process of place-making; iii) libraries could enrich tourist offer and contribute to the destination cultural rebranding through library activities

(cultural manifestations, art exhibitions, concerts, lessons, round tables, guided tours, living libraries etc.), services (free tourist information, free internet, lending services, etc.), resources (architecture, interiors, exteriors, library collections, tangible and intangible heritage, etc.) and attractions.

#### **Conclusion**

The principal conclusion reached of this research is that libraries, as ones of the oldest cultural institutions, with all their potentials are insufficiently utilized in the function of tourism. Library facilities and resources such as library building, specific contents of the library, presentation of local heritage, various cultural events, concerts, films, exhibitions of photographs and pictures, could be interesting as tourist attractions in several aspects. Also, with proper implementation, libraries could enrich tourist offer and significantly contribute to the rebranding of destinations affected by seasonality as well as those facing under-developed tourism.

#### **Contribution to the field**

The contribution of this paper is to point out that the role of libraries in tourism is largely under-explored topic, as in various tourism development plans their potentials have not been sufficiently exploited yet. Therefore, this paper aims to contribute to the scientific literature that will, from a specific point of view of destination cultural rebranding, consider the role and contribution of libraries as an important stakeholder of the tourism development.

**Keywords:** library, library resource, destination cultural rebranding, Croatia

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## **Industry perspectives on contemporary trends in the MICE sector of Cape Town's tourism industry**

**Esti Venske**, Cape Peninsula University of Technology, Faculty of Business and Management Sciences, Republic of South Africa

#### **Background and goal**

The growth in popularity of MICE (meetings, incentives, conventions and exhibitions) events has led to the rapid expansion of business tourism in many countries (Doshi, 2018) and tourism generated from MICE events is an important economic contributor worldwide. In South Africa, MICE events have become a key economic sub-sector of the tourism industry and Cape Town is regarded as the leading meetings destination in Africa and one of the top 40 global MICE destinations (ICCA, 2018; Business Events Africa, 2018). Due to the dynamic nature of the industry, the MICE sector is exceedingly susceptible to changes in the business environment (Weber and Ladkin, 2005). It is therefore imperative for university educators and industry practitioners to continuously gauge the trends that influence the sector to ensure relevant academic content and business sustainability in the field. Getz and Page (2016) state that research related to trend analysis and futurism have become increasingly important to the events sector whilst Mair (2012) acknowledged the need for qualitative research to explore experiences in business events. Although research has been undertaken on trends shaping the business events sector (Weber and Ladkin, 2005) and the future of event tourism (Yeoman, McMahon-Beattie, Backer and Smith, 2014) there is no existing research on trends affecting the South African MICE sector. Therefore, the goal of this study is to explore industry perspectives on contemporary trends that affect the MICE sector of the tourism industry in Cape Town, South Africa.

#### **Methodology**

Qualitative research is considered as the most appropriate method for research of an exploratory nature and the number of participants are less important than the criteria used to select them (Cresswell, 2014; Fox, Gouthro, Morakabati & Brackstone, 2014). Qualitative data was collected by means of a semi-structured interview guide. The target population consisted of senior business event practitioners in Cape Town affiliated with the Southern African Association for the Conference Industry (SAACI). SAACI is the official umbrella body that ensures professional credibility in the South African MICE sector. By means of purposive sampling, the qualitative data reached saturation after nine interviews with key informants between July and September 2018. The data was analysed using

Creswell's six steps for analysing qualitative data (Creswell, 2014). Ethical considerations included voluntary participation and confidentiality.

#### Results

From the data analysis, the following four themes emerged:

**Theme 1** – Contemporary trends in MICE: Participants indicated that the most prominent trends affecting the MICE industry include sustainability and the need for holistically green events; innovation in technology; enhanced delegate experiences to meet increasingly discerning expectations; increased safety and security at events due to global terrorist threats and crime.

**Theme 2** – MICE opportunities: Participants were of the view that Cape Town is a world class business event tourism destination as it offers natural beauty and quality tourism products reinforced by a track record of numerous successful international events while the exchange rate of the currency offers value for money.

**Theme 3** – MICE threats: The volatile global economy is considered to be a threat along with the current political climate and perception of crime. Recently, the drought in the region caused severe water restrictions and negatively impacted tourism establishments.

**Theme 4** – Value of MICE events: Participants regarded MICE events as a major contributor to the development of infrastructure, job creation and sharing ideas.

#### Conclusions

MICE practitioners identified sustainability, technology, enhanced delegate experiences and safety and security as prominent contemporary trends. It is critical for MICE practitioners to continuously scan the internal and external environment to remain globally competitive. The proactive identification and management of opportunities and threats in partnership with local tourism bodies, as well as the marketing of MICE events in line with contemporary trends, were identified as important for enhancing business event tourism in Cape Town.

#### Contribution to the field

This paper provides industry perspectives which are not only valuable to identify the needs of the MICE industry, but also to clarify evidence regarding contemporary and future trends that may inform the knowledge base competencies needed to adequately reflect developments in the MICE field and profession.

#### Research limitations

The paper provides insight into practitioners' perspectives of trends in Cape Town's MICE sector, however, in line with the qualitative nature of the research, the findings are not generalisable. Furthermore, as trends are dynamic and evolve at a fast pace with new trends in MICE continuously surfacing, necessitating ongoing, further research.

**Keywords:** MICE, industry perspectives, trends, qualitative methodology.

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Abstract 53

## **Concrete heritage from 20<sup>th</sup> century: Ecosystem services approach for its valuing and tourist use. Application in the Zarzuela racecourse**

**Gema Ramírez Guerrero**, University of Cadiz, Spain

**Javier García Onetti**, University of Cadiz, Spain

**Manuel Arcila Garrido**, University of Cadiz, Spain

**Adolfo Chica Ruiz**, University of Cadiz, Spain

**David Benítez López**, University of Cadiz, Spain

### **Background and goals**

Since the 20th century, one of the most used materials for the construction of part of our current heritage is concrete, which in many cases is core to architectural expression. Due to its performances and ability to be modelled, but also for its infinite possibilities in terms of textures and colour, *concrete has stimulated architectural innovation and creativity* (Dehn et al., 2016<sup>1</sup>).

Many countries consider concrete architecture as cultural heritage, nevertheless this kind of monuments, which could seem “young” with respect to more ancient, is decaying, due to a combination of lack of knowledge related to its real value and to environmental aggressive conditions in which they are exposed. Despite of this problematic, only few specific scientific studies were dedicated to management to its value or tourist use. In this sense, the mission of INNOVACONCRETE<sup>2</sup> project, supported by the European Union’s Horizon 2020, is to intervene in technical aspects, combined with activities to promote and achieve social awareness and value creation linked to monuments and representative buildings. At this point, the main goal of this paper is to consider concrete-based cultural heritage as an important part of an urban ecosystem and to analyse the benefits of its protection for the human well-being.

### **Methodology**

The methodology applied is based on the Ecosystem Services approach. The “Mapping and Assessment of Ecosystems and their Services” (MAES) project, developed by the European Union, and the classification system, associated to “The Common International Classification of Ecosystem Services” (CICES) have been taken as reference.

Two steps were considered:

- A The buildings and heritage monuments considered relevant by organizations such as Icomos and Docomomo, both partners within the project, have been categorized and classified. Monuments and buildings understood as anthropic systems providing services for human well-being.
- B Adaptation of ecosystems as natural systems, suppliers of services for human well-being. It has been taken in consideration the general theory of systems, where a system is understood as a set of elements that interact with each other through natural and anthropic functions and processes, and that also interact with their natural or anthropic environment.

To value or to quantify the services (indicators), it has been considered that there are replaceable and irreplaceable services. This justifies the application of this methodology to patrimonial buildings.

<sup>1</sup> Concrete Repair, Rehabilitation and Retrofitting IV – Dehn et al. (Eds) © 2016 Taylor & Francis Group, London, ISBN 978-1-138-02843-2

<sup>2</sup> This project has received funding from the European Union’s Horizon 2020 research and innovation program under grant agreement No 760858

In this way, with the application of certain indicators, it has been possible to evaluate to what extent a building or patrimonial monument provides a service or another.

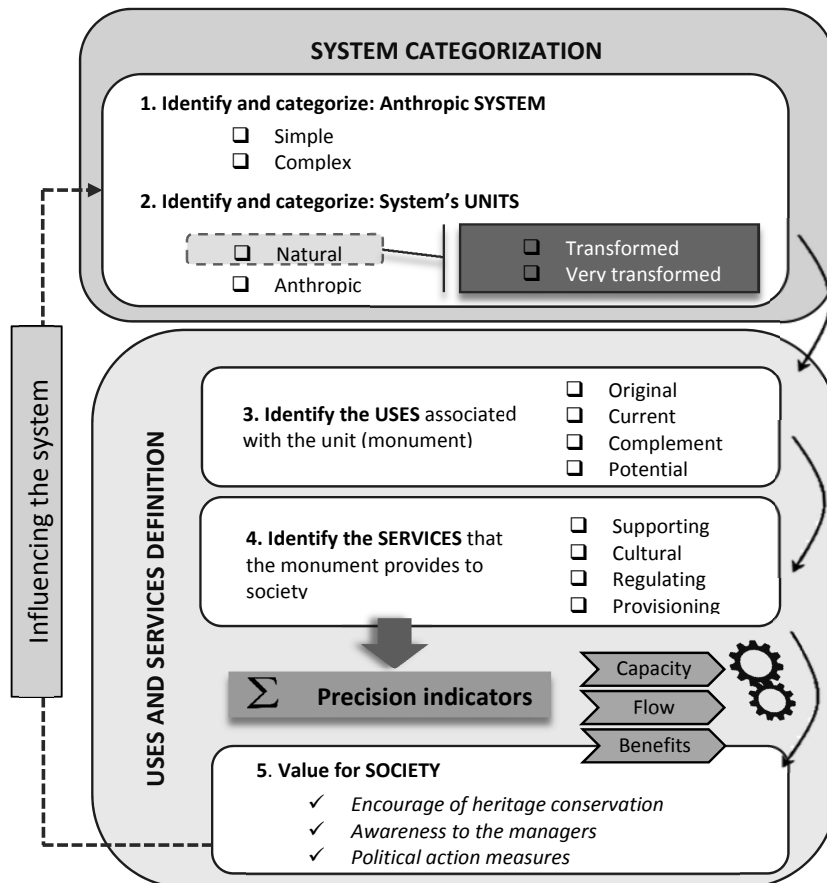
According to the equivalence of CICES, the services are classified in:

- Cultural
- Regulation
- Provisioning
- Supporting

The services' classification is done from the point of view of the beneficiary, since it is about the benefits that can be obtained by the functions that are developed in a specific space.

The method has been developed in the following steps:

Figure 1. Methodology for the classification of services applied to heritage



Source: Own elaboration.

#### Preliminary results

This methodology has been applied in a specific study case within the INNOVACONCRETE project: The Zarzuela Racecourse (Madrid, Spain). Inaugurated in 1941. The architects were Carlos Arniches and Martín Domínguez Esteban. They were joined by the engineer Eduardo Torroja, a pioneer in the design of concrete shell structures. Currently, it keeps its functionality as a racecourse. The racecourse

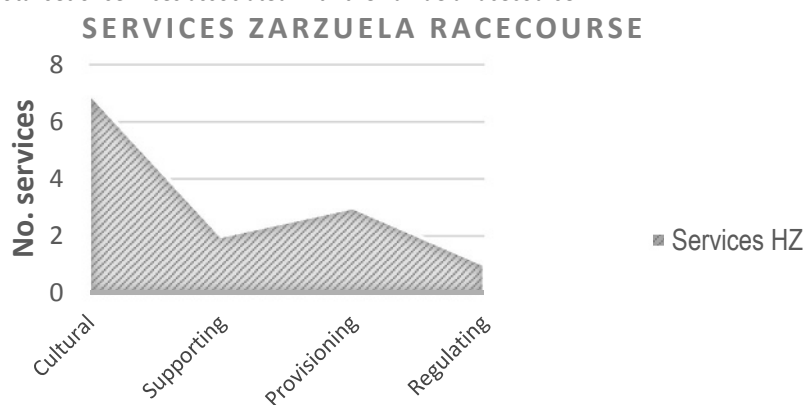
is protected as *Bien de Interés Cultural*<sup>3</sup>. As well as listing the stands and other structures for protection, the citation refers to the paddock and *pelouse* as being of interest. This building is an example where we can collect some functional aspects such as economic, social, cultural, aesthetic and architectural. The following table show the different services associated with the Zarzuela racecourse:

Table 1. Associated services with the Zarzuela racecourse.

Urban service of Zarzuela racecourse	Services CICES equivalence
<ul style="list-style-type: none"> <li>• Aesthetic and landscape</li> <li>• Identity</li> <li>• Sport</li> <li>• Stakes</li> <li>• Social recreation</li> <li>• Gastronomy</li> <li>• Stable and riding arena</li> <li>• Museum and library</li> <li>• Stores</li> <li>• Parking (secondary)</li> <li>• Administration offices of the racecourse (primary)</li> </ul>	<ul style="list-style-type: none"> <li>• Cultural</li> <li>• Cultural</li> <li>• Cultural</li> <li>• Cultural (leisure)/Provisioning (economic)</li> <li>• Cultural</li> <li>• Cultural (leisure)/Provisioning (nutritional needs)</li> <li>• Support/Provisioning (space)</li> <li>• Cultural</li> <li>• Provisioning (economic)</li> <li>• Support/Provisioning (space)</li> <li>• Regulation (administration)</li> </ul>

Source: Own elaboration.

Figure 2. Total set of services associated with the Zarzuela racecourse



Source: Own elaboration.

In this case, we refer to a system composed of large and small units that supply services. The main functions would be associated with components and processes built by man (anthropic system). Cultural services highlight above the others, being an attraction of great potential for tourist use as a cultural centre.

### Conclusions

The main purpose of this effort comes from the possibility to making more visible the greater number of benefits that cultural heritage offers to human well-being. Once it becomes visible, it will be easier the enhancement from the services it provides, following methodologies such as the use of indicators or valuation of economic or non-economic techniques. Knowing why heritage is important for

<sup>3</sup> A *Bien de Interés Cultural* is a category of the heritage register in Spain. The term is also used in other Spanish-speaking countries.

human, it will be easier to know how to value it and encourage it (i.e.: through tourism), increasing its benefits. Through the methodology applied, we have detected the need to improve the society's general perception about this kind of monuments in order to achieve its tourist enhancement. As of this study, it will be necessary to establish the specific strategies to make possible the appropriate tourist products design. The ecosystem services analysis should be considered as basis for designing these proposals.

**Contribution to the field**

The contribution of this work is to show a methodology which allows to know the range of possibilities that the alternative uses of a building have for its enhancement and its tourist use.

Subsequently, the agents involved will be able to apply their value systems and prioritize among the different uses and services, depending on the destination's goals.

**Keywords:** ecosystem services, concrete heritage, heritage, cultural tourism



Parallel session:  
**Smart destinations  
and ICT in hospitality**

Abstract 54

## Are Croatian smart cities also smart destinations?

**Nataša Slavić**, University of Rijeka, Faculty of Tourism and Hospitality Management, Croatia

**Tomislav Car**, University of Rijeka, Faculty of Tourism and Hospitality Management, Croatia

### Background and goals

Regardless the fact that there is no common definition of the smart city concept, most academic sources support the thesis that smart are the cities using technology in creating multifaceted solutions to solving urban problems. Smart tourist destinations could therefore be perceived as smart cities that utilize available information technology and other innovations in city functioning for the purpose of impacting visitors' expectations and experience.

Smart cities have attracted an extensive interest from both, science and travel industry, over the last few years. Smart city concept is in the focus of a growing number of Croatian cities as well. Therefore, in line with the topic background, specific objectives of this research are to research and determine "the level of smart" in Croatian "smart cities" – both, in relation to the resident's quality of life, and in relation to their visitors' experiences.

### Design/methodology/approach

This research uses a case study approach, focusing on Croatian cities that had participated the national award contest called "Pametni gradovi". The cities' smartness is examined in several categories of their everyday functioning. The evaluation criteria are mostly derived from official EU documents. Evaluating if those same cities are also smart tourist destinations is based on a set of criteria based on relevant academic contributions to the body of knowledge in the specific field, as identified by the authors of this paper. Although analysing all elements of city/destination smartness, the aspects of urban mobility and applications are highlighted and researched to greater detail due to their role in facilitating modern day tourism interests and needs.

### Results

There is a noticeable level of digitization and efficient management of some aspects of everyday life in studied Croatian cities (mobility, environment, people, living, government and/or economy). Nevertheless, the integration in managing all cities' subsystems smartly is still lacking in relation to the theoretical potential of the concept. There is evidence of smart approach to tourism in Croatian destinations as well (e.g. utilizing tourism applications), but there is an obvious lack of recognizing tourism as integral component of smart city in each individual city's development framework.

### Conclusions

Promoting the cities as smart requires systems approach and constant improvements in key elements of the concept. Smart tourism should be based on the smart city concept (its components) and be an integral part of it. The existing research confirms that smart tourism is a fundamental part of the smart cities, i.e. that the level of smartness of tourist destinations relates to the suitable tourism applications incorporated within the components of smart cities. As most urban settlements are (potential) tourist destinations, managing their key subsystems in a smart city manner affects total tourist experience (e.g. seamless transportation options) through implementation of innovation and available information technology tools. Based on the Croatian cases studied, tourist destinations are considered to benefit from even the partial approach to smart city concept implementation. It is believed that elements of improved quality of life of residents (smart urban space, smart mobility, smart health and living, smart society, smart environment, etc.) greatly affect their satisfaction.

Contribution to the field could be summarized to several points, such as:

- Addition to the scarce amount of research of the link between the smart city and the smart tourist destination.
- Different/additional perspective on Croatian tourism (destination) research.
- Creating a provisional checklist of smart tourist destination concept's elements.

- Better examining the role of smart mobility in tourism.
- Researching IT solutions (applications) nature and character in tourism context.

**Keywords:** smart city, smart tourist destination, smart mobility, smart tourism applications, Croatian smart cities/tourist destinations

Abstract 55

## **The influence of smart tourism on tourist destination choice: A case of City of Tshwane, South Africa**

**Munei Nengovhela**, University of Venda, Republic of South Africa

### **Background and goals**

In 2005, the City of Tshwane entered into a twinning agreement with the city of Oulu in Finland to help Tshwane become a smart city, the objective of the agreement/partnership was to facilitate skills transfer so that the city of Tshwane can more effectively implement its smart city project. In order to become an African capital city of excellence, Vision 2025 of the city of Tshwane believes it can be operationalized through the transition of the city being smart, further the vision outlines that the distinguishing features of the envisioned smart city will be, economy, mobility, environment, people and governance. Tourism is considered to be one of the largest industries world-wide, creating jobs, driving exports and creating prosperity across the globe. The industry has always been driven by innovation in technology from the introduction of steam powered engines to the rail roads. From the early 1990s, the emergence of the internet and the Information Communication Technology had a great impact on the operations of the tourism industry and the behaviour of tourists. The word 'smart' has become a "buzz" word in today society, wherein it refers to efficiency, simplicity and flexibility. The proliferation of smart technology's usage from the consumer's perspective has created drastic changes towards their behaviour. Modern tourist's demand has changed in the following ways: (1) pursuing personal travelling preferences and schedules; (2) value for time and less willingness to wait or put up with delays; (3) searching for travel-related information through the Internet; (4) booking online tickets and making room reservations; (5) making online purchases; (6) conducting price comparisons on different travel websites and (7) asking for multi-media and messaging service, all of which STTs can cater for. Such changes in behaviour warrants investigation into new technology influenced consumption patterns. The primary purpose of this study is therefore to investigate whether smart tourism technologies influence tourist's decisions to visit the City of Tshwane as a tourist destination and to what extent. The collected data is to be captured and analyzed through SPSS version 25.

### **Methodology**

The research study is quantitative in nature, cluster and simple random sampling has been best considered for the study with a sample size of 600 which is large enough for inferential statistics. The Elaboration Likelihood model is the conceptual theory to be used, however a modified one of Yoo, Goo, Huang, Nam & Woo (2016) used in the study titled *"Improving travel decision support satisfaction with smart tourism technologies: A framework of tourist elaboration likelihood and self-efficacy"*. Structural Equation modelling is to be used in order to assess the fitness of the model.

### **Envisaged results**

With the consideration of increasing usage and adoption smart devices, it will appear that tourists have developed trust and dependency on their smart devices. The results are most likely to show that tourism technologies influence the decision of tourists to visit the City of Tshwane.

### **Implications**

The current industrial revolution is the fourth industrial revolution, in which the competitiveness of organisations is highly influenced by data. However, to device plans on how such data can be harnessed requires that tourism destinations comprehend the concept of smart tourism. Prior to



such comprehension, it must first be investigated whether current smart tools such as websites and software applications are playing a role in tourist behaviour, more especially tourists' decisions to visit the destination. The city of Tshwane vision 2025 has clearly articulated the efforts the city is making to become a smart city (Tshwane Vision 2025, 2013) and as such an opportunity exists for the city to market itself as a smart destination. Prior to such positioning, it must first be ascertained that tourists visiting the city value the smart tourism concept and currently use smart tourism technologies and tools in their travels. The study is therefore useful in determining the usage and deriving some perceptual understanding of tourists visiting the city of Tshwane towards the adoption of smart tourism technologies. Such an understanding becomes critically useful in helping to define ways in which Tshwane can be positioned as a smart destination.

**Contribution to the field**

There currently lacks theoretical understanding towards the role played by smart tourism technologies in tourism decision making patterns and consumption choices. The study will then provide theoretical additions to the body of knowledge that relates to tourist and the digital economy.

**Keywords:** smart tourism, smart destination, information communication technology, innovation, tourist

Abstract 56

## **ICTs in hospitality industry: Importance-performance analysis of the small and family owned hotels**

**Daniela Garbin Praničević**, University of Split, Faculty of Economics, Business and Tourism, Croatia

**Ante Mandić**, University of Split, Faculty of Economics, Business and Tourism, Croatia

**Research background**

Technological advances are causing fundamental disrupt in the tourism industry by empowering tourism actors to form new markets, shape new services, and manage their businesses more effectively (Law et al., 2014; Sigala, 2018). They are fostering transformation of a tourism management and marketing in a way that managers are not only using technology as a tool but rather tourism markets and actors, i.e. all stakeholders, both shape and are shaped by technology (Sigala, 2017). Furthermore, ICTs are recognized as the most effective tool for boosting tourism (Navio-marco et al., 2018), with the ability to initiate the transition from monologue to dialogue between tourism supply and demand. The increasing pressure to provide more sophisticated and tailored products and to increase business effectiveness has lead hospitality business to become more reliant on ICT in various aspects of their business. The reliance on technologies throughout interoperability and inter connectivity of all network partners increasingly enabled hospitality organizations to develop their competitiveness through a better understanding of customers and market conditions and develop their decision-making process (Buhalis and Leung, 2018).

Within the hotel industry, the impacts of ICTs are mainly reflected in four major areas, namely, strategic planning and revenue management, operations, marketing distribution and communication, customer service and relationship management (Dipietro et al., 2010). In this abundance of hospitality and ICT related studies, a little attention has been given to the potentials, adaptation and specifics of ICTs within small and family owned hotels (SFH) as a unique and growing segment of the industry. This research contribute address that gap.

**Research objectives**

The research objective is to deliver the importance-performance analysis of the innovative technological solutions within small and family owned hotels in Croatia, leading southern Mediterranean destination. Moreover, the study delivers managers' and owners perception of importance and performance (IP) of proposed technologies for their SFH businesses. The aim is to identify the relevance of the ICTs and their perceived impacts on four aspects of SFH businesses, namely, (1) effectiveness, efficiency and improvement of hotel performances; (2) shaping and delivering of services; (3) cus-

tomer relationships and communication with guests; and (4) overall financial performances. In such context, the authors are primarily focused on technological innovations (innovations supported by information and communication technologies (ICTs)) which are expected to enable subsequent innovations, business processes improvement and their interconnection.

#### **Research framework**

In this research a mix method approach is applied to analyses innovations, and relevance of ICTs applications in the hospitality industry, in particular SFH. First, it is conducted a literature review to explore the concept of innovations and progress on ICTs in the hotel industry to identify critical technological solutions that might influence hotel performances. Following, it is constructed a semi-structured questionnaire and sent to 21 purposely sampled small hotel in Croatia. It used a convenience sample for pilot research (Kuo et al. 2010) to test a proposed questionnaire. The questionnaire collected (1) general information about hotel, i.e. category, specialization (unique standard, e.g. wellness and spa, golf resort etc.), is it open during the year or seasonally; number of employees and region in which they are settled; (2) attitudes toward proposed innovative solutions in hotel industry and their impacts on hotel performances; (3) individual attitudes toward fundamental limitation of implementation of innovative solutions in small hotels; individual investment in R&D; individual opinions regarding the technological innovations and their relevance for hotel industry in future. The convenience sampling took part in December and January 2019. The questionnaire was sent via Google form to hotel owners and managers. Research sample encompass 129 small and family owned hotels in Croatia, which are members of National Association of Family and Small Hotels (OMH).

#### **Findings**

The findings demonstrated the existence of significant gap between perception of the importance of specific innovations and actual hotel performances. In most cases hotel performances are rated significantly lower than perceived importance of specific innovation, which indicate that substantial resources should be better allocated in a future to address the certain gaps. Results of the conducted analysis also demonstrate the perceived importance and performance of the innovations and new technologies in SFH. Finally, the paper contributions are evident in following; it is revealed gaps within the perception of innovation importance and performances in the sample of small and family owned hotels. Secondly, the enclosed comprehensive literature review of state the art technological innovations in hotel industry and their systematization provide the theoretical framework for further research.

**Keywords:** ICT, innovations, importance-performance analyses, small and family owned hotels, mix method approach, Croatia

Abstract 57

## **The technological dimension of innovation orientation in Polish business tourism firms**

**Krzysztof Borodako**, Cracow University of Economics, Faculty of Management, Poland

**Jadwiga Berbeka**, Cracow University of Economics, Faculty of Management, Poland

**Michał Rudnicki**, Cracow University of Economics, Faculty of Management, Poland

#### **Background and goals**

Over the last decade, the significance of professional business services has increased, as recognised by business practice and academia (Muller & Zenker 2001). One of these services involves business travel (events) firms related to events like congresses, trade fairs, incentive travel and business events. All these firms deliver knowledge based on their innovative approach to clients. The innovation orientation of these firms determines their strategic directions, in which the technological dimension plays an important role. The literature review confirms that rapid advancement in ICT is moving towards a more information-based economy (Sarangee et al., 2014). A study by Rauyrueen and Miller (2007) suggests that B2B service providers also need to understand the nature and circumstances

of their customers with respect to the technological sphere. The goal of this study was to identify ICT in the business process by business tourism (events) companies within the broader context of innovation orientation of these firms.

#### **Design/methodology/approach**

To address the research questions, the qualitative method was used in the form of semi-structured interviews based on face-to-face communication. An exploratory approach was adopted to collect detailed information from experts with long business tourism experience. Based on 21 interviews in three different market segments (PCO/DMC, incentive travel, event agency) from different cities, it was possible to focus on usage of information and communication technology within the context of innovation orientation (as a key dimension in that orientation). The applied exploratory approach allowed us to discover and understand what kind of technology the companies used and in what way it allowed them to increase innovation and competitiveness.

#### **Results**

Leading Polish events companies were interviewed, with the condition that the representative (or the company) was a member of an industry association. One third of respondents had operated on the market up to 10 years and another third between 10 and 20 years. Most of the respondents, business owners aged 31-40 years, were female. Respondents were asked about the technological dimension of the innovation orientation, which was mostly understood as the use of technological solutions to introduce innovation. This topic was treated by interviewees in different ways, which was demonstrated by the use of key word (coding) analysis. The duration of functioning on the market impacts a firm's approach to technological aspects. Representatives of younger companies mostly referred to many aspects of applying technology – they mentioned dynamic changes on the market and the need to adjust present technological solutions to emerging needs and products on the market. They were also more conscious of mobile technology, cloud data usage and audio-video lighting solutions. Respondents often referred to the automation of processes that can lead to better quality and time saving. Representatives of older companies mostly referred to the significance of ICT, to ensure more rapid communication with clients and partners, but also visualisation of the prepared events. Event agencies focus more on faster communication and visualisation, and they delivered more examples of applied technologies (systems, application, services, etc.). Incentive travel agencies saw new opportunities in beacon technology, which was seldom mentioned by other types of firms. PCO and DMC were more demanding with respect to technological infrastructure and internal company systems (software). Technological infrastructure in the context of event organisation was more often mentioned by women than men – which might be surprising. Beacon technology and automation were more often mentioned in the interviews by men. If we consider the status of the experts, we can identify also some differences: owners mostly referred to beacon technology, cloud data and automation, while employees discussed more general issues like technological infrastructure, a dynamic environment and the significance of ICT, but they also mentioned the importance of and trend towards client personalisation.

#### **Conclusions**

Knowledge-intensive business services in the area of event organisation are very rarely researched with a focus on innovation orientation. This study refers to the one of the most important dimensions of this orientation – the technological aspect. The companies included in the study represented key stakeholders in this industry nationwide, which allowed us to gain a deeper understanding of this topic. All firms have to monitor technological changes, but they also have to follow these trends and changes on what is a very dynamic market. The results show that companies are up to date with the technological changes and pay attention to the potential benefits delivered by technology in introducing innovation on a company and industry level.

#### **Contribution to the field**

This research sheds new light on the usage of ICT by event firms within the framework of introducing service innovation. It provides a broad understanding of the kinds of technological applications that

are used and what aspects of running a business enable this technology to play a significant role. The differences between firms from researched market segments confirm that ICT is a specific asset that is used in various ways. Interviewees confirmed that these solutions should be adjusted to market conditions and client needs. This study is in line with studies from other industries of business services in which technological (as ICT) usage correlated with the firm's development (Vaughan, 2004, Vaughan & Romero-Frias, 2010).

#### **Research limitations**

This study was constructed to deliver explanatory data concerning the technological aspects of innovation by knowledge-intensive business event services. There are some limitations to this study with respect to geography (a study conducted in only one country without the possibility of comparison with other countries). Another methodological limitation of this study is the application of only one method in the form of interviews without the inclusion of case studies or a netnographic analysis of these technological changes.

**Keywords:** business tourism, events, technology, innovation orientation, kibs, interview.

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Abstract 58

## **The impact of blockchain technology on tourism intermediation**

**Sara Melkić**, Institute for Tourism, Croatia

**Nevenka Čavlek**, University of Zagreb, Faculty of Economics and Business, Croatia

#### **Background and goals**

Contemporary tourism has undergone many changes in the last decade, mainly due to expansion of the new technology. The use of new technology has had more positive than negative impacts on tourism, but none of them triggered a radical change. Blockchain technology has been one of the most discussed topics especially after 2016. Blockchain (chains of blocks) technology represents digital information or list of records (blocks) stored in a public database (the chain) and linked by cryptographic method. It is an immutable time-stamped series record of data in a P2P network computing system that is distributed and managed by clusters of autonomous computers, not by trusted authority or central server (intermediary). This openly distributed digital ledger in a self-organization decentralized system records across many computers public transactions from anonymous parties. Therefore, the transparent automatic independent system protects and transmits confidential data smoothly, safely and efficiently. Except digital trust and manipulation immunity, it provides multifunctional data support, therefore, the technology can be used in multiple segments among tourism intermediaries. Even though it is still somewhat unfamiliar, it is a form of technology which has a great potential to cause a revolution in traditional business activities. The phenomenon has been recognized by many large tourism stakeholders and travel agencies owned by some of the biggest tour operators and technology-oriented companies. Such fast changes require even faster adaptations of all tourism intermediaries and this is challenging because most of stakeholders are not familiar with the role,

importance, use and impact that blockchain technology has on tourism intermediation. Therefore, in this paper the authors will try to provide answers to some questions and doubts regarding the theory of blockchain technology in tourism intermediation, (its impacts on the implementation and potential positive and negative sides of its use, strengths, weaknesses, opportunities and threats). The main aim of the paper is to present a SWOT analysis of blockchain technology implications on tourism intermediation. Furthermore, as trends are dynamic and evolve rapidly the topic becomes particularly challenging for scientists in bridging practice into theory.

#### **Design/methodology/approach**

For a better understanding of blockchain technology used by tourism companies, secondary data were obtained through a thorough literature review and from other available data sources. This created a necessary general theoretical background through a semi-structured SWOT analysis. This qualitative analysis is focused on all potential impacts that blockchain technology might cause on activities undertaken by all participants in tourism intermediation.

#### **Results**

The results show that some changes will affect only some participants in the distribution channel of tourism intermediation. On the other hand, some changes will be common among all participants. Therefore, SWOT analysis shows that everyone will face various challenges in its implementation (business internationalization and automation, greater transparency and security, distributive real-time synchronization and interaction, new business models...). All these positive and negative changes should be considered seriously in the phase of its implementation.

#### **Conclusions**

Blockchain has a great potential to bring about revolutionary change in traditional business of tourism intermediation. Although the use of this technology is still in an initial stage of research, it may result with radical changes in business processes and activities in the entire tourism system. Therefore, it is crucial that tourism research takes a proactive role in helping all stakeholders to better understand what the new technology offers to them and where are the major challenges. Rapid changes require faster adaptation. Tourism intermediaries are still in the position to choose whether the blockchain technology will be their partner or will become their major threat.

#### **Implications**

Despite the extensive media coverage of blockchain technology in general, the understanding of potentials and its possible implementation in tourism, as well as its impact on tourism stakeholders will be a great challenge for both, IT specialists and tourism intermediaries. As IT experts are not specialists in tourism field and vice versa, the cooperation between them becomes condition sine qua non. This paper adds to better understanding of necessary steps towards common theory.

#### **Contribution**

Although blockchain is identified as a challenging and explorative field of study, there are almost non-existent in the field of tourism intermediation for better theoretical understanding. This research is one of the first that deals with the impact of blockchain technology on tourism intermediation, focusing on theoretical and practical issues. This theory-based paper contributes to a better understanding of this phenomenon, opens a wider debate of its importance and raises the awareness for further research.

#### **Research limitations**

The main limitation of this study lies in the hypothesis that blockchain technology will succeed and will be disruptive as predicted by futurists. Therefore, the paper is based on an overall assumption and it cannot be compared with previous studies. Additionally, it is written by experts in tourism field without specific IT knowledge.

**Keywords:** blockchain technology, tourism intermediaries, business evolution, SWOT analysis

Parallel session:  
**Tourism for all: New directions**

Abstract 59

## **Expenditure patterns of students at tourist attractions in Vhembe District municipality**

**Magdeline Malesini Maombe**, University of Venda, Republic of South Africa

**Ndivhuwo Tshipala**, University of Venda, Republic of South Africa

**Tondani Madzunye**, University of Venda, Republic of South Africa

### **Aims, methods and findings**

Tourism demand is mainly measured in terms of tourism arrivals and departures, tourist expenditures and receipts. Further variables commonly used in the literature are travel exports and/or imports, tourist length of stay, nights spent at tourism accommodation. This study aims to analyse expenditure patterns of students travelling to attractions around Vhembe District Municipality (VDM). It focuses on how much students spend when travelling and when they are on attractions. The researcher decides to use a descriptive approach and will employ a quantitative research design. A sample of 600 participants will be selected using convenient sampling method from University of Venda, Vhembe TVET College and Limpopo College for Nursing (Vhembe campus). Data will be collected at three major institutions of VDM using selective method. To analyze data the researcher chooses descriptive analysis-mean, standard deviation, frequencies and percentages. The findings of the study will provide a clear understanding of student travelers spending power. This study will provide a literature foundation that will describe the behavior and norms of students' expenditure patterns at Vhembe District Municipality.

**Keywords:** expenditure patterns, spending behavior, student travelers, tourist's attractions

Abstract 60

## **A critical analysis of the possibilities to include persons with disabilities in tourism in Croatia**

**Zvezdana Hendija**, University of Zagreb, Faculty of Economics and Business, Croatia

**Anđela Vuković**, University of Zagreb, Faculty of Economics and Business, Croatia

### **Background and goals**

Although all people were given the right to dignity and equality as established in the UN Declaration of Human Rights immediately after World War II, it was not until the early 1980s that UN's experts began to point certain marginalized categories of the population, which is discriminated from their rights due to their physical and/or mental impairment. It took the UN over half a century to adopt its Convention on the Rights of Persons with Disabilities (2006). Other organizations, associations and individuals then recognized the needs and potentials of such category of the population and society's treatment began to change radically. This process was led by the European Commission of the European Union (EU) and UNWTO because one of the rights such persons had been denied is the right to participate in tourist travels. The potential of this specific segment of demand has been recognized in tourism and this particular form of tourism was titled *accessible tourism*. Since the beginning of this millennium, the EU began to co-fund special programs in tourism designed for such persons and the relevant tourism supply has improved to include facilities, equipment and staff training tailored to their needs. Theoretical aim of the paper is to identify specific requirements of accessible tourism development on the side of tourism supply but also the characteristics of this particular demand segment of tourism market. Despite the generally positive attitudes towards persons with disabilities in society, in particular in the EU, this form of tourism is not developing at the same rate in all EU Member States. Thus, practical aim of the paper is to demonstrate different stages of accessible tourism development in the EU. Furthermore, this paper aims to underline the importance of accessible tourism development in Croatia seeing that this particular demand segment has been much more ignored, marginalized and insufficiently included in tourism activities

compared to most EU Member States. Moreover, the paper aims to identify the main limitations to the development of accessible tourism in Croatia.

#### **Design/methodology/approach**

Secondary data analyses were used to compare stages of accessible tourism development in EU Member States as well as to identify characteristics of tourism travels of people with disabilities in the world, the EU and in Croatia. Furthermore, primary research has been conducted in two phases. First phase included the method of semi-structured interview where 9 persons with disabilities have been questioned. Those were the persons from Zagreb, Varaždin, Velika Gorica and Mursko Središće. Despite the fact that it was an anonymous participation in the research, the main research obstacle was to persuade the potential research participants to agree to an interview. The sample included heterogeneous group stratified along the lines of different physical disability (sensory or locomotory impairment), education and different economic and social status. Qualitative content analysis was applied to the transcripts of interviews through several phases of coding (open, focused and finally axial coding by establishing relations between certain categories). The second phase included semi-structured interview with the owner of the travel agency, which is currently the only tourism intermediary in Croatia specialized for the organization of travel for persons with disabilities. Methodology used in the research included descriptive methods, analytical and comparative methods, qualitative content analysis methods, and descriptive statistics.

#### **Results**

The research revealed that the main barriers to the development of accessible tourism in Croatia were financial in respect of demand, but also physical, even more so as tourism supply is insufficiently adapted to this demand segment. The financial barriers stem from the poor social and economic status of persons with disabilities and physical ones from insufficiently adapted transportation infrastructure and accommodation facilities within tourism destinations in Croatia.

#### **Conclusions**

Identifying the main limitations to the development of accessible tourism in Croatia will highlight the necessary development improvements in the tourism infrastructure, the need to train tourism professionals in this field and to otherwise adapt the tourism supply in this market segment. This is important not only for the inclusion of as many domestic tourists with disabilities as possible, but also foreign ones, seeing as this international demand segment is already showing dynamic upward trends. The development of accessible tourism in Croatia represents certain level of state awareness towards general social responsibility and differ Croatia from other tourism markets.

#### **Implications**

The results of the analysis should be used to stimulate the travel of people with disabilities in Croatia.

#### **Contribution to the field**

Since 2006, the international scientific research on the topic has been intensified in various fields, including tourism. However, such studies in Croatia are still rare, which presents the main scientific contribution of this paper.

#### **Research limitations**

The future research should expand the sample to include a larger number of respondents diversified by other categories of people with impairments (e.g. blind and partially sighted persons, deaf people, etc.).

**Keywords:** persons with disabilities, accessible tourism, barriers to accessible tourism development, Croatia



Abstract 61

## **The bubble saver: An (unintended) example of the use of experience economy to further public health policy and behavioural changes**

**Steve Butts**, University of Plymouth, United Kingdom

### **Background**

The theory and application of the principles of the experience economy are well rehearsed in the academic and industrial tourism-related literature since its introduction by Pine and Gilmore in 1998, and has of course also been utilized across a range of areas, from festivals to virtual reality. Indeed, even the higher education sector in much of the world seems to have embraced the experience economy as a means of recruiting, retaining, and ensuring that students have a positive experience. However, there has been a limited extant focus on how the experience economy can be applied in the policy arena, particularly in relation to public health initiatives and interventions, whereby a variety of traditional, information-led educational, and more laterally nudge theory approaches, have been applied as a means to encourage behavioural change from tourists and residents.

### **Results**

This paper provides an overview of how the principles of the experience economy have been, intentionally or otherwise, applied to educate and mitigate risk taking behaviour and health handouts amongst both tourists and residents. It considers both live and the increasing use of virtual experiences as a means of encouraging health-related behavioural outcomes. Analysis of a specific historical experience economy example, the “bubble saver,” that utilised live and virtual realms amongst those who identify as gay male, trans and bisexual residents and visitors in Amsterdam during the AIDS epidemic of the 1980s to evoke safer sex behavioural change will be provided.

### **Methodology**

In terms of methodology for this paper, an ethnographic approach was followed that involved interviews with those who developed and implemented the “bubble saver” experience economy based intervention, as well as a review of the virtual footage available from the time.

### **Contribution to the field**

This paper contributes to the broadening of the learning around the historical, sometimes accidental, yet highly influential activities that fall within the realms of the experience economy in the public health and policy arena for tourists and residents.

### **Conclusions**

The paper concludes by suggesting there is a clear opportunity to further develop, both within the literature and in practice, the application of experience economy-based activities to further policy outcomes, in this case those specific to health-related interventions.

**Keywords:** experience, health, behavior, tourism

Abstract 62

## **Can voluntourism become a chance for development of underdeveloped areas of Croatia?**

**Lana Brezak**, Edward Bernays University College, Croatia

**Romana Lekić**, Edward Bernays University College, Croatia

**Izidora Marković Vukadin**, Institute for Tourism, Zagreb, Croatia

### **Background and goals**

It is a time for developing new concepts of doing business which would reduce problems caused by preferably profit oriented market of mass tourism with negative effects to environment and nature, and not to increase them. Voluntourism as a holistic form of tourism is an ideal match of traveling

and volunteer work, which takes into account ecological problems and is developing in line with the society needs. Volontourism encourages tourists who do not want to be only passive observers (Wilson, 2015), but prefer active participation, connection with other people and understanding cultural differences from a new perspective (Wearing, McGehe, 2013). Studies have shown that people usually feel the enthusiasm for work (Csikszentmihalyi, 1982; Dean, 2009, according to Olčar, 2015). Active leisure is characterized by high motivation and cognitive engagement, but below average goals and investment in activity. That is why it is important for public and private sector institutions to recognize the importance of an innovative and ever-present form of tourism in the world tourism market- volunteerism which, according to the concept of sustainable community development, connects all its stakeholders: local government, profit and non-profit sector. Volunteers expect an experience that is beneficial to them and the community they are visiting, which is why volunteering is considered transformative as it involves educated tourists. A high-quality volunteering model contributes to the development of volunteering and tourism in the tourist destination, the well-being and improvement of the quality of life of the local population, and the competitiveness of the tourist offer of the destination. Given that the priority in developing volunteer engagement should be the needs of the local community, not the needs of the volunteer or travel agency, the goal is to create a sustainable program with a more lasting positive impact on the local community and space, especially in underdeveloped regions. Volontourism is a new research problem addressed by a smaller number of authors so far (Benson, 2015; Foller-Carroll and Charlebois, 2016; Rattan, 2015; Sujarittanonta, 2014; Wilson, 2015) and therefore there is a methodological limitation in the theoretical rationale for the topic. This work has an aim to investigate volontourism as an innovative form of tourism, its activities that could influence destination positively, and contribute to its sustainable development.

#### **Design/methodology/approach**

The methodological framework of this paper required extensive and detailed research since the concept of volunteerism is still underdeveloped in Croatia (Dukić, Ateljević, and Tomljenović, 2017), and the concept of volunteer tourism development in Europe and the world is still not emphasized in scientific papers. Theoretical framework is based of available secondary data sources. Primary data was collected through extensive qualitative research, the implementation of in-depth interviews with members of NGO-s active in tourism, tourism specialists and academics.

#### **Results**

Analyzing the respondents' answers, it is established that, apart from very rare cases based on enthusiasm, there is no major shift in the development of volunteerism in Croatia, and the reasons are multiple. Given that volontourism is a completely new term in Croatia, it is difficult to motivate participants at the beginning of implementing a new form of tourism. On the one hand, there is a high level of interest for development od volontourism from civil society organizations, and a weak response from the tourism sector and local authorities without which volunteerism cannot develop. Due to the unequal interest in the development of this form of tourism in Croatia, it would be marginal for the time being and could not have a substantial positive impact on regional development. Respondents believe, that for the successful development of a volunteer camp in Croatia, old and abandoned buildings should be revitalized for the purpose of being converted into volunteer camps in order to create a national network which could have a wider impact on economic development of regions. In spite of results showing status of undeveloped volontourism in Croatia, there are examples of good practice and successful development of this type of tourism in Europe and worldwide, which are presented in this work, and which could be an example and stimulate the development of a new tourist product in Croatia. An example of good practice in Croatia is the town of Nin, which has for 7 years been working with volunteers and biologists in the Solana Nin area, where they provide education. They participated in a project of European bird count for the purpose of informing tourists and promoting the biodiversity of salt and lagoons. DMO Nin is a good example of a successful initiative that has inspired and motivated the local community and visitors to Nin. Through volunteer tourism, TZ Nin has transformed itself into a tourism destination organization that has initiated eco-centric awareness. Results of the research showed that numerous obstacles for developing of volontourist

camps in Croatia still exist, and they are: lack of accommodation availabilities and capacities, lack of regulations, administration obstacles in sector of traveling organization, lack of subvention for this type of tourism and lack of cooperation between potential shareholders of this alternative form of tourist supply.

#### Conclusions

Croatia has the potential to develop volunteer tourism as one of the new alternative tourism products that aims to transform individuals, but also society, and provide incentives to act for the benefit of the community. Combining volunteerism and tourism would contribute to the development of the local community by implementing meaningful projects aligned with the needs of the community on the one hand and the interests of volunteers on the other. Benefits of setting up volunteer camps would be to foster creativity, innovation and imagination of trainees, develop environmental awareness, critical thinking and environmental responsibility, understand the problems of modern society such as the nature of capitalism, materialism and consumerism, and then adopt sustainable lifestyles in line with nature, and fostering eco-centric awareness, a culture of collaboration, understanding, togetherness, tolerance and communication among people.

#### Contribution to the field

Most of papers on voluntourism deal with the impact of this form of tourism on the volunteer tourists themselves or the echoes of volunteer tourism on parts of the community. There is a lack of work addressing the impact of volunteerism on the region, in terms of economic and social benefits. This paper will attempt to provide answers on a wider range of influences of volunteerism.

**Keywords:** sustainable development, voluntourism, altruism, region

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Abstract 63

## Tourism for all: Development potentials for inclusive and accessible tourism in Croatia

**Damir Krešić**, Institute for tourism, Zagreb

**Izidora Marković Vukadin**, Institute for tourism, Zagreb

**Josip Mikulić**, Faculty of Economics and Business, University of Zagreb/ Institute for tourism, Zagreb

#### Introduction

Social tourism is a relatively novel concept in tourism theory and practice, and although the phenomenon of social tourism was recognized as early as the 1950s (Hunziker, 1951), this topic has until recently been somewhat neglected in the scientific and professional public. The main reason for this was the prevailing attitude that the tourism product represents a luxury good and that, accordingly, this product should not be available to persons with low discretionary income nor to other socially

disadvantaged groups of people. However, over the last twenty years, there has been a change in the dominant social paradigm and the affirmation of postmodern social values that promote dignity, emancipation and social inclusion of all individuals in society. Within the process of changing social values, social exclusion has been recognized as one of the key problems of modern society, and tourism has been recognized as one of the possible ways to increase social cohesion.

Having in mind the fact that tourism should not be the exclusive privilege of the people with high level of discretionary income, it comes as no surprise that the right to travel is considered to be one of the basic human rights (Article 24 of the UN Universal Declaration of Human Rights). Therefore, social tourism is often referred to in the scientific and professional literature as “tourism for all”, or a tourism that is accessible to all and free from obstacles. The need for greater affirmation of social tourism is also recognized in the Tourism Development Strategy of the Republic of Croatia until 2020 (NN 55/2013), where social tourism is defined as one of the forms of tourism that needs to be more intensively developed in the future. This paper will try to answer the questions which are the necessary prerequisites for the development of social tourism in Croatia and what are major determinants of the social tourism successful development.

#### **Methodology**

In order to gain a better understanding of the current level of social tourism development, in-depth interviews were conducted with associations and organization which are conducting activities that could be classified as activities from the domain of social tourism. This applies primarily to activities related to socially vulnerable and disadvantaged groups of people, including children, young people, pensioners and persons with disabilities. Data collected through in-depth interviews were analyzed in order to determine specific characteristics, wants and needs of different socially marginalized groups when it comes to travel and tourism and, subsequently, to determine if travel and tourism can improve their social inclusion.

#### **Results**

The interviews primarily highlighted benefits for (1) users of tourism products and services in the field of social tourism, (2) for receptive areas (tourist destinations) and also for (3) tourism companies providing this type of tourism products and services. Some of the main benefits include the possibility of equal participation in tourism activities and the exercising the fundamental human right to rest and leisure, escape from the stress of everyday life, improving the overall quality of life, personal development, learning about new cultures and customs, learning opportunities, personal growth and development and increased social interaction and social inclusion.

The study found out that social tourism in Croatia is still in the early stage of development and that it is not possible to talk about developed network of facilities intended exclusively for this form of tourism. Another problem is inadequate infrastructure aimed at social tourists, the lack of public awareness about the importance of developing this form of tourism and poor legislation which is regulating accommodation and other tourism facilities for disabled persons. For example, although national legislation requires that persons with reduced mobility must be provided with unimpeded access and movement when reconstructing and constructing buildings, most buildings still have a number of obstacles, both within and around the facility. The Croatian Association of Paraplegics and Tetraplegists points out that only 48 hotels in Croatia have facilities adapted to persons with disabilities, and also recognize a number of barriers in public and open spaces. Finally, the lack of common sales and marketing channel, that would integrate the entire offer of social tourism in Croatia, is also recognized as a major obstacle to social tourism development.

On the other hand, a significant advantage in providing social tourism services is a tradition in social tourism that has been inherited from socialist era, and the corresponding existence of a number of state-owned facilities that can be converted for the purposes of social tourism, for which the interest has been expressed both by the Ministry of Tourism and by local government. Another advantage is the existence of several well-organized NGOs which are catering for the needs of different disadvantaged social groups (children without parental care, retired and elderly persons, persons with disabilities etc.) which have expressed high level of enthusiasm regarding the social tourism development.

**Conclusion**

It can be concluded that in Croatia there are a number of advantages and opportunities but also several obstacles that should be solved in order to successfully develop social tourism, so it can become a competitive tourism product. It is important to emphasize that the support of public authorities is crucial for the successful implementation of all measures, programs and initiatives aimed at the development of social tourism. Provided that social tourism development receives institutional support, it has the potential to become an important vehicle of social inclusion while providing significant economic benefits to social tourism service providers.

**Key words:** social tourism, tourism for all, Croatia, potentials, revitalization

Parallel session:  
**Community roles and  
attitudes in VUCA world**

Abstract 64

## **The local communities' perceptions on the role and benefits of tourism in the protected areas: A case of the Kruger national park**

**Rofhiwa Khashane**, University of Venda – University Road, Republic of South Africa

### **Background and aim**

Tourism is poised to play a greater role than ever before in terms of job creation, empowerment and economic growth, both on the global stage and in South Africa. In relation to this, in 2011, the tourism sector, worldwide, supported 258 million direct, indirect and induced employment opportunities. Community participation should be considered necessary to obtain community support, and the acceptance of tourism development projects, in addition, helps ensure that the benefits (employment and/or entrepreneurship) are related to the local communities' needs. The main aim of the current study was to analyse the local communities' perceptions of the role and benefits of tourism in the protected areas concerned, which were approached on the basis of surveying the local communities.

### **Research design**

The research design method selected used the quantitative approach from which to derive the descriptive statistics required. A non-probability, sampling approach was used to collect the data. The study was conducted in two villages, Ka-Mhinga and Ka-Matiani, adjacent to the Kruger National Park.

### **Results and conclusions**

Based on the results obtained, the surveyed community members of Ka-Mhinga and Ka-Matiani shared the same feelings regarding the broader communities' participation in, and decision-making control of, the tourism operations in the area. The female respondents agreed significantly more strongly with the aspects that impeded the perceptions of the benefits of tourism than did the male respondents. Such agreement probably indicates that the female respondents suffered more detrimental consequences from tourism than did the male respondents. The respondents from the two villages who perceived themselves as having been excluded from the managerial decisions taken agreed significantly more strongly with the exclusion factor than did the respondents who perceived themselves as having been included in the management decisions regarding the protected areas.

**Keywords:** tourism, protected areas, communities' roles and benefits, tourism development, Kruger National Park

Abstract 65

## **An enquiry into community capacity for destination building for Himalayan tourism**

**Syed Asghar Mehdi**, Mewar University, India

**Syeeda Khatoon**, M. M. H. College, India

### **Background**

Today tourism is the largest service industry and widely used as an instrument of growth of national income, poverty alleviation, tourism infrastructure development and employment and human resource development. Asia Pacific is slated to be the most preferred tourism regions of world; whereas India and China are the rising nations on the global tourism front. China with its world ranking of 2 in terms of Travel and Tourism's Direct Contribution to GDP and India is at 9<sup>th</sup> rank, all above the world average (Travel & Tourism Economic Impact: India, 2017). The forecasts in tourism sector in the subcontinent do point to rapid growth in tourism along with the heavy expected shortfall in trained human resource requirements for Capacity build-up. Conceptually speaking, capacity building for the shortage should go together with community driven long term growth at the destinations. Such the development of human resources capacity and employing in the local environment shall be the

sustainable growth. An overview of tourism and its impressive ability to impact local communities and global challenges demonstrates that when people join together to act collectively they are a powerful force for change. Thus, Community Capacity Building is the continual flow from potential to ability. Tourism, the people centric sector, is witness to the growth in the countries and destinations where right kind of tourism capacity planning has been done along with the other infrastructural tourism development. Thus an involvement has to be made in the capacity development of both product and human resource. The tourism planning is said to be complete stage once it strategically and concretely fills the human resources capacity building at all the stages of any industry activities. Taking the example of India with its 68% population (Indian Census, 2011) still residing in rural India, it offers the vast possibilities of rural economic development and at the same time upsetting the capacity building modelling for nearly two third of the country. Recognizing the important role of the local and private sector in sustainable tourism management, the local involvement both in creating infrastructure, managing them and carrying out diverse activities connected to tourism on certain minimum service standards shall only strengthen the management of sites and establish the connect that augment the livelihoods of local communities. To ensure that the local communities get their share in the economic benefits generated by tourism development, it is important that any such development is community driven both in terms of Capacity building in identified areas to include entrepreneurial skills to the extent of tourism product/ services development locally. Such the Community driven economic development should in turn aim to improve their quality of life of local community connected with tourism. Community-based approaches to tourism development incorporate number of uniqueness. Tourism projects and entrepreneurial initiatives at the first place have to be developed in ways that benefit local people, particularly the most disadvantaged. The projects have to include capacity building and skills training for local entrepreneurs and others who wish to work in the tourism industry. The local businesses should be integrated in the value chains of the tourism industry so that they can benefit from stable demand. Capacity building, infrastructural creation/ networking and promotion must go hand in hand to ensure success. The economic potential tourism holds for many Himalayan communities is evident. The people in the Himalayan regions in the country have limited possibilities for generating income. The agriculture, forestry and animal husbandry are limited resources for local economies, which are challenged with limited terraced lands, harsh weather conditions, and low market competitiveness. The diversification of livelihoods becomes a necessity for Himalayan households. As urbanization grows, the appeal of travel and tourism continues to expand. The greater appeal leads to greater search of destinations with better accessibility and hospitality of the local environment for the holiday makers to cherish. Such the growth shall naturally lead to converging the curiosity of tourists and the wishes of local stakeholders. This convergence need to be genuinely developed with adept planning so that it remains equitable and sustainable. Tourism development in mountain regions depends on many factors: accessibility and attractiveness of destination, professionalism of local businesses and hospitality structures, availability of human and financial capital, etc. Often there is insufficient will to create the infrastructure needed for reaching sites or generating the capacity for accommodating visitors to carry back their best of experiences.

**Study aims and analysis**

This study is focused on and aims to inspire both the planners and practitioners to move towards sustainable long-term tourism development in Himalayan regions, benefiting local communities while inspiring visitors from around the world. It is hence imperative to determine the need of community capacity building for tourism development both in terms of new tourism product (or destination) development as the generic need of the Himalayan community including that of Pithoragarh and readiness for capacity building for the sector. Until recently, the concept of community capacity building has been more theoretical than being put to practical use for its feasibility measurement. It is postulated that, community capacity building has a direct effect on tourism development. Thus the understanding the level of community capacity in terms of types of tourism activities can help local communities for future planning to achieve sustainable tourism development. The objectives



of the enquiry of these kind, is to support and promote sustainable tourism infrastructure, facilities and products in one of the untapped tourism zones of Uttarakhand State through Local Community Involvement into the capacity building analysis for the sector. The study chooses the Kumaon Himalayan administrative district of Pithoragarh. Pithoragarh district, the easternmost Himalayan district in the North Indian Himalayan State of Uttarakhand, is one place that has higher rural population (85%) much higher than the national figures (68%), comprising of 1572 inhabited villages. The entire district is naturally endowed deeper inside the Shivalik ranges with snow capped peaks of high Himalayan mountains, numerable passes, interconnecting valleys, high altitude alpine meadows, forests, waterfalls, perennial rivers originate from the lofty Pithoragarh mountains, and highly trekked glaciers. The flora and fauna of this area has rich ecological diversity. Pithoragarh is a treasure house for visitors, mountaineers, botanists and at the same time for religious minded tourists. Pithoragarh has charming & enchanting communities celebrating number of festivals and religious ceremonies with great fanfare & devotion with greater number of fares that can add to the everlasting experience of any visitor. The study delves into the deeper analysis on the capacity build-up, collecting information largely from the rural environs and less than one fourth from the urban environs of the Pithoragarh town; as the aftermath of practical involvement into tourism activities in one of its villages, Chera. The enquiry very well corroborates the practical involvement of local community capacity building in developing the tourism of the destinations.

**Keywords:** Himalayan tourism, Community Capacity Building, tourism development, tourism product

Abstract 66

## **Factors creating attitudes of population toward tourism development in Bosnia and Herzegovina**

**Marijana Galić**, Federal Institute for Development Programming, Bosnia and Herzegovina

**Lejla Dizdarević**, University of Sarajevo, Bosnia and Herzegovina

**Almir Peštek**, University of Sarajevo, Bosnia and Herzegovina

### **Background and goals**

The most of the economic theories argue that tourism represents significant economic sector and that, as a driver for developing every country, it has enormous capabilities. Human capital, i.e. population, is surely the most important resource for the development of this sector. The attitudes of population, the local community, are considered to be important factor in the process of tourism planning and development of destination. Thus, this paper aims to explore the factors that have an impact on attitudes of population in Bosnia and Herzegovina towards development of tourism.

### **Design/methodology/approach**

For the purpose of this research, a principal components analysis has been applied. This method identifies and compose variable that are correlated and synthesizing a set of uncorrelated information (variable), so called principal component. Extracted factors contain are those common elements, or latent ones, that are the foundations of inter-collinearity variables. For the purpose of a better understanding of tourism attitudes, the results obtained through an empirical online research conducted on a random sample (N=677) have been analyzed. Based on particular data used to measure attitudes toward tourism development, a factor analysis has been conducted.

### **Results**

Two factors have been identified for the further analysis and they explain nearly a half of dependent variable variance, i.e. two independent variable variances defining the level of supporting the tourism development by population. One factor refers to such variables that are closely linked to positive co-linearity with a set of information on tourism as an engine of a local development. Based on this, factor one might be called *tourism driver of socio-economic development*. Factor two refers to a set of information that has had positive co-linearity with the variables describing the standings of population as a negative impact of an uncontrolled development of tourism. Therefore, the factor might be defined as *unplanned development of tourism produce collapse of the local community*.

#### **Conclusion**

Respondents in general have positive attitudes towards tourism development. However, among the respondents there are some who show a higher level of closeness towards new cultures and find that the development of tourism contributes to a series of negative effects within the society, infrastructure and also within socio-economic indicators.

#### **Implications**

From the aspect of creating developmental policies in tourism, this analysis is particularly important. Due to many factors defining attitudes and intentions, population should be considered as a very important resource. Openness or closeness of population, their accepting of different cultures and new trends is particularly significant because it influences the perception of tourists about a country as one of the fundamental assumptions for development of tourism.

#### **Contribution to the field**

The paper is one of the first that deals with this issue at the territory of Bosnia and Herzegovina what hopefully will establish the valuable ground for further research of the topic of attitudes and factor analysis of attitudes host community hold toward tourism development in Bosnia and Herzegovina.

**Keywords:** attitudes of population, tourism development, Bosnia and Herzegovina, socio-economic indicators

Abstract 67

## **Insights into differences in residents' attitudes: Tourism impacts and support for future development**

**Daniela Soldić Frleta**, Faculty of Tourism and Hospitality Management, University of Rijeka, Croatia

**Dora Smolčić Jurdana**, Faculty of Tourism and Hospitality Management, University of Rijeka, Croatia

#### **Background and goals**

Given the continues changes in tourism demand and consequently tourism offering, particularly when many destinations are facing the challenges connected with negative tourism impacts (i.e. overtourism), more and more researches are focusing on the local residents' attitudes regarding tourism. Tourism development generates various economic, socio-cultural and environmental (positive and negative) impacts on the host community (Lee, 2013) and therefore, can potentially affect residents' living standards (Andereck & Nyaupane, 2011). By evaluating these impacts, local residents develop their attitudes toward tourism and its future development. It has been widely recognized that residents are playing essential part when tourism development is concerned and that their support is imperative for the tourism destination sustainability. In order to be aware and to be able to anticipate, timely intervene and thus achieve greater support for tourism and a long-term sustainability, it is very important to understand the residents' attitudes towards tourism impacts and its future development. For that purpose, this study investigates the differences in residents' perceptions of various tourism impacts as well as their level of support of future tourism development by their status (being employed in tourism, in other industries or other: students, unemployed). The objective was also to find out in what way those perceptions influence the residents' level of support for future tourism development. County of Istria is chosen as a research area since it is hosting the highest number of tourists in Croatia. In 2018, Istria registered 4.3 million arrivals and 26.2 million nights which make 29.2% of the total overnights in Republic of Croatia. Moreover, these numbers are increasing every year, i.e. in 2018 compared to the year before, there were 5.6% more arrivals and 3.0% more nights registered in this county.

#### **Design/methodology/approach**

An on-site survey approach was used to collect data from Istrians. Data were collected in the period from the November of 2017 until January 2019. The questionnaire items were adopted from several previous studies (Meimand et al. 2017; McGehee and Andereck, 2004; Yoon et al. 2001). For the data

analysis (a sample of 865 respondents) SPSS for Windows 25.0 was used. In order to test are there any differences between the attitudes and perceptions towards tourism between those who are working in tourism, those who are working in other industries and others (students, unemployed and retired), the sample was divided into three groups accordingly. Data analysis include descriptive statistics, reliability test, ANOVA and regression analyses.

#### **Results**

The results showed that there are statistically significant differences in perceptions of economic, sociocultural, environmental and overall tourism impacts between the groups. Additionally, it was found that those who are employed in tourism and those who are employed in other industries share the same level of support towards future tourism development while others have significantly different attitude in comparison to those who are working in tourism. Respondents working in tourism are those who are expressing strongest support for future development, while the students, unemployed and retired residents tend to be less supportive. Nevertheless, the results also suggest that, in general respondents perceive economic and socio-cultural impacts to be positive, while the environmental impacts are perceived to be negative. Regression analyses results indicate that in all cases, the perceived positive economic and sociocultural impacts are significant predictors of residents' support towards future tourism development while environmental impacts have no significant impact on it.

#### **Conclusions**

It can be concluded that the local residents are generally supportive when it comes to future tourism development in Istria, but this level differs among different groups of residents and it is influenced by the residents' perceptions of tourism impacts. Thus, the residents who perceive economic, sociocultural and overall tourism impacts to be more positive, tend to stronger support future development, no matter their status of being employed in tourism or not. In addition, residents have shown some concerns about environmental impacts of tourism, but at the same time these don't influence their support for further tourism development.

#### **Implications**

The results support the necessity of awareness to all destination stakeholders about the accruing long-term benefits to them personally as a consequence of tourism development, all in order to obtain their support for tourism and maintain its sustainable development. Therefore, the insights into differences in residents' attitudes and their perceptions are of great use for local destination management that can use them as a basis for their future tourism planning.

#### **Contribution**

The main contribution of this study lies in the insights into the attitudes regarding tourism impacts of different groups of destination stakeholders as well as into their support for its future development, since this approach hasn't been used so far.

#### **Research limitations**

Although this study results are in line with the results of previous researches, the main limitation lies in the fact that the study is restricted to the county of Istria and that should be taken into account when discussing the results.

**Keywords:** residents, tourism impacts, support, Istria

Abstract 68

## **Residents' attitudes towards the impacts of tourism: Case from Croatian urban destinations**

**Tomislav Klarin**, University of Zadar, Croatia

**Božena Krce Miočić**, University of Zadar, Croatia

**Gabrijela Vidić**, University of Zadar, Croatia

### **Background and aims/methods**

As global phenomenon, tourism has various impacts on the environment and economy where it takes place. Moreover, the impact created by the interaction of residents and tourists in the destination is also significant as well. Recent researches have shown relationship between the role of residents in destination and their attitudes towards the impact of tourism, and the level of tourism development and involvement of residents in tourism activities, seasonality, ratio of residents and tourists and types of tourists in destination. The local population is also indifferent toward the inclusion in destination management, especially due to negative impact of politics or influence of the key stakeholders in a destination. The aim of this paper is to identify factors that influence on the residents' attitudes towards the impact of tourism. The paper also determines the satisfaction of residents by the current tourism development and effects of tourism, presuming that economic effects were more important for residents than the negative effects of tourism. In the Republic of Croatia tourism is significantly developed in Adriatic part then in continental part of the country. From this point of view, this paper examines residents' attitudes towards the impact of tourism in these two areas. It presents results of the research conducted on the residents of eight urban destinations in the Republic of Croatia (Adriatic and Continental Croatia). The survey conducted in 2017 was aimed to identify factors that influence on the residents' attitudes towards the impact of tourism. For this purpose structured questionnaire has been used. Collected data were analysed by descriptive statistics.

### **Research results**

Differences between residents' attitudes towards the impact of tourism are found considering the level of tourism development, current involvement and plans for future inclusion in tourism offering in destination. Residents are mostly satisfied with impact of tourism, although some negative effects are seen. Higher level of tourism development requests intensive involvement of the local population in tourism while their role in the destination management is more important. Accordingly, residents should actively participate in tourism activities aiming to increase the tolerance threshold for tourist movements in the destination and sustainable tourism. In this context, such involvement and behaviour should decrease certain negative effects of tourism impact. Therefore, research results are used to point out some aspects of destination management and involvement of residents aiming to relieve pressure of tourism in urban destinations and to improve the quality of life and satisfaction of the local population.

**Keywords:** impact of tourism, residents' attitudes, urban destinations, sustainable tourism



Parallel session:  
**The new age of enhanced  
visitor engagement and involvement**

Abstract 69

## **Mutual impact between tourism and the host community: A case study Aqaba special economic zone (ASEZA)**

**Omar Jawabreh**, The University of Jordan, Faculty of Tourism and Hospitality, Jordan

### **Aim/Purpose**

The study aims at investigating to know the mutual impact between tourism and the Jordanian host community toward tourism in Aqaba.

### **Background**

Notwithstanding the presence attitudes and trends in the opportunities and challenges of tourism depend largely on the behavior and attitudes of the local community towards the tourism industry despite the fact that these situations are characterized by personality, complexity, and personal changes.

### **Methodology**

To achieve this aim a questionnaire was distributed to a sample consisted of (1200) citizens who live in Aqaba. The distribution and restitution took one year from 1/1/2017 until 30/12/2017, taking into account of low and high season of tourism. The questionnaire was distributed to the sample members to find out the most important aspects of socio-cultural and economic impacts of tourism in these areas for measuring of attitudes towards tourism. This study is an exploratory, analytical study and follows the approach of collecting and analyzing data to draw conclusions. The researchers used the arithmetic mean, standard deviation, T test and ANOVA test to measure the level of importance for the study questions.

### **Findings**

Results showed that the highest level of attitudes toward tourism was in the economical sub-scale and the lowest was in the social sub-scale.

### **Contribution**

This study offers deeper understanding about the role of social and cultural impact between tourism and the host community in Jordan, to create a balanced sustainable tourism development in Aqaba.

### **Future Research**

The current model can be applied and assessed further in another destination in Jordan.

**Keywords:** attitude, host community, mutual impact, Aqaba Special Economic Zone Authority (ASEZA)

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Abstract 70

## **The service quality satisfaction in peer-to-peer (P2P) accommodation facilities: The case of Dubrovnik**

**Ana Portolan**, University of Dubrovnik, Croatia

**Monika Olivari**, University of Dubrovnik, Croatia

### **Background and goals**

Sharing economy is the concept of peer to peer sharing of access to goods and services which prioritizes use and accessibility over ownership. Tourism and hospitality sectors are one of pioneers of sharing economy growth. In the last two decades high-tech progress has raised tourism at a new level and transformed tourism accommodation marketplace in a way that has allowed sharing economy (collaborative consumption, peer-to-peer economy) accommodation to become dominate over other accommodation types. Due to the strong impacts of sharing economy, and huge and rapid growth of peer-to-peer (P2P) accommodation in tourism and hospitality industry, examining the level of tourists' satisfaction with its service quality is of crucial importance. High level of service quality in accommodation sector is, on one hand, proportional to tourists' satisfaction and their intention to revisit, and on the other, to owners' capability to realise better competitive position on the tourism accommodation market and higher income. Airbnb, as an online platform, is one of the most popular P2P accommodation mediators that connect hosts, who list their accommodation facilities and tourists by keeping service fees for each reservation and from both sides. The main goal of this paper is to analyse service quality in Airbnb accommodation facilities from the tourists' point of view by using the SERVQUAL model. Also, this paper aims to contribute to a better understanding which of the five SERVQUAL dimensions impacts the overall satisfaction of the service quality more. 22 items were grouped into five dimensions: tangibles, empathy, assurance, responsiveness and reliability.



Perceptions are observed as perceptions of the performance of hosts providing the services, while expectations are viewed as desires or wants of tourists, i.e. what tourists feel a host should offer. The service quality satisfaction is analysed as a gap between expectations and perceptions.

#### **Design/methodology/approach**

In order to achieve the main aim of this paper, empirical research was carried out on the convenience sample of 507 tourists who have used Airbnb accommodation facilities in a period from May the 1<sup>st</sup> to November the 1<sup>st</sup> 2018 in the Dubrovnik settlement (The Republic of Croatia). A high structured questionnaire, that included all five dimensions of SERVQUAL, was used. The statements used within each dimension of model were adopted from scientific literature of SERVQUAL and adjusted for the current research. The settlement Dubrovnik has been selected as a reference point of this research as it is very popular tourist destination worldwide. The data was analysed by Cronbach alpha, confirmative factor analysis (CFA) with Kaiser-Meyer-Olkin and Bartlett tests and multiple regression.

#### **Results**

The results indicate that, in general, tourists are satisfied with the quality of service in facilities they have used while staying in Dubrovnik settlement. Furthermore, it is pointed out that each of five SERVQUAL model dimensions contributes has different contribution to total service quality satisfaction.

#### **Contribution to the field**

Significant contribution of this paper is extension of knowledge regarding usage of SERVQUAL in P2P accommodation. Besides the theoretical contribution, the findings of this paper will be used as recommendations to destination management concerning future norms and guidelines for increasing service quality in P2P accommodation as well as better procedure of facilities' categorisation. Airbnb accommodations' hosts will also benefit from this research in a form of suggested marketing strategies for their future work that will help in achieving higher revenue from their accommodation facilities' listing and realising better competitive position on P2P accommodation market. Their goal is to address a market segment willing to pay to enjoy in a quality, unique and traditional accommodation. Also, the results of this paper contribute to the better understanding on how tourists evaluate service quality in P2P accommodation.

#### **Research limitation**

The main limitations of this study were the research area and form of the sample. Due to the fact that research has been conducted only in Dubrovnik settlement and that convenience sample has been used, outcomes of this research should not be generalised and can be considered only as indicative. Furthermore, from the methodological interpretation it would be interesting to see the results of two separating questionnaire (one before receiving the accommodation service and another afterwards receiving the service). It can also be assumed that outside of Dubrovnik settlement the service quality satisfaction in P2P accommodation facilities is different. Future researches should examine overall satisfaction of service quality in P2P accommodation considering the type of the season, tourists' socio-demographics, accommodation facilities' type and category and tourists' intention to come back and stay at the same facility.

**Keywords:** peer-to-peer accommodation, service quality satisfaction, SERVQUAL, Dubrovnik settlement

Abstract 71

## **Tourism destination attractiveness: Perspectives of tourists and residents about the Algarve**

**Sarah Schaefer**, Algarve University, Portugal

**Manuela Guerreiro**, Algarve University, Portugal

**Júlio Mendes**, Algarve University, Portugal

**Eugénia Ferreira**, Algarve University, Portugal

### **Background and goals**

The concept of tourism destination attractiveness has become more critical over the last years, since it is an essential instrument for the attraction of tourists to a specific destination, which, when used wisely, can help with more efficient destination management and marketing strategy.

### **Design/methodology/approach**

Using data from a survey conducted during summer of 2017, in Sagres, this paper intends to achieve three purposes. Firstly, to show that a considerable number of tourists travelling to a seaside region choose this type of destination also motivated by the available cultural offer. Secondly, to assess to what extent the feeling that the tourist experience expanded the tourist's knowledge and intellectual horizons is positively related to higher levels of satisfaction regarding the cultural attractions visited and cultural events attended. Lastly, to evaluate whether or not the willingness to revisit a coastal destination is stronger when the tourist feels that the tourist experience was worthwhile, i.e., it increased his/her cultural enrichment. Factor analysis and CHAID (Chi Square Automatic Interaction Detector) are important multivariate statistical methods used in this study. The study ends by discussing the implications of the findings on the promotion of coastal destinations.

### **Results**

The attributes of attractiveness consensually associated to Sagres are the "astounding nature and landscape" as well as the "beauty of the beaches", although only the variable "beauty of the beaches" explains the dependent variable "intention of recommendation to friends and family", in the CHAID analysis. From the perspective of the tourists, the most significant variable of the CHAID analysis is the fact that Sagres is a "Culturally interesting experience". For residents it is the fact that Sagres is a "pleasant place to be all year around" that is the most significant variable.

### **Conclusions**

Both groups present a strong intention to "recommend Sagres to family and friends." The results will meet the growing need to diversify the destination supply, highly dependent on the product sun and sand. The main recommendation to increase the attractiveness of Sagres as a tourism destination would be to work on providing a culturally more enriching experience, associated with the age of exploration and the sea. This could be achieved by creating special events or festivals focusing on culture, nature or evening entertainment, thus attracting more visitors to the destination and contributing to the local economy in a sustainable and balanced kind of way.

### **Contribution to the field**

This study also contributes to the theory and practice, as there are generally very few studies, which focus on measuring the attractiveness of tourism destinations. In fact, no other comparative study could be found that emphasizes the perspective of two different stakeholders: residents and tourists, allowing a reflection about the similarities and differences between both publics.

**Keywords:** tourism destination attractiveness, attributes of attractiveness, recommendation; CHAID analysis

Abstract 72

## The perception of travellers and the World heritage site image

**Ivana Pavlič**, University of Dubrovnik, Croatia

**Barbara Puh**, University of Dubrovnik, Croatia

**Ljubica Mišković**, University of Dubrovnik, Croatia

### Research aims and background

This paper investigates determinants of World Heritage Site (WHS) image among different types of travellers using the case of the Old City of Dubrovnik (OCD). For globally renowned historical and cultural heritage sites such as Old City of Dubrovnik, understanding of travellers' perception of the image from different point of view is a deciding factor in the creation of tourism policies, but also an important factor in the travellers' decision-making process. The growing competition among existing and new destinations and changes in tourists' expectations and habits are forcing destinations to find new ways of attracting tourists in order to stay competitive. In that way image is becoming one of the key factors of destination choice since destinations with strong and positive image have higher probability to be chosen by potential travellers. Therefore, destination image and especially factors influencing it are becoming extremely important for good positioning of destinations on international tourism market as well as for increasing their competitive advantages.

### Methods

This research identifies the main characteristics of different types of travellers (tourists, excursionists and cruise ship visitors) and classifies the attributes that form the perceived image of World Heritage Site by different type of travellers. In order to identify the main characteristics of different types of travellers, to classify the attributes that create the perceived image of the World Heritage Site of the OCD and to develop a model, empirical research, based on questionnaire on randomly-chosen travellers visiting OCD, was carried. The sample of the travellers consisted of 547 tourists, 472 cruise ship visitors and 100 excursionists who visited OCD in a period April 1<sup>st</sup> – October 1<sup>st</sup> 2016. In data analysis explorative factor analysis (EFA), confirmatory factor analysis (CFA), and structural equation modelling (SEM) were applied. The regression weight estimates the different causal relationships between the cognitive image and information sources.

### Research results

The results indicate that there is a significant relationship between online marketing and word of mouth and cognitive component of image for tourists, but in the case of the cruise ship visitors' information sources aren't related to the cognitive component of the image. Considering the demographic attributes in the case of tourists, just education has directly impact on the cognitive component of the image. In addition, there is no direct relationship between age and education and cognitive components in the case of the cruise ship visitors. In both subgroups the model did not find any differences regarding the impacts of demographics on affective evaluation. Furthermore, there is statistically significant relationship between motivation and affective component of image in the both subgroups but in the subgroup of tourists motivations of relaxation/escape and culture/heritage has positive relationship on the affective dimension of image while in the case of the cruise ship visitors, motivations – culture/heritage and new experiences are statistically significant with the affective dimension of the image. Moreover, the regression weight estimates the different causal relationships between cognitive and affective dimension of the image for the both subgroups. Also, there are no statistically significant differences between two subgroups in the case of the impact of the cognitive image components on the overall image since in both subgroups there are no influences on the overall image. Furthermore, there is statistically significant relationship between the affective evaluation and overall image in the both subgroups. Finally, it can be concluded that tourists and cruise ship visitors who had visited the World Heritage Site of OCD create a destination image primarily on the feelings related to the physical attributes of the destination. Accordingly, some elements of motivations influence the affective image of the OCD.

### Implications

The obtained results can be used as a base for a model that investigates the influence of the information sources, socio-demographics and motivation on mediating ones (cognitive and affective evaluation), and finally on the dependent variable of the overall image of the World Heritage Site (OCD) perceived by different traveller categories. This paper should be seen in the lights of its limitations. Since there is no registered data regarding excursionists and their number was low, they had to be excluded from further analysis. Also, the research was completed in the period from April to October during which most of travellers visit OCD. Future research should include out of season periods to capture possible different image perception by travellers. Also it would be useful to include excursionists in research to capture eventual differences between their perceptions of image of OCD and those of other travellers' types.

**Keywords:** perception, image, World Heritage Site, travellers

Abstract 73

## Environmental attitudes and environmental behavior of the visitors of Karlovac Spring Promenades

**Silvija Vitner Marković**, Karlovac University of Applied Sciences, Croatia

**Tihana Cegur Radović**, Karlovac University of Applied Sciences, Croatia

**Ivana Varičak**, Karlovac University of Applied Sciences, Croatia

### Background, goal, specific objective, hypotheses of the research

There is an urgent need for policies that promote environmental sustainability. As most environmental problems are rooted in human behaviour, social and behaviour research is crucial to address the issue of environmental sustainability. Changes in human behaviour are needed to reduce environmental impact. The New Ecological Paradigm Scale (NEP) is used as a one-dimensional measure of environmental attitudes as it is developed in order to measure the overall relationship between humans and the environment. Previous studies have confirmed an attitude-behavior relationship and indicated that environmental attitude is a strong determinant of an individual's environmental behaviour. The objective of this paper is the analysis of Karlovac Spring promenades visitor environmental attitudes and the relatedness between environmental attitudes and their behavior towards the environment. The goal of this paper is to demonstrate the relatedness between visitor environmental attitude (independent variable) and their behavior towards the environment (dependent variable) at Karlovac Spring promenades Fair.

The main hypothesis is as follows:

MH- Environmental attitudes positively relates to environmental behavior of Karlovac Spring promenades Fair visitors.

The study also tested the following hypotheses:

H1- Environmental attitudes positively relates to environmental behavior of Karlovac Spring promenades- Fair visitors mostly young adulthood,

H2- Environmental attitudes positively relates to environmental behavior of Karlovac Spring promenades- Fair visitors mostly middle adulthood,

H3- Environmental attitudes positively relates to environmental behavior of Karlovac Spring promenades- Fair visitors mostly older adulthood,

H4- Environmental attitudes positively relates to environmental behavior of Karlovac Spring promenades- Fair visitors mostly average retirement age.

### Design/methodology/approach

Exploratory research of visitor attitudes of Karlovac Spring promenade Fair was conducted on a convenience sample, which is a form of non-probability sampling, in the period from April 27<sup>th</sup> to May 18<sup>th</sup> 2019 (only Saturdays). The survey questionnaire was filled out by 100 visitors. The hypothesis was

tested using the correlation and linear regression method. The observed variables were described using descriptive statistics (mean, mode). Also, the results of the research were presented in four groups of visitors by their age (15 – 24 young adulthood, 25 – 44 middle adulthood, 45 – 64 older adulthood, 65+ average retirement age). The survey questionnaire contained 15 closed questions and 2 open questions. Attitudes of the respondents were measured by the Likert scale ranging from 1 to 5 (1-lowest score, 5-highest score). This exploratory research was carried out with the purpose of highlighting the significance and the role of the visitor environmental attitudes and their behavior towards the environment. The analysis of collected data includes the comparison based on the general data of sample units such as age and place of residence. The main hypothesis of this research was confirmed.

#### **Contribution to the field**

The results of this research benefit to those subjects who manage the organization of various events or manifestations in order to improve the quality of services and also influence on the visitor's consciousness of environmental conservation. Continuously improving the quality of the manifestation by organizing facilities with ecological themes, visitors are taught about the importance of preserving the environment in general, as well as the necessity of developing tourism according to the ecological principle.

#### **Research limitations**

Several limitations have been identified during the research. The research of visitor attitudes of Karlovac Spring promenade Fair was conducted in open space only on Saturdays accompanied by bad weather conditions. Due to bad weather, attendance of the manifestation was modest.

#### **Recommendations for future research**

The future research could include comparative analysis of the Karlovac Fair visitor environmental attitudes and environmental behaviour with the visitors of other cities in Croatia. Also, the comparison of visitor attitudes towards the environment and their environmental behavior can be based on the potential distinction between the urban and rural areas from which visitors come.

**Keywords:** environmental attitudes, environmental behavior, environmental sustainability, Karlovac Spring promenade Fair, the age of visitors

Abstract 74

## **Visitor perception of National Park Krka**

**Hrvoje Carić**, Institute of Tourism, Croatia

**Ana Perišić**, Polytechnic of Šibenik, Croatia

#### **Study goals, methods and research implications**

Understanding visitor structure, preferences and perceptions plays an essential role in developing marketing and management strategies in protected areas. Visitor survey in the National Park Krka has investigated demographics-structure, visit characteristics, satisfaction and perception of various variables enabling an array of correlations. One of them was the analyzing 19 satisfaction variables to gain better understanding of the perception generating image of pristine nature versus excursion site. The largest effect sizes on satisfaction variables between these two groups were found for: overall satisfaction with the park, fulfillment of visiting motives and the number of other visitors in the Park, where the satisfaction on these elements of visitors perceiving the park as a place of pristine nature dominates over the satisfaction of the other group. This sort of understanding can help improve versatile tasks of parks' management: conservation, leisure, information and education. Furthermore, parks can use this approach to steer away from unwanted perception by introducing measures to reduce crowding, trampling and more so informing/educating. Since the NP Krka is entering a cycle of investment in infrastructure and interpretation the changes of visitor structure, perception, motivation and satisfaction could be monitored in order to assess the effect of the demand side.

**Keywords:** visitor survey, protected area management, National Park Krka

Parallel session:  
**The role of indicators in  
sustainable tourism development**

Abstract 75

## **Exploring indicators effectivity to communicate sustainability at accommodations sustainability reports**

**Ivonne Andrea Sánchez Hernández**, AB Origen Foundation, Columbia

### **Study aims and research framework**

Tourism sector has a big challenge to communicate efforts at sustainability performance on away decision makers (government, community, tourists, companies) can understand impact of tourism development at their destinies. This presentation is aimed to recognize the accessibility, comparability and understand ability of information provided by sustainability reports of accommodations, and evaluate potential impact on travel consumption and sustainability development at the tourism sector specially facing integration of Sustainable Development Goals (SDG's).

First step for this analysis was reports selection; it was made through a web search of reports looking for terms like sustainability reports, responsible reports, responsible corporate reports (English and Spanish) and selecting documents from the last 2 years and with quantitative data for at least one of the main evaluation aspects environmental, social, economic. For the content analysis, first are view of selected reports was conducted, through the identification of main and shared topics for reporting, as a result a set of related SDG's and variables were identified and indicators used in reports were associated to each one. For comparative and effective analysis indicators selection was based on the availability of quantitative data; information from support to community or social projects and financial data was excluded from this analysis because of low comparability and complexity. According to the indicators and data extracted from reports, comparability assessment was carried out based on evaluation of terminology, scale and units used for indicators composition.

Next, effective evaluation was carried out through the quantitative analysis of indicators assessing reports with at least 2 years data and if results reported conducted to correct performance analysis for each case. Finally, a qualitative analysis was made to establish accessibility and understandability for end information users based on transparency and attractiveness of information reported.

### **Research results**

Despite great advances at sustainability reports schemes for communicating openly different SDG's aspects, breaches are found at the establishment of comparative analysis among companies and assessing impact of sustainability performance through the indicators used for the organizations and communicate results to data users.

First, results focuses on relate integration of SDG's within reports, which from the 33 reports evaluated only the 39% associated one or more SDG to the report's goals, specially such responding to the Quality education, Gender equality, Decent Work and Economic Growth, Industry Innovation and Infrastructure, Sustainable Cities and Communities, Responsible Consumption and production, and Climate Action. Next, indicators showed breaches to establish comparative analyses based on a low conceptual framework agreement and use of different units without a clear data aggregation methodology for most of the indicators, also comparability could be misunderstood according to differences of installed capacity not included in the elaboration of indicators. However, there is also recognized that data is been provided in the different dimensions offering possibility to assess sustainability from an integral framework.

For the assessment of improvement in the organizations through time, there was recognized a low capacity of integral analysis from data provided in the reports because most of the information offered in different periods of comparisons within the reports. On the other hand, indicators reported are limited, especially at environmental aspects, to conduct clear analysis of the savings or variation of the natural resources use (water and energy mainly) which could infer to wrong examination of the environmental goals accomplishments.

Finally, after there view of the 33 reports, this analysis show a low potential of this data to be accessible or used by target users because of complexity and extension of reports as well as low clarity of delivered information.

### Conclusions

As conclusions, and according to the reports evaluated, despite availability of a lot of data, still is unclear how decision making can use these reports for sustainable tourism assessment. Additionally, sustainability communication between companies and target public is still focused on extensively inform how and what companies are making, but there are not clear tools to communicate how much they are really impacting at sustainable development. However, reports from hospitality sector demonstrate a production of basic data, that if is correctly integrated could conduct to relevant insights at sustainable development of tourism sector could be delivered. This presentation opens a discussion about integration of indicators for sustainability account ability while identify reaches and potential of data collected in the hospitality sector. Furthermore, an exploratory perspective to analyze efficiency in natural resource use to support the evaluation of environmental targets is presented. Nevertheless, there is required to compile and review more extensive cases of study and evaluate information within organizations; which is a great opportunity to offer to decision makers' tools for using this information around sustainable tourism planning and development.

**Keywords:** sustainable indicators, sustainable development objectives, SDG's, sustainable tourism, sustainable reports

Abstract 76

## **Evolution of tour operator's sustainable practices: From neglecting responsibility towards embracing policies**

**Nevenka Čavlek**, University of Zagreb, Faculty of Economics and Business, Croatia

**Vanja Krajinović**, University of Zagreb, Faculty of Economics and Business, Croatia

**Antonio Vlahov**, University of Zagreb, Faculty of Economics and Business, Croatia

### Background and goals

The concept of sustainable tourism development nowadays is faced with numerous challenges. Despite it being extensively researched, it nevertheless provides insufficient amount of answers when it comes to the stage of implementing sustainable practices into destination's policies. Sustainability as a concept seems rather straightforward and therefore easily implemented into development strategies. However, if this was the case, destinations would not be faced with deteriorating quality of resources and declining quality of life of the local communities. On the contrary, despite the significant progress made in the field, the process of implementing sustainable practices is still not completely defined and elaborated. The ever-growing impacts of tourism development in different destinations have escalated and resulted with the emergence of the concept of over tourism, indicating that the limits to growth and accessible change have been exceeded. As tour operators have rather significant impact on the overall tourism flows in majority of most visited destinations worldwide, their role in ensuring sustainability seems to be crucial. Their interest for taking part in that process has been changing significantly. Nowadays it is twofold – to participate in the process of ensuring sustainability in destinations of their interest and to build an image of sustainable business entity, that would have positive impact on demand during the process of products production and delivery. The overall sustainability of destinations is in the focus of tour operators' interest as it has a direct impact on the quality of experience of their customers. Even though sustainability is dominantly researched from the supply side perspective, it is directly related to the demand side, as tourists consume destinations' resources and are influenced by the hospitality of local community. Therefore, it is in tour operators' interest to ensure sustainable environment that would bring prospect to the local community and high quality products and services to their customers, bearing in mind that tour operators' products are increasingly becoming demand-driven. Therefore, the main objective of this paper is to determine phases of evolution of tour operators' sustainable practices and their role in inducing those practices within tourism destinations.



#### **Design/methodology/approach**

After the initial analysis of theoretical findings in the field of sustainable tourism development in general and sustainable practices of tour operators in particular, the research is focused on analysis of secondary data and content analysis of the published reports. As the research is focused on activities undertaken by tour operators, the analysis is limited to the publications and reports issued by the largest entities in this business and will be analyzed and evaluated qualitatively. The qualitative genre of this research is a case study analysis.

#### **Results**

There is little doubt that sustainable development is in the focus of both academia and practitioners these days. However, as those two parts of the research process were not synchronized temporally or substantially, it is now time to balance the improvements in their research in order to yield optimal sustainable practices for destinations worldwide. Even though the focus is not put on the same stakeholders in the process of providing tourism services and experiences, the final outcome is the analogous – to ensure long-term sustainability of resources within a destination and increase the quality of life for the local community. In this sense, research results indicate that the issue of sustainability has significant impact on tour operators' businesses and that is to ensure optimal quality of experience for tourists, prosperity for the local communities and balanced business results for tour operators.

#### **Conclusions**

The main conclusion arising from this research is related to the specific motivation of tour operators for developing sustainable practices in their business in order to create better environment within destinations and to satisfy their increasingly sensible customers.

#### **Contribution to the field**

The issue of tour operators' involvement in ensuring sustainable tourism development is often a matter of different debates and researches. However, as tourism system is highly complex and therefore extremely difficult to be analyzed in terms of sustainability, there is certain shortage of research devoted to this issue. Therefore, the contribution of this research is reflected in the analysis of different activities undertaken by tour operators and dedicated to ensuring sustainable development of destinations. Furthermore, the research will provide overview of the increase in the amount of effort put by tour operators in the process of ensuring sustainability of their practices and activities.

**Keywords:** sustainable tourism development, tour operators, tourism destinations, tourism development

Abstract 77

### **Can indicators for sustainable tourism improve tourism planning on the coastal destinations? – Empirical evidence from Catalonia, Istrian region and Tuscany region**

**Kristina Brščić**, Institute of Agriculture and Tourism, Croatia

**Luis Prats Planaguma**, University of Girona, Spain

**Antonio Raschi**, National Research Council Institute of Biometeorology, Italy

**Valentina Marchi**, National Research Council Institute of Biometeorology, Italy

**Tina Šugar**, Institute of Agriculture and Tourism, Croatia

**Katarina Lovrečić**, Institute of Agriculture and Tourism, Croatia

**Danijela Poljuha**, Institute of Agriculture and Tourism, Croatia

#### **Background and goals**

Due to the continuous increase of tourism industry and the high pressure of tourism on destinations, tourism destinations need to be managed under a sustainable framework, with the main aim of avoiding the negative effects caused by the tourism flows. In the last years, several attempts have

been developed in order to measure those effects and value the level of sustainability of every destination. A clear example of this is the European Tourism Indicator System (ETIS). Nevertheless, the vast majority of those attempts could not obtain data able to value and compare destinations. The aim of the paper is to present the results of testing indicators of sustainable tourism, grouped in the categories as social, economic, cultural and environmental, in destinations of Catalonia, Istrian Region and Tuscany Region.

#### **Design/methodology/approach**

The research was performed within the framework of the INTERREG MED MITOMED+ project. Indicators calculated in the regions have been collected in different ways: by surveys, contacting local partners, cities and municipalities, touristic companies, official governmental statistics, tourist offices, local, regional or national statistical bureaus and other stakeholders. The results of 33 collected indicators are available on the online platform of the project. Paper presents the analysis of collected indicators in three regions, such as Catalonia, Istria and Tuscany. Although all three regions are the part of the Mediterranean, the region of Catalonia, Istrian Region and Tuscany Region are different in many ways, starting from basic characteristics such as size, population, length of the coast, number of visitors, to the specific features of each destination and with different regulations related to tourism. The role of indicators is to provide useful information for future planning of tourism activity in the regions. The paper presents the interpretations of the specific indicators that can or cannot be compared among different destinations in these regions. The goal is to generate the picture of the state of sustainability of tourism in the destinations and provide information about needed improvements in order to develop coastal tourism destinations in a more responsible way.

#### **Results**

The preliminary results show groups of relevant indicators linked to social, environmental and economic sustainability, and enough level of information available to start taking strategic decisions at the municipal level. The results of the analysis can be used as a monitoring system and management tool in order of better planning of sustainable tourism in maritime and coastal destinations.

#### **Conclusions**

Tourism has an important role in many maritime and coastal destinations in the Mediterranean. Sustainable and responsible planning of tourism on a destination can be possible only if information about the impact of tourism activities on the destinations is available on the local level. The set of indicators offer the local and regional government the possibility to create and manage the set information that will help them to plan different activities in order to improve sustainability in their regions. Data collected from destinations will help local and regional administrators and stakeholders to prevent factors of risk, to take decisions and to improve the implementation of policies for the maritime and coastal tourism development in the Mediterranean area.

#### **Contribution to the field**

Paper contributes with 33 indicators collected in coastal destinations from Catalonia, Istrian Region and Tuscany Region, developed under the frame of MITOMED+ project. The main aim is to generate a system of information for destination decision-making that allows us to value and compare different local destinations in order to minimize the negative effects of tourism while increasing the level of sustainability.

#### **Research limitations**

Set of tested indicators in the regions consists of 33 indicators, however, data for some indicators are unavailable because of various reasons. Some indicators are available only on a national level, for some indicators data are not registered or there is no available data for indicators calculation. However, the online platform does not require all indicators to be entered and indicators can be subsequently modified. The other basic limitation for the better understanding of indicators usage as an information guide in tourism destination planning is the fact that indicators were collected only for two years. So, for now; there are no possibilities to calculate the trend which is the important information in sustainable tourism development planning. But developing a tool, like a possibility to

calculate a set of indicators for local governments, can have a wider impact in conducting and creating policies that promote sustainable and responsible tourism in the Mediterranean.

**Keywords:** sustainable tourism, indicators of sustainable tourism, sustainable development, maritime and coastal destinations

Abstract 78

## **Eco-labeling in tourism: The disconnect between theory and practice**

**Kristina Bučar**, University of Zagreb, Faculty of Economics and Business, Croatia

**Derek Van Rheenen**, University of California Berkeley, USA

**Zvezdana Hendija**, University of Zagreb, Faculty of Economics and Business, Croatia

### **Background and goals**

Each year the global tourism market records increasing numbers of international tourist arrivals, drawing attention to the negative impacts on environmental sustainability. As such, the concept of sustainability has become of paramount concern in the tourism sector over the last few decades with an emphasis on “going green” and reducing the environmental footprint associated with this increased tourism. At the same time, tourists have become increasingly concerned about environmental issues while travelling, forcing tourism providers to carefully plan in a sustainable way. Stakeholders in the tourism industry have accepted this trend and have applied new approaches and strategies towards environmental sustainability in their management practices. The green tourism began when the first eco-label, Blue Flag, launched in France, in 1987. In the following year, the company expanded its activities to other European countries of Europe; it became an international eco-label in 2001. Eco-labelling should help tourists make informed decision about their prospective destinations. However, since the first eco-label in tourism was launched, the number of eco-labels in tourism sector has rapidly increased in number; today there are almost one hundred different eco-labels within the tourism industry. Unfortunately, there is no standardized set of criteria for certification relative to environmental sustainability practices. Ideally, eco-labels should provide tourists with the assurance that a tourism business has been certified as environmentally friendly and committed to local sustainability. Often, however tourists do not know what eco-labelling actual offers them and how reliable such certificate are because there are so many different standards with varying levels of quality control. Given this practical issue within the global tourism industry, this research seeks to review how much process of eco-labelling is represented in scientific literature to date.

### **The purpose of this paper**

This paper is focused on the process of increased demand and supply of sustainable (e.g., green) practices in tourism today. It has become evident in the last two decades, that tourism offers the potential for many positive impacts to local tourist destinations, while at the same time the industry leaves large environmental (e.g., carbon) footprints. The purpose of this paper is to explore and compare the widespread eco-labelling process in the tourism industry today.

### **Methodology**

Key sources of information included literature concerning the green strategies in tourism and eco-labels in tourism. In this regard, the current study will utilize a content analysis of extant journal articles. Other pertinent data gathered from desktop searches will identify websites which provide information about existing eco-labels and the certification process in tourism, were articulated. Both sets of data will be analysed comparatively.

### **Results**

The tourism market is a dynamic and ever-changing industry; these changes force the tourism industry to adapt to evolving tourist demand. The demand for environmentally friendly products and services has strongly increased in the last decade. As a result, the tourism sector has seen the rise

and proliferation of eco-labels, especially since the turn of the 21<sup>st</sup> Century. The research has shown that within tourism practice, there are numerous types of eco-labels and green certificates which currently exist in the tourism industry. There is a tremendous variation in process of certification, the administration and scope of eco-labels as well as the target groups of these trends. This study seeks to compare studies and an evolving theory on the subject with the actual practice of eco-label certification.

#### **Conclusion**

Eco-labelling is a growing trend within the tourism sector, particularly within the last two decades. The emerge of eco-labels in tourism has led to the activation of green strategies and other sustainability efforts within the local economy. It is essential that all economic sectors in tourist destinations make an effort to change their way of thinking with the idea of going green as a way to achieve long-term sustainable development. In the future, decisions in the tourism industry that are considered to be environmental-friendly will make a difference in the process of choosing where and how tourists are going to spend their holidays. Therefore, a guiding question of this study is whether eco-labels stimulate or influence tourist demand. While this trend towards eco-labelling may bode well for global efforts at increasing local sustainable development, without a standardized process of certification, these eco-labels may simply serve as a convenient and relatively superficial marketing strategy.

**Keywords:** international tourism, green orientation in tourism, Blue Flag, eco-labelling

Abstract 79

## **Carrying capacity as a tool for addressing overtourism**

**Zoran Klarić**, Institute for Tourism, Zagreb, Croatia

**Zrinka Marušić**, Institute for Tourism, Zagreb, Croatia

**Izidora Marković Vukadin**, Institute for Tourism, Zagreb, Croatia

**Renata Tomljenović**, Institute for Tourism, Zagreb, Croatia

**Siniša Horak**, Institute for Tourism, Zagreb, Croatia

#### **Background and goals**

Determining overtourism in destinations is increasingly in public's focus of many global tourist destinations, including Croatia. According to UNWTO (2018), overtourism describes an impact of tourism that excessively adversely influences perceived quality of life of residents and/or quality of visitor experience in a destination. Therefore, the question on the maximum number of tourists in a peak season in a given area that does not adversely affect the natural and cultural environment came to focus of various researchers around the world (Middleton & Hawkins, 1997). Carrying capacity as a concept has also been in a focus of researchers long before overtourism has become a buzz word of recent unsustainable tourism trends. A number of methodologies on carrying capacity estimates have been developed and tested in various types of destinations (McIntyre, 1993; Singh, 2006; Jurinčić 2009; Klarić 2007 and 2012; Buckley, 2015) with the main aim of sustainable management. Nowadays it is crucial to merge these two concepts to successfully address the existing threat of overtourism, which is becoming a catalyst of tourism decline and community irritation with tourism. Split-Dalmatia County is one of Croatia's coastal counties, where tourism is the most important economic activity. The county is exposed to high seasonal tourism pressure, especially in several urban areas and along the narrow coastline belt. Since it is also a county with the highest tourism growth in recent years, overtourism became a major issue in media. Content analysis of more than 150 articles on tourism and crowding in Split-Dalmatia County published by two major online portals revealed that traffic congestion, utility infrastructure and crowding in old towns city centers were the dominating topics. The Tourism Board of the County of Split-Dalmatia was the first in the country to conduct a Tourism Carrying Capacity Study. The research was entrusted to the Institute for Tourism in 2018. Since the results of the study were well accepted by the County and widely distributed in media, this case study can also serve as good tool for determining carrying capacity in relation to overtourism.

### Design/methodology/approach

This paper methodology approach is based on the recognition of key constraints or 'bottlenecks' that prevent further growth of tourist arrivals in a given area over a given time, taking into account the current state of the tourism product. Tourism carrying capacity estimations are based on the key indicators of tourism development, divided into the variable and non-variable ones. The variable indicators include infrastructural, socio-cultural and political-economic elements which can be modified to a greater or lesser extent. The non-variable indicators are spatial and ecological elements, functioning therefore as the starting point for any future tourism development. Considering the complexity of the Split-Dalmatia County and its fragmentation in 16 cities and 39 municipalities, the estimate of sustainable carrying capacity was calculated for seven clusters: The City of Split, Split Riviera, Makarska Riviera, islands of Brač, Hvar and Vis, and Dalmatian hinterland. The indicators' estimates were based on data collected from the relevant and reliable secondary sources and primary research that included: (i) survey of local population attitudes towards tourism on a representative sample of 1,500 County residents, (ii) survey of local government attitudes towards tourism on a sample of 12 cities and 25 municipalities, (iii) in-depth interviews with tourism stakeholders, and (iv) detailed observation, including photo shooting, of the county's territory from the air during the peak tourist season when the pressure on space and community is the greatest. A first step in the tourism carrying capacity assessment was determination of the key indicators and their importance for the area, its residents and the economy of the county. Key critical areas, i.e. 'bottlenecks' are detected based on the analysis of the indicators. The limits defined by the bottlenecks are compared with the actual and planned tourism development level and used as a basis for the carrying capacity calculation. The final step includes guidelines for the development control, i.e. prevention of overtourism for the particular clusters and the County as a whole, including proposals for the key actions and monitoring of the future tourism development.

### Results

The research results indicate that the area of Split-Dalmatia County, as an unchangeable, i.e. non-variable element of carrying capacity, provides opportunities for accepting significantly more tourists than today. The main limiting factors of further tourism growth are the variable elements of carrying capacity, primarily the utility and transport infrastructure, which have not adequately followed the development needs of the local population, while the tourist demand has only increased these problems. The major 'bottlenecks' are the inadequate waste disposal and waste treatment, as well as the electricity and water supply systems which are already at the edge of endurance in some parts of the county. For example, four largest cities in the coastal part of the county are supplied with water from the only one source, the Jadro River. That can potentially lead to a disaster in a case of a pollution of the Jadro River. The additional issues are losses in the water supply system which is greater than 50% in some of the clusters. Furthermore, the existing water supply capacities are at the margins of full utilization in some areas such as the island of Vis and the Makarska Riviera. The drainage is also not adequate due to the unfinished sewerage system. Many households on the islands and in the Dalmatian hinterland are still using septic tanks instead of public drainage system. A particular problem is the traffic infrastructure, particularly lack of parking places in all major tourist destinations, as well as frequent road traffic jams in the main season, especially on Split Riviera and in the city of Split. The analysis of a number of socio-demographic and socio-cultural indicators highlighted several issues: (i) lack of workforce, (ii) unfavorable age and educational structure of the local population, and (iii) unfavorable ratio of tourists versus residents in some areas. Surprisingly, a generally positive resident's attitudes towards tourism are more pronounced in destinations burdened with a high number of tourists. This is probably because the majority of households in those areas directly benefit from tourism. As the main negative impacts from tourism the residents highlighted the increase of living expenses, traffic congestions and pressure on the infrastructure. It can be concluded that tourism in Split-Dalmatia County is perceived, both, as the main development engine of the County, and as the cause of all the major problems, at the same time. However, although complaining about some of the tourism impacts, the attitudes of local governments pinpoint that there is no willingness to

take any action through more effective measures that would limit the further increase in tourist accommodation capacities in households.

#### **Conclusions**

The Results of the paper indicate that some of the County clusters almost reached the limit of a sustainable number of visitors in high tourist season and that the number of tourists in July and August should not be increased under the current circumstances. Otherwise, potential incidents can occur as a result of an inadequate or inappropriate utility and traffic infrastructure. However, it is also confirmed that the County has a spatial potential for further tourism development once the detected key constraints are removed. Through such approach, the overtourism already registered in some destinations like the city of Split and Makarska Riviera, could be overcome with an increase of carrying capacity through particular investments in traffic projects (road link Trogir – Split – Omiš, new parking places) and utility infrastructure (central county waste disposal location, upgrade of water and drainage pipelines, waste water treatment facilities), as well as through social capital and management capacities.

#### **Contribution to the field**

The fundamental contribution of this research to a broad field of sustainable, responsible and informed tourism management issues is the application of an innovative concept of carrying capacity that can be seen through different treatment of variable and non-variable indicators. Awareness (Mihalič, 2016) is the basic premise for sustainable development, and thus a tool addressing the consequences of overtourism. This research has the basic purpose of deepening the methodology of carrying capacity and the creation of a comprehensive cognitive level as a basis for further positive changes (agenda and actions) in tourism.

**Keywords:** carrying capacity, indicators, overtourism, County of Split-Dalmatia, tourism sustainability

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