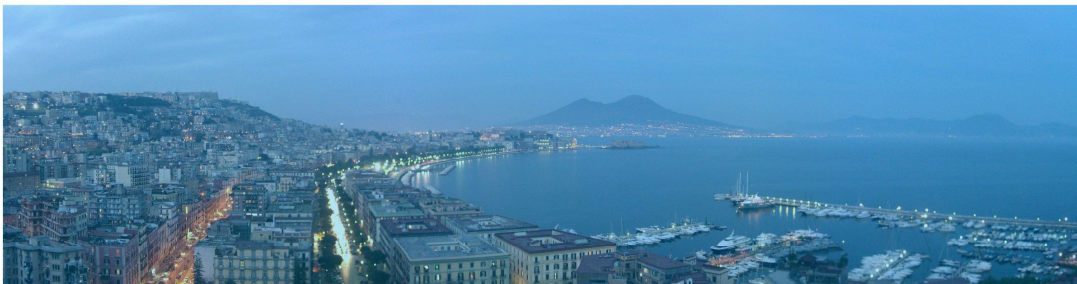


6th International Conference on Tourism

ICOT2016

NAPLES, ITALY, 29/6 - 2/7



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BOOK OF ABSTRACTS OF THE INTERNATIONAL CONFERENCE ON TOURISM (ICOT2016)

New Challenges and

Boundaries in Tourism:

Policies, Innovations and Strategies

Naples, Italy, 29/6-2/7 2016

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UNIVERSITÀ DEGLI STUDI DI NAPOLI
FEDERICO II



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**BOOK OF ABSTRACTS OF THE
INTERNATIONAL CONFERENCE ON
TOURISM (ICOT 2016)**

**New Challenges and Boundaries in
Tourism: Policies, Innovations and
Strategies**

Naples 29 June – 2 July 2016

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TABLE OF CONTENTS

Contents

Conference Aim	17
Conference Topics	18
Committees	19
Chairmen	19
Scientific Committee	19
Organizing Committee	20
Keynote Speakers	21
Professor David Harrison	21
Associate Professor Steven Pike	21
PROFESSOR HANQIN QIU <i>Hong Kong Polytechnic University, China</i>	22
PROFESSOR JOHN TRIBE <i>University of Surrey, United Kingdom</i>	22
Schedule at a Glance	23
Keynote Speech I:	24
David Harrison	24
Mass tourism in a small world: New challenges and boundaries	24
Keynote Speech II:	25
PROFESSOR HANQIN QIU <i>Hong Kong Polytechnic University, China</i>	25
The evolution of China's outbound travel and its Impact on the destinations	25
Keynote Speech III:	26
Associate Professor Steven Pike	26
Destination marketing organizations: Research opportunities in an era of uncertainty	26
Keynote Speech IV:	27
Professor John Tribe	27

Directions, developments and destinations in tourism research	27
George Agiomirgianakis.....	28
George Bertsatos.....	28
Nicholas Tsounis	28
Selecting an effective set of short term economic reactions to international changes: The case of tourism in Turkey	28
Deok-Soo Ahn	29
Eunhee Kim and Chulwon Kim	29
Jun Hur.....	29
Modelling cooperation among stakeholders for the convergence of conventions and medical tourism	29
Emmanuel Akwasi Adu-Ampong.....	31
Images, instruments and the governance capacity of local governments in tourism development planning.....	31
Pedro Aznar and Josep Maria Sayeras Maspera	32
Jorge Galiana	32
Key drivers of the financial performance in the hospitality industry: Barcelona hotel industry.....	32
Nikolaos Boukas and Christakis Sourouklis	33
Identifying perceptions of young tourists in summer resort destinations: The case of Cyprus	33
Kadir Çakar.....	34
Nazli Sayar	34
Faruk Seyitoğlu.....	34
Destination competitiveness of Çanakkale	34
Richard C.Y. Chang and Athena H.N. Mak	35
Reconstructing nostalgic dining experience.....	35
Samantha Chaperon and James Kennell.....	36
Policy change and tourism policy in the United Kingdom	36
Yuthasak Chatkaewnapanon	37
Chuan-Chuan Chung.....	38
Mainland Independent Travelers: A study of the relationship between recreational experience, scenic attractiveness and return tourism intentions.....	38

José David Cisneros-Martínez and Antonio Fernández-Morales ..39	
Seasonal concentration of cruise tourism in the Mediterranean	39
Christophe Clivaz.....	40
Second homes in Switzerland: Is the state back?.....	40
Lena Croeniger and Peter Wiltshier	41
The importance of the hallmark event Oktoberfest in Munich ...	41
Simon Curtis.....	42
The arts trail as cultural regeneration catalyst	42
Vincenzo D'Anzi.....	43
Eleonora Pantano	43
Saverino Verteramo.....	43
Innovation theory and tourism management for creating smart destinations: The case of Mongiana Royal Iron Foundry in Southern Italy.....	43
Timo Derriks	44
Roswitha Guiran	44
City branding in coastal Zeeland: Organisational challenges in practice	44
Judit Díaz and Lluís Prats	45
Ramon Palau-Saumell.....	45
Santiago Forgas-Coll	45
Cross-border tourism: A literature review.....	45
Maria Doumi, Anna Kyriakaki, Theodoros Stavrinoudis and Georgia Despotaki	46
The contribution of cultural events to tourism development: The case of rocket war on the Greek island of Chios.....	46
Deirdre Dragovich and Sunil Bajpai	47
Wilderness perception mapping and visitor expectations: Royal national park (Australia)	47
Mehmet Tahir Dursun, Nurdan Sevim and Mehpare Tokay	48
Determining the effect of souvenir selection criteria on the intention to purchase	48
Mohammed El-Dief and Ghada El-Dief	49

Response to online negative reviews in hotels: Evidence from Egypt.....	49
Sergio Fadini	50
Stefania Clemente and Angela Masi	50
New challenges for Matera: The road to 2019	50
Peter Fuleky, Ashley Hirashima, James Jones and Carl S. Bonham	51
Nowcasting Tourism Industry Performance Using High Frequency Covariates	51
Tomislav Gelo.....	52
Economic impacts of tourism in Croatia.....	52
Aristeidis Gkoumas.....	53
Alexios-Patapios Kontis	53
Paris Tsartas	53
Challenges in developing the national electronic depository for tourism studies in Greece.....	53
Gianluca Goffi and Tonino Pencarelli.....	55
Magdalena Cladera	55
Package holidays and sustainability: The tourists' perspective	55
Carolina Gomez Hinojosa Jose Rodolfo Mundo Gomez, Sandra López Reyes and Rodolfo Mundo Velázquez.....	56
Destination's Touristic Vocation Evaluation Model for Chiapas, México	56
Adrian Guachalla	57
The Opera House Tourist: Insight's from London's Covent Garden.....	57
Petra Gyurácz-Németh and Nóra Friedrich	58
Analysing the innovation capability of hotels at the Lake Balaton Region of Hungary	58
René Haarhoff	59
Investigating international airline price competitiveness: A case study of South African Airways.....	59
Isabel Carrillo Hidalgo and Juan Ignacio Pulido Fernández.....	60
Is the funding granted by international financial institutions to tourism in Latin America and the Caribbean inclusive?.....	60

Shlomit Hon-Snir, Shosh Shahrabani and Sharon Teitler Regev..	61
Anabel Friedlander-Lifszyc.....	61
Online tourism services in Israel.....	61
Nicholas Hryhorczuk.....	62
The People's Curator of Mezhyhirya.....	62
Tsao Hsaio-Chang.....	63
An analysis of Taiwan ocean recreational sports and tourism professional courses	63
Rong Huang and Orsolya Csuka.....	64
Destination management in Barcelona and Girona: The tourists' perspective.....	64
Oliver Kesar and Josip Mikulhe.....	65
How changes in formal entry procedures for foreign nationals affect inbound tourism demand? The case of Croatia.....	65
Parhad Keyim	66
Framing a community tourism collaborative governance approach: The case of Finland	66
Chulwon Kim, Eunhee Kim and Hyunsu Kim.....	67
Damir Krešić, Izidora Marković and.....	68
Ivan Kožić.....	68
Josip Mikulić.....	68
Exploring spatial and environmental impact of tourism development on protected areas from the TALC model perspective.....	68
Anna Kyriakaki and Dimitrios Abanoudis.....	69
Investigating the lesbian, gay, bisexual and transgender (LGBT) tourism market in Greece	69
Rosa Anna La Rocca.....	70
New demand for using the city: Tourism as urban function.....	70
Kwang-Ho Lee, Chih-Lun Yen, Craig Webster and Sotiris Hji- Avgoustis.....	71
A conceptual flow of medical tourism's economic contribution to India	71
Chia-Yi Li.....	72

The recreational value of Northeast and Yilan Coast National Scenic Area, Taiwan	72
Athena H.N. Mak and Richard C.Y. Chang	73
Adoption of environmental strategies in the hotel industry: The case of Taiwan	73
Evangelia Marinakou and Charalampos Giousmpasoglou	74
Using Tripadvisor for exploring cultural tourism development in Bahrain	74
Esther Martinez-Garcia, Josep Maraya and Joaquim Majo	75
Residents' attitudes towards tourism in Lloret, Sant Feliu and Figueres (Spain): An analysis of their determinants and differences with an OB decomposition.....	75
Lorenzo Masiero and Rob Law	76
Richard Hatter	76
Hotel guests' satisfaction: The path towards excellence	76
Kaoruko Miyakuni	77
Residents' attitude toward tourism development on island destination focusing on ecocentric attitudes: The case of Republic of Palau	77
Bahattin Özdemir and Gökhan Yilmaz	78
Mustafa Ülker	78
The relationships among socio-demographic characteristics, behaviours and motivations of festival attendees: A study in Urla international grape harvest festival	78
Cecilia Pasquinelli.....	79
<i>Gran Sasso Science Institute, Italy</i>	79
Dark, reconstruction and restored heritage: Models of cultural heritage and tourism management in post-disaster contexts	79
Rosanna Passavanti and Eleonora Pantano	80
Saverino Verteramo	80
Assessing social media opportunity in the luxury industry for promoting luxury tourism shopping	80
Jeerati Poon-Ead, Chris Stone and Feng Yi Huang Manchester ..	81
Community participation in sustainable tourism development: Towards a conceptual framework.....	81
Napaporn Rianthong.....	82

Aussadavut Dumrongsiri.....	82
Youji Kohda	82
Maximizing customer experience by effectively using hotel sequencing mechanism and online reviews for online hotel booking site.....	82
Daniela Ricchezza, Mariavittoria Cicellin, Adriana Scuotto and Alexandra Caride Balado	84
Alessia Berni.....	84
Social innovation in cultural and tourism field: The arise of new actors	84
Marcello Risitano, Annarita Sorrentino and Michele Quintano	85
The impact of servicescape on cruiser experience and behavioural intentions: A conceptual framework	85
Korawan Sangkakorn and Pairach Piboonrungrroj	86
Surveillance network development model for child sex tourism exploitation in Thailand.....	86
Alexis Saveriades	87
Why do National Tourism Plans fail to materialise? The case of Cyprus	87
SEUNGHA SIM, SEUNGMIN LEE AND CHULWON KIM	88
The effect of tourism social network services on the organization- public relationship and electronic word-of-mouth: Focusing on the moderating effect of media engagement.....	88
Hanqun Song.....	89
Understanding European travellers' risk perceptions towards destinations.....	89
Christakis Sourouklis and Nikolaos Boukas	90
Workforce diversity management and hotel performance: Evidence from Cyprus, Greece and the UK	90
Hayley Stainton and Elitza Iordanova.....	91
An ethical perspective for tourism researchers using travel blog analysis as a research method.....	91
Theodoros Stavrinoudis and Dimitrios Kalogiannis	92
An investigation of the relationship between loyalty and job satisfaction: The case of Cephalonia's hotels employees	92
Ivan Šulc.....	93

The life cycle of Dubrovnik tourism region, Croatia.....	93
Shengjing Sun and Carlos A. Iglesias	94
Zhan Liu and Nicole Glassey Balet	94
Tourists traits analysis on social networks	94
Anita Talaja and Hrvoje Miloš	95
Change management, organizational culture and competitive advantage of a luxury hotel	95
Roengchai Tansuchat and Panitluck Aryumann	96
Behavior and length of stay of foreigners for meditation tourism in Thailand in Chiang Mai, Thailand	96
Sharon Teitler Regev and Shahrabani Shosh	97
The willingness to pay for safety flights after crisis.....	97
Thanaporn Tengratanasert	98
Fostering and sustaining urban tourism systems through governance networks: A comparative analysis of England and Thailand	98
Nastassia Traskevich.....	99
The evaluation of the economic and managerial processes of the sanatorium tourism segment competitiveness development in Belarus.....	99
Tatyana N. Tretyakova and Tatyana Shmelyova.....	100
Natural potential of Tyumen Oblast as a factor of recreational impact on the human body	100
María Tugores and Elisabeth Valle	101
Environmental innovations, overnights and regional growth ...	101
Suwaluck Uansa-ard and Korawan Sangkakorn	102
Halal friendly tourism's business model: The opportunities for Chiang Mai, Thailand	102
Aija van der Steina.....	103
Diaspora tourism: A growing tourism segment unjustifiably ignored by the industry	103
Milena Viassone	104
The measurement of cultural tourist destination sustainability	104
Craig Webster, Kwang-Ho Lee, Chih-Lun Yen and Sotiris Hji- Avgoustis	105

Individual perceptions of the value of leisure: The influence of the social democratic welfare state and leftist values systems.....	105
Craig Webster, Chih-Lun Yen and Sotiris Hji-Avgoustis	106
RFRA and the hospitality industry in Indiana: Political shocks and empirical impacts on Indiana's hospitality and tourism industry	106
Bo Wendy Gao	107
Libo Yan	107
Meng Zhang	107
<i>Macau University of Science and Technology, China</i>	107
Methodology considerations on tourism potential assessment of heritage sites.....	107
Jirawit Yanchinda, Manaschai Aonon and Korawan Sangkakorn	108
Systems thinking based on 5a's model using knowledge engineering for senior tourism entrepreneurs in Chiang Mai, Thailand	108
Feng Ye, Heyjin Yoon and Chulwon Kim	109
Effects of Ethnic Tourism on Cultural Commodification and Self-identity of Subjectivities: A Case of Xishuangbanna, Yunnan, China	109
Benxiang Zeng and Rolf Gerritsen	110
Contribution of working holiday makers to Northern Australia development	110
Special Session 1: Collaborative, Cooperative and Open: New Forms of Innovation and Partnership for Tourism.....	111
Organised by:	111
David Guimont.....	111
Dominic Lapointe	111
Luisa Errichiello and Roberto Micera.....	112
City stakeholder collaboration in complex innovation projects: The cultural service system "MuseoTorino"	112
Valentina Della Corte and Chiara D'Andrea	113
The relationship between destination brand image and tourist perceptions: The case of Naples	113
Engin Deniz Eriş	114
Mehmet Tahir Dursun	114

Innovation in the tourism industry: Review and research agenda	114
Dominic Lapointe	115
David Guimont	115
Alain Sévigny	115
Empowering local tourism providers to innovate through a living lab process	115
Special Session 2: Smart Tourism Destinations: Advancing Theory and Practice.....	116
Organised by:	116
Luisa Errichiello and Roberto Micera.....	116
Piera Buonincontri and Alessandra Marasco.....	117
A model of smart technology-enhanced cultural heritage experience at tourism destinations	117
Valentina Della Corte, Chiara D'Andrea, Iris Savastano and Pina Zamparelli.....	118
Smart cities and destination management: Impacts and opportunities for tourism competitiveness.....	118
Francisco Femenia-Serra	119
María Jesús Perea-Medina	119
Analysis of three Spanish potential smart tourism destinations	119
Filomena Izzo, Mario Mustilli, Pasquale Sasso and Ludovico Solima	120
Smart tourism destination from IoT perspective: Adaptive orientation system	120
Umberto Martini and Federica Buffa	121
Relationships among key players and decision-making process in community destinations: ICTs as enabling conditions to create smart tourism destinations.....	121
Carla Rossi.....	122
Alessandra Storlazzi	122
Smart tourism destination and value co-creation: The case of high technology district for cultural heritage.....	122
Special Session 3: Educational Tourism: Trends, Challenges and Impacts on Travellers.....	123

Organised by:	123
Elitza Iordanova	123
Montserrat Iglesias	124
Language Travel Supply: Marketing and Management Structures	124
Special Session 4: The role of Visual Media in Tourism and Hospitality	125
Organised by:	125
Dimitrios Stylidis	125
Seongseop (Sam) Kim	125
Barbora Cherifi and Dimitrios Stylidis	126
Sensory destination images: A case study of London	126
Seongseop (Sam) Kim and	127
Sangkyun Kim	127
Visual media consumption model development in the film tourism context	127
Matina Terzidou	128
Dimitrios Stylidis	128
Konstantinos Terzidis	128
The role of visual media in religious tourists' destination image and behaviour	128
Seongseop (Sam) Kim and Ja Young Choe	129
Hagchin Han	129
Role of video clips in promoting food tourism	129
Hemani Sheth	130
The role of media in relevance to the prevalence and popularization of dark tourism	130
Special Session 5: Pilgrimage and Hiking: Journeys, Destinations, Meanings	131
Organised by:	131
Noga Collins-Kreiner	131
Viswanathan Gomathy Amma Girish	132
The search for authenticity through Camino de Santiago walk: A qualitative study	132

Peter Wiltshier	133
Knowledge management and studies of religion and pilgrimage management: Report, store and access	133
Silvia Aulet and Judit Diaz	134
SPIRIT-Youth, developing spiritual tourism for youngsters across Europe	134
Nurit Kliot and Noga Collins-Kreiner.....	135
Why and how do people hike? Hiking the Israel national trail .	135
Special Session 6: Inside the Tourism Destination: Competition, Cooperation or Coopetition?	136
Organised by:	136
Valentina Della Corte, Massimo Aria, Jin-Hyo Yun and Giovanna Del Gaudio	136
Valentina Della Corte, Massimo Aria and Giovanna Del Gaudio	137
Inter-firm relationships in the arena of tourist destinations. The role of destination governance.....	137
Chiara Massacesi	138
Challenges of stakeholders collaboration: Negotiating local food visions and identities in the Dolomites.....	138
Luís Silveira and Norberto Santos.....	139
Planning a strategy for the yacht tourism development in Figueira da Foz (Portugal) using the Delphi methodology: Procedures and results	139
Special Session 7: Establishing Innovative Products and Processes in Tourism: The Role of Service Sxperience	140
Organised by:	140
Nikolaos Boukas, Myria Ioannou, Christakis Sourouklis	140
Nikolaos Boukas and Myria Ioannou	141
Investigating islands' visitor experiences in cultural heritage museums: the case of Cyprus	141
Francesca Pizzo	143
Peter Wiltshier	143
Valentina Della Corte.....	143
Street art and tourism: An alternative tourist business and the potential development of the city of Naples' tourist offer	143

Bojana Radenković Šošić	144
Content marketing in branding destinations	144
Rossella Culora	145
Xuan Lorna Wang	145
The semiotic relationship between language of tourism and destination image: The case of Sicily	145
Elizna Burger	146
Elmarie Slabbert and Melville Saayman	146
The aspects that influence brand loyalty towards arts festivals	146
Special Session 6: Food and Wine Tourism: An experience-based perspective	147
Organised by:	147
Valentina Della Corte	147
Karin Reinhard	147
Peter Wiltshier	147
Chiara Massacesi	148
Food and wine tourism: An experience-based perspective. Reflections for future trajectories	148
Bahattin Özdemir and Faruk Seyitoğlu	149
Gastronomical quests of tourists, authenticity or safety and comfort? A conceptual study	149
Ludovico Solima and Pasquale Sasso	150
Fabiana Sepe	150
Food and wine to relaunch a peripheral area: The case of Campi Flegrei	150
Karin Reinhard	151
Valentina Della Corte	151
Norbert Haydam	151
A methodological blueprint for measuring the unconscious dimension of a destination brand: A three region exemplar approach	151
SISTUR (Società Italiana di Scienze del TURismo) Special Session	152
Organised by:	152

Marcantonio Ruisi	152
Clara Benevolo and Riccardo Spinelli	153
Web communication by Italian tourist ports: A websites quality assessment exercise	153
Carmen Bizzarri and Margherita Pedrana	154
Excellence in tourism destination: A framework of analysis	154
Roberta Garibaldi, Andrea Pozzi and Elena Viani	155
The importance of U.S. market for food tourism in Italy	155
Francesca Palmas	156
Carlo Marcetti	156
Blue economy, coastal and maritime tourism: Emerging segments, opportunities and challenges in Italy	156
Loredana Picciotto	157
Marcantonio Ruisi	157
The promotion of a tourist destination through the definition of the "concept" in a sensorial view	157

CONFERENCE AIM

Tourism is a hypercompetitive sector constantly revolutionized by deep changes, both on the demand side (i.e., transformations in leisure and work, in distribution of income and development of new technologies) and on the supply side. These changes, which reflect the great uncertainty that characterises tourism worldwide, have been manifested at different scales including the individual, the business, the tourist resort, the destination or the national tourism system. The changes have been bound together in complex patterns that are evident throughout the tourism sector, whether in transport, entertainment or hospitality. Understanding how such changes affect tourism policies and planning and responding promptly to them and to the needs of a diverse global marketplace is an essential practice required by policy makers, the business sector, academics and practitioners.

Destinations and businesses have been both catalysts and recipients of change in the ways they have innovated in order to survive. Such innovation has sought to improve the competitiveness of businesses and destinations through the reduction of costs, increases in productivity, improved quality of products and service and the introduction of new products. In the future, the success of tourism businesses and destinations will continue to rely on planning and adaptation to continuing change in the demand and supply sides. Therefore, this conference will focus on change and response through policies, innovation and strategies. Some of the principal questions to be addressed are:

- What have been/will be the most significant changes in tourism demand and supply?
- How do these changes affect policy making and planning?
- What are the challenges in implementing tourism policies and strategic planning?
- What have been/will be the destination/policy responses/methods to change in tourism?
- Which technologies/strategies are used by tourism enterprises to attract/ inform new and potential customers?
- What innovative tools, policies and strategies do destinations use in order to stay competitive?

Bearing all these in mind, this conference aims to add to this debate by stimulating discussion and exchange of ideas between tourism professionals, academics, researchers, policy-makers, consultants, practitioners, government officials and postgraduate students from all tourism-related fields.

CONFERENCE TOPICS

The conference will focus on a broad range of topics related to tourism, including (but not limited to):

- Innovation in Tourism
- Tourism Development, Policy and Planning
- Tourism Sustainability
- Public Administration of Tourism Development
- Local Government Role and Responses to Tourism Development
- Community Responses to Tourists and Tourism
- Collaboration and Cooperation between Stakeholders
- Theoretical Perspectives on Tourism
- End Users Engagement in Tourism Policy Making
- Economic/Social/Environmental/Cultural Impacts of Tourism
- Tourism Education and its Role in Managing Tourism Development
- Alternative and Special Forms of Tourism
- Niche Tourism: Issues and Trends
- Industry's Role in Managing Growth
- Destination Marketing
- Information Technology in Tourism
- Tourism Research and Methodology
- Globalisation Effects
- Challenges and Best Practices of Hospitality and Tourism Marketing and Management
- Tourism Mobilities
- Transportation and Tourism
- Authenticity and Commodification
- The Future of Tourism
- The Effects of Crime, Terrorism, Safety and Security
- Managing Human Resources in Hospitality and Tourism
- District Management and Tourism Clustering
- Evolution and Transformation of Booking and Distribution Channels
- Social Networking and New Forms of Tourism

COMMITTEES

Chairmen

- Konstantinos Andriotis, Middlesex University London, United Kingdom
- Valentina Della Corte, University Federico II of Naples, Italy
- Marcantonio Ruisi, University of Palermo, Italy

Scientific Committee

- George Agiomirgianakis, Hellenic Open University, Greece
- Constantia Anastasiadou, Edinburgh Napier University, United Kingdom
- Benxiang Zeng, Charles Darwin University, Australia
- Nikolaos Boukas, European University Cyprus, Cyprus
- Barbora Cherifi, Middlesex University London, United Kingdom
- Noga Collins-Kreiner, University of Haifa, Israel
- Geoffrey I. Crouch, La Trobe University, Australia
- Gandolfo Dominici, University of Palermo, Italy
- Martin Falk, Austrian Institute of Economic Research, Austria
- Alon Gelbman, Kinneret College on the Sea of Galilee, Israel
- Sotiris Hji-Avgoustis, Ball State University, USA
- Yechezkel Israel, Kinneret College on the Sea of Galilee, Israel
- Stanislav Ivanov, University of Management, Bulgaria
- Carson L. Jenkins, University of Strathclyde, Scotland
- Lee Jolliffe, University of New Brunswick, Canada
- Carlos Monterrubio, Autonomous University of the State of Mexico, Mexico
- Chi-Ok Oh, Chonnam National University, Republic of Korea
- Pairach Piboonrungraj, Chiang Mai University, Thailand
- Christine Prince, ISG International Business School, France
- Costas Priporas, Middlesex University London, United Kingdom
- Rui Su, Middlesex University London, United Kingdom
- Mauro Sciarelli, Università di Napoli Federico II, Italy
- Dimitrios Styliadis, Middlesex University London, UK
- Matina Terzidou, University of Surrey, United Kingdom
- David Roger Vaughan, Bournemouth University, United Kingdom

- Amitabh Upadhya, Skyline University College, UAE
- Lorna Wang, University of West London, United Kingdom
- Craig Webster, Ball State University, USA
- Adi Weidenfeld, Middlesex University London, United Kingdom
- Peter Wiltshier, University of Derby, United Kingdom

Organizing Committee

Organising Committee Chairman: Valentina Della Corte, University Federico II of Naples, Italy

- Konstantinos Andriotis, Middlesex University London, United Kingdom
- Chiara D'Andrea, University Federico II of Naples, Italy
- Giovanna Del Gaudio, University Federico II of Naples, Italy
- Enrico Di Taranto, University Federico II of Naples, Italy
- Alessandra Iavazzi, University Federico II of Naples, Italy
- Savvas Sakkadas, Cyprus University of Technology, Cyprus
- Iris Savastano, University Federico II of Naples, Italy
- Fabiana Sepe, University Federico II of Naples, Italy
- Dimitrios Styliadis, Middlesex University London, United Kingdom
- Matina Terzidou, University of Surrey, United Kingdom

KEYNOTE SPEAKERS

PROFESSOR DAVID HARRISON

Middlesex University London, UK



David Harrison is Professor of Tourism at Middlesex University, Senior Visiting Research Fellow at King's College London, and Fellow of the Royal Geographical Society and of the International Academy for the Study of Tourism.

A sociologist/anthropologist of development, he has taught at the University of Sussex, London Metropolitan University and the University of the South Pacific. He is author of *The Sociology of Modernisation and Development* (1988) and since the mid-1980s has specialised in researching and writing about the role of international tourism in development, especially in islands and small states. He has carried out research in the Caribbean, South-east Asia, Southern Africa, Eastern Europe and in the South Pacific, has written many peer-reviewed journal articles on tourism, and edited and co-edited numerous books on tourism, the latest of which (with Richard Sharpley) is *Mass Tourism in a Small World* (CAB International, forthcoming).

ASSOCIATE PROFESSOR STEVEN PIKE

Queensland University of Technology, Australia



Steven Pike is Associate Professor of Marketing at the QUT Business School. Steven spent 20 years working in the tourism industry, primarily with Destination Marketing Organisations such as Tourism New Zealand, before joining academia in the late 1990s. His research focuses on the relevant challenges faced by tourism destination marketers, such as destination branding performance measurement and destination image measurement. He has shared his findings via four books and over 100 academic publications. Steven is a regular speaker at international tourism conferences, and has served as a board member of a number of tourism industry advisory boards.

PROFESSOR HANQIN QIU

Hong Kong Polytechnic University, China



Dr. Hanqin Qiu is a Professor of international tourism at the Hong Kong Polytechnic University. She is an Editor-in-Chief for Journal of Quality Assurance in Hospitality and Tourism. She has served as guest editors for International Journal of Contemporary Hospitality Management and Journal of Vacation Marketing on Special Issues for China Hotel and Tourism Development. She has published one textbook and more than 80 refereed journal articles in major international journals. Professor Qiu has been actively involved in consulting and executive training programs in China. She has coordinated various training projects for World Tourism Organization, China Hotel Association, China Travel Hotel Management Services HK Ltd, and Guangzhou Hotel Association. Recently she has been working for China National Tourism Administration on projects relating to the travel behaviour of Hong Kong and Macau residents visiting China.

PROFESSOR JOHN TRIBE

University of Surrey, United Kingdom



John Tribe is Professor of Tourism at the University of Surrey, UK. His undergraduate, postgraduate and doctoral studies were all undertaken at the University of London. He is a Fellow of the Higher Education Academy, Fellow of the International Academy for the Study of Tourism, Fellow of the Association for Tourism in Higher Education and Fellow of the Academy of the Social Sciences. His research concentrates on sustainability, epistemology and education and he has authored books on strategy, philosophy, economics, education and environmental management in tourism. He was the specialist advisor for tourism for the UK government's 2008 Research Assessment Exercise and panel member for the assessment of tourism research for the 2014 Research Excellence Framework (REF). He is editor of the top tourism journal *Annals of Tourism Research* and *The Journal of Hospitality, Leisure Sport and Tourism Education* (JOHLSTE).

SCHEDULE AT A GLANCE

WEDNESDAY 29 JUNE 2016

16:00 – 18:00	Naples Walking Sightseeing tour through the “Royal Streets”
16:00 – 18:30	Registration
18:30 – 19:00	Welcome Speeches
19:00 – 19:30	Keynote Speech I
19:30 – 21:00	Welcome Reception

THURSDAY 30 JUNE 2016

09:00 – 09:30	Keynote Speech II
09:30 – 11:00	Parallel Sessions 1 (rooms A, B, C)
11:00 – 11:30	Poster Presentations
11:00 – 11:30	Coffee Break
11:30 – 13:00	Parallel Sessions 2 (rooms A, B, C)
13:00 – 14:00	Light Lunch
14:00 – 15:30	Parallel Sessions 3 (rooms A, B, C)
15:30 – 16:30	Poster Presentations
15:30 – 16:00	Coffee Break
16:00 – 17:30	Parallel Sessions 4 (rooms A, B, C)
17:30 – 18:00	Keynote Speech III

FRIDAY 1 JULY 2016

09:00 – 09:30	<i>Keynote Speech IV</i>
09:30 – 11:00	<i>Parallel Sessions 1 (rooms A, B, C)</i>
11:00 – 11:30	<i>Coffee Break</i>
11:30 – 13:00	<i>Parallel Sessions 2 (rooms A, B, C)</i>
13:00 – 14:00	<i>Light Lunch</i>
14:00 – 15:30	<i>Parallel Sessions 3 (rooms A, B, C)</i>
15:30 – 16:00	<i>Coffee Break</i>
16:00 – 17:30	<i>Parallel Sessions 4 (rooms A, B, C)</i>
19:00 – 22:00	<i>Half Day Trip and Gala Dinner</i>

SATURDAY 2 JULY 2016

9.00-17.00	Study Tour
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KEYNOTE SPEECH I:

DAVID HARRISON

Middlesex University London, United Kingdom

Mass tourism in a small world: New challenges and boundaries

Since its early manifestations, tourism has attracted criticisms and these have continued, on similar lines, through the introduction of mass tourism in the late nineteenth century until the present. Immorality, environmental degradation and general disruption of the status quo in destination societies were common complaints. By the end of the 1930s, industrialised tourism, in the form of holiday camps, had emerged, and after the Second World War mass tourism became internationalised. With the emergence of China as both a destination and a source of tourism, international tourism has a new 'centre,' which is going to develop even more in the future. Social scientists, though, have tended to be critical of mass tourism, with ample support from other critics, often focusing on tourism in 'developing' societies while accepting tourism's economic contribution to so-called 'developed' societies. Indeed, advocacy of 'sustainable' and 'alternative' tourism is based on a critique of mass tourism. In this presentation, it is argued we can learn from how tourism has developed in the past, that tourism as a 'development' tool applies equally to 'developed' and 'developing' societies, across which it is closely linked, and that mass tourism is here to stay and poses new challenges to tourism academics, who have too often focused on its (allegedly) negative characteristics.

KEYNOTE SPEECH II:

PROFESSOR HANQIN QIU

Hong Kong Polytechnic University, China

The evolution of China's outbound travel and its Impact on the destinations

With a recorded history of over 5,000 years and a land area of 9,600,000 square kilometers, China is well endowed with its rich cultural and natural resources. However, the great potential for developing tourism was not recognized until 1978 when China's top leaders realized the importance of economic reconstruction and decided to implement open-up policy. As a result of this economic and political reform, tourism industry has been influenced significantly. Outbound tourism is important to not only the increase of revenue, but also the widening of the visions for Chinese people. More and more Chinese citizens are now willing to travel abroad, which boosted China's outbound tourism industry at a fast speed. In addition to support from political policy, the main reason contributed to the growth can be the high economic growth rate. Large population size is another factor that affected the fast development of outbound tourism. A population size of over 1.3 billion means that even a very small percentage of population can constitute an important part of outbound market. As a first destination opened to the Mainland Chinese outbound travelers started in 1984, Hong Kong has experienced a rapid and sustained growth in visitor arrivals from the Mainland which increased from 8.7 million in 2003 to 47.2 million in 2014, representing 77% of all tourist arrivals. This rapid increase has brought great economic benefits to Hong Kong as a destination, but it also created tensions and conflicts between the tourists and local residents. Through sharing the experiences of Hong Kong as a tourist destination, the implications from the growth of the China outbound will be discussed.

KEYNOTE SPEECH III:

ASSOCIATE PROFESSOR STEVEN PIKE

Queensland University of Technology, Australia

Destination marketing organizations: Research opportunities in an era of uncertainty

Destination marketing organisations (DMO) will soon no longer exist in their current form, and so now is an opportune time for tourism academics to engage in innovative thinking about the future of these entities. While the general structure and core activities of DMOs have remained uniformly constant around the world for several decades, external forces are converging in a manner that is stimulating debate about the future relevance of the traditional DMO. The travel industry operates in a macro environment, over which the DMO has no control, featuring continuous discontinuous change; where change is increasingly in the form of forced disruption rather than incremental improvements, and DMOs are not immune to the effects of this phenomenon. An increasing number of DMOs will endure major funding cuts from Governments facing increased pressure providing essential services, without alternative finance sources. There will be increased demands from stakeholders for transparency of DMO decision making. There will be increasing pressure from stakeholders on DMOs to demonstrate market effectiveness and organisational efficiency. User-generated content on social media, overwhelming the marketing communications of destination marketers, will call into question the promotional role of traditional DMOs that have been slow to adopt meaningful consumer engagement through Web 2.0 technologies. Opportunities and threats created by the pace of technology-based disruptive change will force a revolutionary new DMO paradigm of structure and activity, away from the traditional top-down and often bureaucratic approach that is the norm. It is timely therefore, for researchers to consider how innovation will shape DMOs in an increasingly uncertain future.

KEYNOTE SPEECH IV:

PROFESSOR JOHN TRIBE

University of Surrey, United Kingdom

Directions, developments and destinations in tourism research

This conference asks us to consider new challenges and boundaries for destinations and businesses in tourism. It has a particular emphasis on policies, innovations and strategies. But perhaps something has been overlooked: Where does tourism research fit into this picture? This is the question I will address in my presentation. I will present a model based on research by Tribe and Liburd (2016) that demonstrates the relationship between the world of tourism and the world of research. It will cover the production of research both inside and outside of the academy and it will highlight some significant forms of tourism research that are perhaps underrepresented. Prompted by Habermas's notion of Knowledge Constitutive Interests, it will offer an understanding of the main drivers tourism research including ideology, global capital, government, positionality and self. It will also reflect on the destination of such research: Does it just endlessly circulate around academic space or does it recirculate back into the world of practice? In the terms of this conference does it influence policy, practice, innovation and strategies for destinations and business? Following Shapiro et al. (2007) it will analyse two factors that might inhibit impact: Those are issues not just of "lost in translation" but "lost before translation" too. And finally I will ask whether research performs a critical, reflexive role, not just considering research as the means to more competitive businesses and destinations, but also considering research into the ends of tourism too. What is it all for? What kind of tourism world do we wish to create?

References

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GEORGE AGIOMIRGIANAKIS

Hellenic Open University, Greece

GEORGE BERTSATOS

Economic University of Athens, Greece

NICHOLAS TSOUNIS

Technological Educational Institute of Western Macedonia, Greece

Selecting an effective set of short term economic reactions to international changes: The case of tourism in Turkey

Economic policies often have to be formulated within a rather short-run horizon due to political, social and seasonality pressures. In addition to these internal pressures, economic policies also face external constraints imposed by international competitiveness, uncertainty on oil prices, volatility in exchange rates etc. Within this setting of internal and external constraints, governments should not only formulate appropriate short-run policies but they should also select the timing of implementing them. The focus of this paper is on the effective timing of economic policies of sovereign countries. To this purpose, we examine an economy with a large tourism sector simply because the tourism industry, by its nature, faces, both, internal and external constraints and responds continuously to them. A typical example of such a country is Turkey that provides extended quarterly data. The model used to find the determinants of tourists' arrival includes variables measuring exchange rate volatility, tourists' purchasing power and trade openness. The effects of each determinant variable on tourist flows have been examined for up to four semesters before travel. Our conclusions on effective timing of economic policies, based on co-integration analysis and long- and short-run co-efficient estimation using the Pooled Mean Method (PMG) offer some useful policy implications that policy authorities could use as a rule of thumb for the time interval of their policy-mix, e.g. in choosing either the timing of their campaign abroad or the timing of restructuring domestic sectors in Turkey. Specifically, trade openness, tourists' per capital income and volatility of exchange rate affects the most tourist flows nine to twelve months before travel. Moreover, the methodology we use may also apply to evaluate other economic policies as well.

DEOK-SOO AHN

Korea National Tourism Office, South Korea

EUNHEE KIM AND CHULWON KIM

Kyung Hee University, South Korea

JUN HUR

Dongduk University, South Korea

Modelling cooperation among stakeholders for the convergence of conventions and medical tourism

A paradigm of the age of tourism 4.0 that represents converged tourism is emerging together with the creative economy. This development paradigm is a policy frame that emphasizes convergence, compounding, and linkage with diverse industrial areas such as entertainment; medical care; meetings, incentive travel, convention, and exhibition (MICE); sports; information and communication technology (ICT); and manufacturing business. Cooperation in converged tourism is similar in context to cooperation networks that are constructed through convergence by industrial area to create high value-added synergy effects. Recently, studies addressing cooperation or strategic alliances among enterprises in different sectors have been rapidly increasing. The purpose of this study was to develop a model for cooperation between conventions and medical tourism stakeholders. It aimed to derive factors constituting cooperation toward common goals and values recognized by both sectors. Conducted through field-oriented approaches consistent with the phenomenal characteristics of conventions and medical tourism, the study developed a model for networked cooperation based on the derived factors. Deutsch's cooperation theory was applied to achieve this study's purposes, which were to figure out factors for cooperation between convention and medical tourism stakeholders and to develop a cooperation model. In this regard, diverse qualitative methods were also used. The in-depth interviews with experts were conducted first to explore the suitability of Deutsch's cooperation theory and the possibility of deriving not only the four domains of the cooperation theory (communication, perception, attitudes toward each other, and work orientation), but also other domains of cooperation. Spradley's analysis technique for a qualitative study was utilized in 193 detailed elements of cooperation, derived through the first and second expert questionnaire surveys. The results indicated that the factors for cooperation between conventions and medical tourism could be comprised of 17 large-, 39 medium-, and 117 small-classification

items under four domains. A cooperation model was developed, based on these derived factors for cooperation.

EMMANUEL AKWASI ADU-AMPONG

University of Sheffield, United Kingdom

Images, instruments and the governance capacity of local governments in tourism development planning

While tourism development takes place at the local level, local governments are not always the leading stakeholders in the tourism development planning process. Given the fragmented nature of the tourism sector, tourism development plans tend to be made at the national levels and by different state tourism institutions and organisations. In this paper I explore the governance capacity of the Komenda-Edina-Eguafo-Abrem Municipal Assembly (KEEA) in tourism development planning. I focus particularly on the Elmina 2015 Strategy which was led by the KEEA as a local government authority in conjunction with other institutions like the Ghana Museums and Monuments Board and the Ghana Tourism Authority. The Elmina 2015 Strategy was launched in 2003 as a way of leveraging heritage tourism for local economic development and poverty reduction in the historic city of Elmina where the centre piece attraction is the UNESCO World Heritage Site of the Elmina Castle. This paper is based on a qualitative methodology within which I conducted fieldwork research in Ghana between August-November, 2014 and July-September, 2015. In all a total of 66 interviews with key tourism stakeholders at the national, district and local (KEEA) level was conducted. In Elmina I undertook both participant and non-participant observations and interviewed policy makers and community members who were centrally involved in the making of the Elmina 2015 Strategy. Using the interactive governance perspective as an analytic framework I consider in particular the images held by local government officers at the KEEA with regard to tourism's role in local economic development, the instruments and tools available to them to manage tourism development and how this relate to their capacity in leveraging tourism for socio-economic development. The findings show that although local government officers hold a positive image about tourism's role in economic development they do not have all the needed policy and implementation instruments to achieve the objectives of the strategy as these are held by other stakeholders. In this presentation I show how the governance capacity of the KEEA Municipal Assembly is constrained by the dispersal of needed policy instruments, messy institutional arrangements and poor stakeholder interactions at the local level.

PEDRO AZNAR AND JOSEP MARIA SAYERAS MASPERA

Ramon LLull University, Spain

JORGE GALIANA

Polytechnic University of Catalonia, Spain

Key drivers of the financial performance in the hospitality industry: Barcelona hotel industry

The hospitality industry is characterized by economic performance being very dependent on demand shocks, the importance of fixed cost and the leverage in this sector are key explanatory factors for this pattern. The rise on the sharing economy in this sector, with Airbnb as a clear exponent of the irruption of new forms of accommodation, can imply important changes in the hospitality industry profitability. Some authors have made a few attempts to explore the effects of rise in accommodation supply by Airbnb in the revenues of the hotel industry. This paper is based in the analysis of 42 hotels in Barcelona, close to 12% of the whole population. The hotels selected are mainly independent hotels and their star category replies the population structure. The changes in revenues from 2008 (the year of Airbnb started its activity) to 2013 has been analyzed according to the correlation (using Spearman correlation and Man-Whitney U test, after considering the lack of normality in the variables considered) with some internal variables: productivity, size, star rating and leverage, these variables have been previously been considered in many empirical studies To include the effect of Airbnb presence the number of Airbnb dwellings not far than 1 kilometer to each hotel has been considered as possible explanatory variable for the change in revenues and the level of profitability measured using the return on equity (ROE). Some interesting results have arisen from this analysis. Location is a significant variable for explain a better performance, as hotels located in main touristic areas have suffered less the massive presence of apartments and rooms supplied in Airbnb. Hotel's profitability also depends on the level of leverage. The star category system doesn't correlate any more with level of profitability, probably because customers have new ways, mainly through the use of internet, to find out other customers opinions and hotels' quality valuation.

NIKOLAOS BOUKAS AND CHRISTAKIS SOUROUKLIS

European University Cyprus, Cyprus

Identifying perceptions of young tourists in summer resort destinations: The case of Cyprus

Although there has been some progress in the field of youth tourism, there is lack of information concerning the young tourists' perceptions while travelling. Nonetheless, young people are important consumers of tourism product/services. Indeed, the importance of the youth market can be reflected in the fact that over eight million air and surface tickets are sold every year to youth and student travellers by 400 companies that specialise in youth tourism. In this regard, greater research effort is required to understand the youth culture in tourist destinations. Thus, analysing their behaviour is vital for understanding a unique market and further developing the youth tourist product. To do so, the paper examines young tourists' perceptions towards the summer resort destinations of Ayia Napa and Protaras, Cyprus, by measuring their importance and satisfaction levels from a series of destination attributes/motivational determinants, using a quantitative research approach and employing a questionnaire submitted to 148 young people. Findings indicate that young tourists are identified as an important tourist segment characterized by a dynamic behavior and significant experiential anticipations from resort places. Issues related to the popularity of the places and their hospitality signified positive satisfaction levels and therefore, need to be maintained and enhanced. On the other hand, elements related to the quality of the experience gained from the resort places, such as independence within the place, and variety of tourist activities need to be considerably enriched. Overall, young tourists have a moderate to positive satisfaction with the destination while put emphasis on experiential and motivational elements of the destinations. Suggested management strategies according to the needs and wants of this dynamic market, would make resort destinations such as those used in the case study more attractive, contributing to the promotion of youth tourism, in general. By understanding the youth travel market and competently target and incorporate it in the future planning of resort destinations, such as Cyprus, important competitive advantages will be raised not only for the present state but also for the future course of tourism in them.

KADIR ÇAKAR*Akdeniz University, Turkey***NAZLI SAYAR***Süleyman Demirel University, Turkey***FARUK SEYİTOĞLU***Akdeniz University, Turkey***Destination competitiveness of Çanakkale**

Destination management is to understand how a tourism destination's competitiveness can be increased and sustained. For the effective destination management there are factors such as needed activities, stakeholders' involvement, structure and processes that must be considered. Moreover, understanding tourists' attitudes to destination management and why such management is necessary can also contribute to the success of destination management aims. The issue of competition from destination perspective within tourism context is gaining remarkable attention in a turbulent environment in which destinations compete with each other. In order to capture market share, destinations are positioning to offer the products and services that based on customer oriented vision and value-driven processes. Similarly, destination's competitiveness which is assumed as a country's or region's ability to form added value in increasing the national wealth through managing products, processes and attractiveness and also integrating these within an economic and social model. It can be said that the destination management success and a competitive advantage can be achieved if the general attraction of a tourism destination is superior to that of a rival alternative destination. The specific objectives of the present research are to provide general insights through using SWOT analysis and Tourism Value-Chain on Çanakkale tourism destination that internationally recognized as a battlefield tourism site in Turkey. With its rich cultural and natural assets Çanakkale is well-known place as a home of many civilizations. Based on its historical richness and various tourism products there is little attention paid on these issues by scholars in the extant literature. This research attempts to fill this gap by contributing precious information from distinct views.

RICHARD C.Y. CHANG AND ATHENA H.N. MAK

National Dong Hwa University, Taiwan

Reconstructing nostalgic dining experience

The prevalence of experiential marketing has led to an increasingly number of restaurateurs to create a nostalgic dining experience. Customers may experience nostalgia from a variety of triggers that induce feelings of fondness for the past, such as people, environment, special events, personal dining experience, or the collective food memory. Previous research has recognized that motivation as one of the important forces behind food consumption experience. In addition, socio-demographic factors, past experience, and dining motives may affect customers' evaluation of their nostalgic food consumption experience. Thus, this study aims to explore the motivational factors that underlie nostalgic dining experience and to investigate the attributes in evaluating nostalgic food consumption experience. This study employs the under-utilized photo elicitation method to stimulate and evoke deeper meanings of customers' food consumption experience. A purposive sampling method was applied to recruit the participants from the Internet forum. A total of twenty-seven photo elicitation interviews were conducted. Research findings suggest that four major motivational factors may trigger customer's desire for nostalgic dining experience, namely, recall collective memory, escape from life pressure, seek extension of early experience, and pursue contrast with current situation. The attributes in evaluating nostalgic dining experience include lifestyle objects, authentic ambience, and food quality. This study confirms the significance of the contextual and experiential factors in nostalgic dining experience. The findings offer a number of useful insights for hospitality managers. First, attention should be paid to the motivational factors that may trigger customers' nostalgia emotion. In addition, taking in account that tangible and intangible attributes can affect the evaluation of nostalgic dining experience, restaurateurs may consider "museumizing" the establishment, for example, by designing a historical menu, displaying the objects from the past, and creating an authentic ambience, so as to bring customers back to early life. It is believed that the findings of this study will help restaurateurs enhance the authenticity of the nostalgic food consumption experience that fulfill the customers' expectation.

SAMANTHA CHAPERON AND JAMES KENNEL

University of Greenwich, United Kingdom

Policy change and tourism policy in the United Kingdom

Under the New Labour government of 1997-2010, tourism policy in the United Kingdom was characterised by a high level of continuity between the policies of successive administrations. Since 2010, the United Kingdom has had two different new governments. Each of these governments has launched a new tourism policy. The Coalition government's policy made fundamental changes to the funding and governance of tourism and the new Conservative government has enacted significant changes to the National Tourism Organisations (NTOs) for the United Kingdom and England. This paper analyses the changes in the United Kingdom's tourism policy between 1997-2015, using a combination of structural explanations based on exogenous factors and the perspective of punctuated equilibrium theory. Research was conducted through content analysis of key policy and strategy documents including national tourism policies, policies of the devolved administrations of the United Kingdom, and other key documents such as NTO strategy documents and consultation records. Although this study is based on the United Kingdom, the approach taken could be used to analyse periods of tourism policy change in other countries, especially those that have seen recent changes in government following the global economic crisis. The paper concludes by showing that although structural explanations of tourism policy making are useful in examining the determinants of tourism policy at any given time, punctuated equilibrium theory helps to explain periods of change in tourism policy by drawing attention to the role of policy communities in setting policy problems and selecting potential solutions. By utilising a theoretical approach that has not been applied widely in studies of tourism policy, but which has been used extensively in studies of other policy arenas, this paper shows the utility of incorporating theoretical perspectives from other parts of the policy studies literature when considering changes in tourism policy. Recommendations are made towards the end of the paper for how this could be applied in future studies, including for international comparative analysis of tourism policy.

YUTHASAK CHATKAEWNAPANON

Chiang Mai University, Thailand

Understanding tourists' perceptions: A methodological approach for tourism development in rural Thailand

When applying the concept of sustainability into tourism development research, it mostly focuses on minimizing negative impacts on a host community. Then the complex of the study has been emphasized only on the supply side, ignoring the aspect of the tourists in the area. The argument is to understand what tourist perceived as tourism attractiveness of the destination is essential. It is if development is to play a role in balancing the tourism system at the destination. Implicationally, it is not only addressing the ecological and social concerns of the destination, but also having an acceptable numbers of visitors within a tourism setting. Drawing upon a demand approach, this paper proposes a methodological framework for engaging tourist perceptions into tourism planning and implementing sustainability. Mae KlangLaung, a small community in the North of Thailand, is used as a case study approach in the application of the methodological framework. Then, a focus group is used as a method of in-a-field technique for a data collection. Therefore, the paper discusses a construction of a methodological framework to investigate the tourists' perceptions of the tourism attractiveness of the village. This framework will be benefiting the future tourism planning for the sustainable tourism development in the community.

CHUAN-CHUAN CHUNG

Lung Hwa University of Science and Technology, Taiwan

Mainland Independent Travelers: A study of the relationship between recreational experience, scenic attractiveness and return tourism intentions

Tourism has the highest potential for development in the 21st Century of any industry. Fast economic development and living standards rising daily have led to China now becoming the country with the fastest increase in the number of outbound tourists. Since the Government there eased restrictions on travel, the number of China tourist coming to Taiwan is raising steadily, benefitting the Nation's tourism industry. The majority of mainland tourists are familiar with Taiwan's spa resorts. However, China tourists are less knowledgeable about spa resorts resources. There is a lack on the antecedents of tourists' intentions toward natural resource. This study attempts to examine the relationships among recreational resources (i.e., hot spring) of China tourists' perception, scenic attractiveness, and the effect they have on tourist intentions. The target respondents of the questionnaire were China tourists in New Beitou Hot Spring Area. 200 questionnaires are distributed; 54.4% are female and 45.6% are male. The regression model linking their experience is at the resorts to scenic attractiveness showed a good fit. The results confirms that, as far as the tourists' recreational experience and the area's scenic attractiveness go, New Beitou Hot Spring Area's mainland tourists are left with a positive impression, which in turn reinforces their return tourism intentions.

JOSÉ DAVID CISNEROS-MARTÍNEZ AND ANTONIO FERNÁNDEZ-MORALES

University of Malaga, Spain

Seasonal concentration of cruise tourism in the Mediterranean

This research delves into analyzing the seasonality of cruise tourism in the Mediterranean by using the Gini index as a measure of the annual seasonal concentration. In addition, the decomposition of this index is used in the field of cruise tourism for the first time in literature. This study specifically used the decomposition to evaluate the contribution degree of each port to the global seasonal concentration of each Mediterranean region. Having annual indicators on the degree of seasonal concentration could be a helpful tool for improving the efficiency of policies against seasonality. Moreover, a cluster analysis technique (bootstrapped bagged clustering) was applied to classify the ports into homogeneous groups according to their seasonal patterns given the significant heterogeneity revealed in the major regions of the Mediterranean. Specifically, the seasonality analysis was performed by (i) estimating the seasonal patterns of cruise tourism, (ii) classifying the ports into homogeneous groups, and (iii) assessing the seasonal concentration levels by ports and regions obtained from the elements of the Gini decomposition. Seasonal patterns were estimated using published data from Medcruise (2010-2014). The variable analyzed was the number of cruise passengers by trimester in each port. As a result of this analysis, six clusters containing several ports, located in different regions but with similar seasonal patterns, were identified; these do not coincide with the usual regional division made of the Mediterranean. The decomposition of the Gini index applied in this study provided relative marginal effects which served to identify the ports less prone to seasonality, such as the ports of Tenerife and Madeira in West Mediterranean region; Cyprus, Heraklion and Alanya in East Mediterranean region; and Sochi in the Black Sea region. These ports are highlighted for having a greater magnitude of negative relative marginal effects. To conclude, the set of techniques used in this research form a methodology that allows for a detailed analysis of seasonality in the Mediterranean regions. Furthermore, this methodology can serve as a control and monitoring tool for measuring seasonal concentration levels in cruise tourism, allowing for policies against seasonality to be tailored in this segment.

CHRISTOPHE CLIVAZ

University of Lausanne, Switzerland

Second homes in Switzerland: Is the state back?

For decades, the number of second homes continues to rise in the Swiss resorts. This poses a number of environmental, social and economic problems. In March 2012 Swiss voters accepted a popular initiative « Stop the endless construction of second homes » (known as the Weber initiative) that limits to 20% the number of second homes in each municipality. The implementing legislation for this initiative came into effect on January 1, 2016. Using an approach that combines study of the institutional system (polity), of the public policies regulating the second homes issue (policy) and of the power relations surrounding the adoption of the implementing legislation (politics), we trace the evolution of regulatory measures adopted in Switzerland to manage the problem of second homes. Particular attention will be devoted to the study of the distribution of legal competencies between the three levels of Swiss federalism (federal government, cantons, communes). We analyze the federal, cantonal and municipal legislations on the issue of second homes. We also analyze the press articles concerning the referendum campaign preceding the vote on the Weber initiative as well as those concerning the adoption procedure of the implementing law. Finally we analyze the documents published by stakeholders such as the public administration, environmental or business organisations. An analysis of public action in managing second homes in Switzerland shows the gradual return of the federal State. This return has experienced a significant acceleration with the adoption in 2012 of the Weber initiative which gives the Confederation the legal opportunity of limiting the number of second homes. However, the implementing law of the initiative has provided many exceptions to this principle of 20%, which raises doubts about the ability of the law to actually stop urban sprawl caused by the proliferation of second homes. On the one hand this contribution highlights the gradual return of the federal government in managing the problem of second homes in Switzerland. Furthermore it illustrates the usefulness of combining the three "classical" entries of political science (polity - politics - policy) to understand public action.

LENA CROENIGER AND PETER WILTSHIER

University of Derby, United Kingdom

The importance of the hallmark event Oktoberfest in Munich

Festivals are increasingly used to develop and promote the image of a destination. Hallmark events like the Oktoberfest in Munich can have multiple influences on tourism. The authenticity of those events can impact the success of the festival and therefore the whole destination. The focus in this paper is on the authenticity of the Oktoberfest and finding the resulting problems and opportunities. It was identified that authenticity is able to improve the brand and has advantages in competition with other cities (Dwyer and Kim, 2003). The cultural aspects of this folk festival are high and influence guest satisfaction. The visitors and their impacts on the host community are analysed and the reactions of locals taken into consideration. It was identified that for the success of the Oktoberfest and therefore Munich the focus should shift back on having a festival for locals with traditional culture, food and music and not mostly a beer festival. In order to stay attractive for locals more attention should be paid on the historic Oktoberfest and therefore also showing the Bavarian traditions to international visitors.

SIMON CURTIS

University of Westminster, United Kingdom

The arts trail as cultural regeneration catalyst

This paper will explore the role and potential for public art and sculpture to transform places and spaces which have lost their identity or have fallen into decline. Street art has the capacity to transform local connection with place and to boost wider place image as it creates interesting new product for the cultural and tourism sectors to mould, through the development of walking trails and astute marketing messages. The author's interest relates to the use of arts trails in emerging destinations facing perception and image challenges. Emerging themes relate to the consumer reaction to the idea of the "open-air art gallery", the physical legacy potential of arts trails and the challenges of developing trails in neglected locations. The investigation will be framed by re-visiting De Certeau's ideas around "the walking city" in the context of more recent academic thinking around place identity and place branding. A case study approach has been chosen investigating two new and innovative arts trails in the UK. These case studies have been selected as both involve an innovative and original approach to trail development in an urban context. In Folkestone, the much praised Triennial Arts Festival has had three "editions" (2008, 2011 and 2014). Each festival commissioned new artworks with a brief to take inspiration from the heritage of the town. A permanent collection of 27 Artworks has been established as a legacy, now forming a cultural trail of unusual geography through the town. In East London, along the old industrial waterway route, close to the site of the 2012 Olympic Games, a three mile walking and cycling trail, following the Meridian Line from Greenwich Peninsula to Stratford, is being established. Known as "The Line", twelve artworks were installed along the trail in 2015, to be followed by further installations over the next 2 years. Qualitative research is now taking place based around structured interviews with the host organisations and key stakeholders involved in both trails in order to elicit views on the projects' objectives and impacts. Interview data will be interpreted through content analysis.

VINCENZO D'ANZI
University of Calabria, Italy

ELEONORA PANTANO
Middlesex University London, United Kingdom

SAVERINO VERTERAMO
University of Calabria, Italy

Innovation theory and tourism management for creating smart destinations: The case of Mongiana Royal Iron Foundry in Southern Italy

In recent years, smart tourism is emerging as a new vision of the tourism management able to synthesize innovative and interactive technologies to better communicate places and create smart destinations. Starting from the definition of a smart city, the present work aims at demonstrating the extent to which the integration of smart technologies, such as interactive displays, mobile and pervasive technologies, allows an unknown destination to become a smart one. To this end, the work investigates the case of the little village (less than 1,000 inhabitants) of Mongiana (in Calabria Region, Southern Italy) holding the industrial archaeology museum of the Royal Iron Foundry of Bourbons of Naples (dating back to 1773-1874 as the main foundries of the Kingdom of Two Sicilies-the largest of the states of Italy before the Italian unification in 1861 with up to 1,600 employees till the day of closure). In particular, the research illustrates the integration of several technologies for the promotion, management and access of the cultural heritage. Firstly, the paper defines the features of a smart destination. Secondly, it would explore the benefits of the technologies for both tourists in terms of generating exciting experiences and destination managers. Finally, implications for academics and practitioners are discussed to understand how the development of a smart destination allows addressing the challenge pertaining the promotion of unknown destinations.

TIMO DERRIKS

Research Centre for Coastal Tourism, Netherlands

ROSWITHA GUIRAN

VVV Tourist Information Services Zeeland, Netherlands

City branding in coastal Zeeland: Organisational challenges in practice

City branding has in recent years gained high priority for attracting visitors, citizens and companies. Branding occurs in a tense predicament, juggling public and private stakeholders with conflicting interests. City branding in the province of Zeeland, the Netherlands is outsourced or arranged within its municipalities. With the 'Land in Sea' coastal focus, drafted in 2012, the province of Zeeland shows the desire for a more holistic image of Zeeland. City branding in Zeeland using the coast by for example its maritime heritage seems limited and problematic. The purpose of this research is the identification of possible interventions for improving the organisation and execution of city branding in Zeeland. For identification of interventions, a practice based study has been carried out. Four practices have been identified, studied and analysed by means of practice theory. For the identification of these practices, organisation and execution of city branding have been studied during 22 open in-depth interviews, 2 mystery visits, participation in several professional meetings about branding and an inclusion of two questions in the 'Zeelandpanel' visitor survey system. This study first describes desirable practices and then compares them to current practices in order to identify possible differences and beneficial interventions. In practice, it turns disparate opinions, access to insufficient capacities and funds, abidance to status and insufficient knowledge of and competence in the discipline cause organisation of branding to be subpar. Involvement in one's own area brings about a 'do-it-yourself' mindset, which causes a lack of cooperation between municipalities in Zeeland, which in turn prevents creation of common value. Insufficient knowledge and skills in the field of branding causes it to be incorrectly applied and for it to be commonly limited to a single municipality. The added value of VVV Zeeland tourist information services as the regional destination marketing organisation is not always acknowledged due to lack of knowledge and engagement. VVV Zeeland's ambition to be tourism's marketing authority is left waiting.

JUDIT DIAZ AND LLUIS PRATS

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Cross-border tourism: A literature review

Tourism implies mobility, and therefore, often crossing regional, national or international borders which determine specific behaviors by tourists. Previous studies about cross-border have focused on aspects such cooperation or governance rather than in consumer behavior. Studies conducted before have demonstrated that there are few evidences on studies conducted in cross-border areas and focusing on cross-border areas. Therefore, there is the need to better understand the tourist's behavior in cross-border areas. Thus, the aim of this paper is to analyze how literature on cross-border considered consumer behavior, analyzing the intersection of both. For this literature review, academic papers from Journal Citation Report included under the category of Hospitality, Leisure and Sport and Tourism have been selected. The term "cross-border" has been used to select the articles. The research is based in 522 articles from 43 journals. Content analysis will be used to see which frameworks have been analyzed previously, and where the research on cross-border tourism should continue investigating in relation to consumer behavior. NVIVO software will be used to conduct this content analysis. Initial findings showed that most of the papers reviewed, placed their emphasis on the supply approach, rather than the demand. That is in line with the preliminary findings on regard of the topics that have been raised from the analysis. Topics are analyzed in combination of more than one, for instance cooperation and collaboration, cooperation and tourism development; or tourism development and reconciliation, among others. Regarding categories, qualitative methodology is the most common used among the investigations, for instance. This study as a literature review, will contribute in understanding which topics and categories should be further developed, serving to move forward to new dimensions of the research linking consumer behavior studies and cross-border areas.

MARIA DOUMI, ANNA KYRIAKAKI, THEODOROS STAVRINOUDIS AND GEORGIA DESPOTAKI

University of the Aegean, Greece

The contribution of cultural events to tourism development: The case of rocket war on the Greek island of Chios

The scientific research of the impact of cultural events on tourism development commenced after the end of the 1980s, a fact that led to the recognition of their importance and contribution. Cultural events, especially those rooted in the local community traditions, apart from contributing to the strengthening of the identity and the cohesion of the local community, have positive impact on tourism development. They attract tourists, increase tourism flows at certain time periods, whereas they also contribute to the creation of a positive image for this destination. On the Greek island of Chios, Easter is closely linked to a local cultural event, namely the Rocket War, i.e. the exchange of "shots" between the parishioners of two parishes. The beginnings of this custom can be traced back in the period that Greece was under the Ottoman Rule. In nowadays this event is well known worldwide and it is promoted by international media. As a result, over Easter it attracts thousands of tourists (especially Turks). This paper focuses on studying the contribution of Rocket War to the tourism development of Chios via secondary data (tourist's arrivals) and the collection and recording of views, perceptions and feelings of selected key informers. The research tool used is structured questionnaire, which comprises interrelated questions, direct closed-ended questions, Likert scale questions, and open-ended questions. The data collection method was the standardised structured interview, whereas for the data analysis both descriptive and inferential techniques were used. The processing of the results of this survey showed that the Rocket War custom is a primary attraction for tourists from Turkey. It increases significantly the numbers of tourist arrivals to the island and contributes considerably to the economy of the island. This custom greatly enhances the promotion and recognition of the island abroad. Still, the benefits from the tourism demand caused by the Rocket War are not distributed evenly across the island, whereas the negative consequences cannot be neglected either. Based on the participants' answers in this survey, it is possible to formulate particular proposals for the preservation, enhancement, and/or more effective tourism utilization of said custom.

DEIRDRE DRAGOVICH AND SUNIL BAJPAI

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Wilderness perception mapping and visitor expectations: Royal national park (Australia)

The natural beauty of Royal National Park (RNP) currently attracts a broad spectrum of visitors – mass tourists, recreationists (for picnicking, swimming, boating, camping, mountain biking, and nature watching), ecotourists (including ‘glampers’), a small number of cabin-owning holiday-makers, and those undertaking 2-day hikes along the 26-km Coast Walk. Visitor movement is mainly confined to the Park’s roads and designated trails. The extent to which wilderness-seekers can have their expectations met within RNP may be assessed by using the wilderness perception technique which allows for individuals’ preferences to be transformed into a spatial context. Wilderness Perception Mapping (WPM) involves the thoughts and images that people use to identify a wilderness being translated into specific locations. As most visitors to protected areas wish to enjoy natural surroundings rather than specifically seek out wilderness, WPM may potentially lead to increased opportunities for those desiring a wilderness experience. WPM categorises visitors as Pure, Semi-pure and Non-purist based on their willingness to accept human modifications in areas which are minimally disturbed by human activity. Purists display the highest degree of intolerance for any change within a wilderness while Non-purists are prepared to accept modifications such as sealed roads, hotels, developed campsites, picnic areas, bins and toilet facilities: Purists only agree to toilet facilities. While almost the entire area of RNP could be identified as wilderness for the Non-purist, only a relatively small area within it could represent a Purist’s wilderness. Such areas could potentially be used to promote low levels of wilderness tourism within National Parks in Australia. As wilderness-seekers are often independent, relatively few in number and not financially high value, they are generally not sought after by the tourism industry. Nevertheless their presence within delineated wilderness areas may assist overall conservation objectives by minimising present or future modifications within wilderness-designated parts of protected areas.

MEHMET TAHIR DURSUN, NURDAN SEVIM AND MEHPARE TOKAY ARGAN

Bilecik Seyh Edebali University, Turkey

Determining the effect of souvenir selection criteria on the intention to purchase

There has always been a close relationship between tourism and shopping. Regardless of the reason or motive behind their travels, people tend to buy various souvenirs from the places they visit, both for themselves and their close acquaintances. Numerous studies have demonstrated that although tourists do not choose their destination based on shopping opportunities, they do tend to spend time shopping at the places they visit. Tourists spend nearly a third of their total travel expenses for shopping. As such, it is possible to consider shopping during travel or touristic visits as a type of touristic goal. There are various criteria which influence the intention of tourists to buy souvenirs. Tourists who shop for souvenirs come from a variety of different cultural backgrounds. Therefore, the selection criteria tourists follow when selecting which souvenirs or products to buy may differ depending on their culture. The aim of this study was to demonstrate the effect of souvenir selection criteria on the intention to purchase souvenirs for domestic tourists coming from different region and cultures in Turkey. The criteria in question were tested using the "Criteria Affecting the Intention to Purchase Souvenirs" scale, whose reliability and validity were demonstrated in previous studies. A survey form was prepared for data collection purposes, and applied to a total of 755 tourists in Istanbul, Izmir, Antalya, Konya, Bursa, Balıkesir and Eskişehir between April and September 2014. Participating tourists were selected based on the convenience sampling method. The study results demonstrated the effects of souvenir selection criteria on the intention to purchase.

MOHAMMED EL-DIEF AND GHADA EL-DIEF

Tiba University, Egypt

Response to online negative reviews in hotels: Evidence from Egypt

With the recent development of the Internet technology, it is now essential for hospitality companies to actively manage their online reputation. Online reviews play a critical role in building a company's reputation online. Increasingly, consumers are sharing their hotel experiences online. While positive reviews can enhance a company's image, negative reviews can, however, destroy it. While some managers take this issue seriously reviews, little is known about how to respond and how to do so effectively. This exploratory research seeks, therefore, to develop our understanding of how hotel managers respond to online negative reviews posted by their guests on social media and travel review sites, in an attempt to identify the best strategies and practices for the industry. Informed by the service recovery justice, and electronic word-of-mouth literatures, we developed a typology of management responses to poor reviews on hotel experience. A content analysis approach was used to analyze 250 managerial responses to poor online reviews (one and two star ratings) on the well-known travel review site, TripAdvisor. The responses included into the analysis relate to the Egyptian hotels because most research in this area has taken place in developed countries, and we assume that even when Western business styles prevail, managers' behaviours in a developing country may differ from those in a developed country context. The explored management responses were also compared against the different organizational context of hotels (e.g. size, star rating, chain affiliation, location) to identify possible characteristics of responder and non-responder hotels. Lastly, the paper reported the implications of the findings and made suggestions for future managerial responses to online customer complaints in the hospitality industry.

SERGIO FADINI

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il Vagabondo, Italy

New challenges for Matera: The road to 2019

In 2014 Matera has been designated as European Capital of Culture for 2019. A great satisfaction for a town labelled “national shame” after the end of the Second World War, because half of the inhabitants used to live in the caves. New districts were built and 15.000 people leaved their cave-houses. For about 30 years the historical city center, named “Sassi”, was abandoned. In 1993 the “Sassi” was inscribed in the UNESCO list of the world heritage sites and today is very fascinating. In the last 2 years, after the proclamation, tourism is growing considerably; there are many new hotels, B&B, restaurants and shops for tourists. A lot of young people today are working in tourism sector in Matera, good news in a land where about 80% of students go to other towns to continue their studies at the university; and where the emigration is not a decreasing phenomenon. Tourism impacts are increasing: work agreements are uncertain, the real estate market is influenced, cost of living and prices are raising and drivability is creating some conflicts between inhabitants and tourists. This paper, starting from a sociological perspective, considering the responsible tourism approach using the Declaration of Barcelona for Responsible Tourism as a best practice makes a comparison between 2011 and 2015, analyzing different data as the increasing tourism companies, tourist presences and work agreements, in order to highlight this phenomenon. Adding to this the analysis will consider some relevant data about cost of living, real estate market and drivability and restricted traffic areas; using the municipality tourism development and practicability plans. What is the good approach toward 2019? The paper underlines as the tourism in Matera is increasing too fast and it misses a local stakeholders approach to responsible tourism. The road to 2019 is very hard for this little town. Without a change of the local tourism policies, the risk in a few years is to convert Matera in another touristicized town without soul.

**PETER FULEKY, ASHLEY HIRASHIMA, JAMES
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University of Hawaii, USA

**Nowcasting tourism industry performance using high
frequency covariates**

Where tourism is a key component of the local economy, firms, government agencies, and other organizations often update their predictions of tourism activity within a quarter. Inevitably, several stages of the forecasting process involve frequency conversions. The underlying dataset usually contains economic indicators released with different lags and sampled at various frequencies. Tourism agencies use short term forecasts to plan their operations to satisfy multi-period performance targets. Government organizations feed high frequency tourism forecasts into lower frequency macroeconomic models. Such practical issues arising in the forecasting process lead to two questions: (1) how can data released with different lags and frequencies be combined in the generation of multi-period forecasts, and (2) what benefits can be derived from such combinations. We evaluate the short term forecasting performance of methods that systematically incorporate high frequency information via covariates. In the macroeconomic forecasting literature, these techniques are at the frontier of academic research and are gaining widespread adoption in empirical analysis. Our study provides a thorough introduction of these methods to the tourism literature. We highlight the distinguishing features and limitations of each tool and evaluate their near-term predictive accuracy in two tourism-specific applications. Our results indicate that including timely intra-period data into the forecasting process results in significant gains in predictive accuracy compared to relying exclusively on low frequency aggregates. Anticipating growing popularity of these techniques among empirical analysts, we present practical implementation guidelines to facilitate their adoption.

TOMISLAV GELO

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Economic impacts of tourism in Croatia

Tourism is an important economic activity in most countries around the world. As well as its direct economic impact (activities as Accommodation and food services, Travel agency, tour operator and other reservation services and related services, Rental and leasing services or Air transport services), the sector has significant indirect and induced impacts (activities as Agriculture and fishing, Manufacture of food products, Construction, Wholesale and retail trade or Real estate activities). Croatia is also an important tourist destination in Europe. In 2015, there were about 14 million tourist arrivals and 71 million tourist nights. Concerning the structure of the total tourist arrivals, the share of foreign tourist arrivals was 88 per cent and of domestic ones 12 per cent. With total population of 4,2 million and total GDP of 44 billion Euro (current prices), foreign tourist arrivals have significant influence on Croatian economy. We use macroeconomic analysis with the aid of input-output analysis to show contribution and significance of tourism on the Croatian economy. The macroeconomic analysis is based on data provided by the Croatian Bureau of Statistics and Croatian National Bank. We analyse key macroeconomic variables, i.e. gross value added, employment, investment and balance of payment. The input-output analysis is based on the official input-output tables for Croatia (prepared at the 65 activity-division level.) By using the input-output analysis we calculate the matrix of technical coefficients as well as the value added coefficients. By using the matrix multiplier, we analyse multiplicative effects, both direct and indirect. The conclusions point to limitations and shortcomings of using the input-output analysis and importance of the tourism for growth and development of Croatia. The results of input-output analysis suggest significant multiplicative effects of the tourism (activities) for the Croatian economy. In regard to the fact that tourism income contributes with about 17 per cent in the total GDP, it can be stated that it constitutes one of the major drives of the Croatian economy and foreign trade. Croatia needs tourism for investments and a stronger economic growth, for employment / new jobs creation and for the overall contribution to the society.

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**Challenges in developing the national electronic depository
for tourism studies in Greece**

In 2015 the Laboratory for Tourism Research and Studies of the University of Aegean subcontracted by the Greek Ministry of Tourism to develop the first National Electronic Depository of Research Studies related with Tourism Development. The depository has the form of an integrated open access database with all available research output about tourism in Greece from 1980 and onwards. This paper highlights mainly on the methodological implications, obstacles and limitations regarding the creation and functionality of the electronic database. The project comprised of three interlocking phases. The first phase involved the collection of data and the classification and uploading of the research input related directly or indirectly with tourism development to the depository in chronological order. The second phase referred to the brief description of objective, goals and outcomes of each study. The final phase consisted of a comparative analysis on the contribution of the collected material to the policy improvement and institutional reform of Greek tourism. Following several collective discussions with fellow researchers, this study combined qualitative and quantitative research methods. Data collection included the extensive desk review and an online search for the documentation of studies related with tourism development in Greece. Additionally, numerous focus group meetings with local and regional authorities, professional tourism associations, educational institutions, development agencies and tourism business consultants were organized in order to increase effectiveness, assure accuracy and enhance the validity of the study. The findings of this inquiry indicate certain methodological and functional challenges we confront during the process of developing the electronic database. Particularly we explore serious constrains regarding data collection, accessibility of sources, low response rate, reluctance of several authorities to share documents and archives, and questionable operational capacity of the depository in the long run. Also, the study raises issues of copyright

usage and permissions; web management and maintenance coordination as well as content design and future input updating.

GIANLUCA GOFFI AND TONINO PENCARELLI

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MAGDALENA CLADERA

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Package holidays and sustainability: The tourists' perspective

In this paper we aim at understanding if package tourists are aware of sustainability issues and are demanding more sustainable travel experiences, and to determine whether there is a relationship of dependency between overall satisfaction and different attributes of the sustainability of the vacation. These are central questions as tourists are continually put at the center of every business strategy, and they would provide the primary trigger for the industry to adopt sustainable initiatives. A survey questionnaire was designed including items related to the sustainability of the vacation, and submitted to package tourists in Punta Cana Dominican Republic, one of the world's leading destinations for mass sun and sand tourism. The survey was submitted between December 2013 and March 2014. A total of 307 usable surveys were returned. Concerning the first aim, after a descriptive statistics analysis, we have first performed an Importance-Performance Analysis (IPA) in evaluating tourists' satisfaction about sustainable initiatives implemented by the hotels. Empirical evidence show that most of tourists did not have a clear idea of the concept of sustainability. That is the reason why, even if they declared that sustainability was not a top priority in their vacation, they demonstrated a high interest in sustainability, even more than in classic features of the holiday (e. g. beach, entertainment, sport, shopping). Concerning the second aim, although there is wealth of literature on the growing interest of tourists for an intact environment and authentic culture, a direct test on the relationship between sustainability of package tourism and tourists' satisfaction has never been performed. To reduce the large set of variables regarding the sustainability assessment to a smaller one, a Principal Component Analysis (PCA) is performed. Then, the relationship of dependency between the dependent variable "overall tourists' satisfaction" and the components resulting from the PCA is analysed by estimating an ordered logit model. Empirical results show that a sustainable offer could improve customers' satisfaction and increase their fidelization. The findings support the hypothesis that a more sustainable offer not only contributes to preserving the ecologic balance and minimizing negative sociocultural impacts, but also has an impact on package tourists' satisfaction.

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**Destination's touristic vocation evaluation model for Chiapas,
México**

In Mexico touristic vocation is related to the commitment of the community to accept the touristic activity and be prepared for its demands. Normally people think that all destinations are made to receive tourism, that the people will be happy to spend its money preparing themselves to receive and be able to deal with tourism, but it is not always like that; that's why this research will have as a result an evaluation plan to measure a destination's touristic vocation. Even though touristic vocation is a qualitative matter, it should be measured in order to find out if the destination has it or not; because it will ensure the incoming or actual investments in this sector to be profitable, because the investors will be sure that the money will have a good impact in a place that wants to change or improve to have better ways to look after its tourists. The existence of professionals in tourism working together in the development of the activity in a destination would be a critical indicator of touristic vocation because they will detect and work on the opportunities each destination has in order to improve or develop new products to sell to the tourists. The methodical approach was in a qualitative aim, the information required was obtained through personal interviews with professionals of the touristic vocation matter, these people are national investigators in tourism and part of 3 different universities around México. Some of the facts that will be included in this model of evaluation may contain specific regional information, but the main objective is that it may be useful to other researchers if they adapt it to their destination of study.

ADRIAN GUACHALLA

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The Opera House tourist: Insight's from London's Covent Garden

Performing arts as catalysts for tourism have been researched in the context of cultural tourism but limited studies have been conducted on the specific opera and ballet tourist market. This paper applies current conceptual frameworks on tourism and culture to the opera and ballet tourist sector using the Royal Opera House as a case study. The UK's leading Opera House has been central to debates and policies on its funding and is firmly established at the core of the popular Covent Garden area, which is a central hub for leisure and tourism in London's tourist landscape. However, its role as a tourist attraction is complex because it lacks the visual appeal that other grandiose opera houses of the world have in spite of expensive development schemes in the past and present. To understand this role, a social constructivist approach was adopted and 306 semi-structured interviews with a range of tourists were conducted throughout the area and inside the cultural flagship building. The interviews enquired about these tourists' motivation to visit Covent Garden, the factors that influence their perception and experience of place and the influence of the Royal Opera House in these processes. They ranged extensive data that was analysed using qualitative data analysis software (QSR NVivo). This paper presents findings specifically stemmed from tourists who visited the area with the purpose of either attending a performance at the Opera House or as daytime visitors in the building for its free exhibition, backstage tours, food and beverage facilities, balcony views of Covent Garden or its shop. This provision confirms that the theatre is used beyond its main activity as a provider of high culture raising questions about its significance to its diverse set of visitors. The data suggests that a tourist's connectivity with high culture is not confined to the quality of the performances sought. The strength of their personal heritage leads them to filter these experiences through a process of cultural appraisal and the contextual nature of engaging with this type of culture also emerged as important findings.

PETRA GYURÁCZ-NÉMETH AND NÓRA FRIEDRICH

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Analysing the innovation capability of hotels at the Lake Balaton Region of Hungary

Innovative ideas and special developments can make a difference in the hotel sector. Although it is a big challenge to establish sustainable but also economically profitable services adapted to local conditions and attractions, it is needed for the survival of the hospitality companies. The importance of this paper is to prove to the hotel general managers that innovation is crucial and those who innovate represent better quality and customer satisfaction. The paper explores the innovation behaviour and the innovation capability of the hotels at the Lake Balaton, since this region has a great potential for development of Hungary. The research was conducted by using a questionnaire, which identified the innovation capability of the hotels in the sample based on the hotel employee's answer. The questionnaire was made by Rao and Weintraub' model, who determined the six building blocks of innovation as well (18 factors, 54 elements). The sampling criteria were the location (Balaton Region) and the category of the hotels (three, four and five star). The hotel employees were asked and as a result there were 60 employees (from 31 hotels) who helped the research. The results show that the corporate atmosphere, the corporate value and the combination of the innovation blocks were emphasized from the six building blocks. With statistical methods (Pearson correlation, analysis of variance) the hypotheses were investigated and it has been identified that there is a significant relationship between the star rating of the hotel and the variance of the innovation blocks. The second hypothesis showed the relationship between the guest review scores of the booking.com website and the innovation blocks. It can be assumed that the more committed the hotel is towards the innovation blocks, better operation will they achieve, which may increase the guest satisfaction, so the aim of the research has been reached and the hypotheses proved.

RENÉ HAARHOFF

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Investigating international airline price competitiveness: A case study of South African Airways

Aviation plays a central role in the tourism industry and the destinations it serves. Global connectivity provided by international air transportation contributes towards the fast growing tourism industry and has become crucial to the economic development strategies of many countries. Although the tourism potential of the African continent is recognised to be significant, it still underperforms and transportation in Africa is associated with high costs due to its geographical location. In South Africa, the national airline, South African Airways is facing bankruptcy and reported major losses for a number of consecutive years. In 2015, it reported an 11% decline in revenue due to a significant fall in average fares across the industry which was triggered amongst others by intense competition. This leads to the question whether the prices charged by the national carrier for long haul inbound flights are competitive? The purpose of the paper is therefore to compare the prices charged for direct long haul air tickets to South Africa from the major international tourist generating areas. Using fares published on Travelport, a Global Distribution System, commonly used by travel agents and management companies, a comparison was made between fares charged by the different airlines operating on direct routes to South Africa. This was accomplished by using fares published in Neutral Units of Construction (NUC) and Maximum Permitted Mileage (MPM) values published by the International Air Transport Association for fare calculation purposes. Normal fares in first, business and economy class and special fares to all long haul inbound destinations served by South African Airways were included in the study. Comparison of routes, regions, city pairs, fare types and mileage travelled was done for all the operating airlines. Results indicate that competitiveness varies between different routes and different classes. In some instances, South African Airways was found to be competitive, yet the minimum entry fares of competitor airlines, especially on high demand routes were much lower than that of South African Airways. Results suggest that the national carrier may need to consider price adjustments based on specific results for a specific route in order to be more competitive in the global market. A blanket approach to pricing inbound international airfares into South Africa may not be suitable.

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**Is the funding granted by international financial institutions to
tourism in Latin America and the Caribbean inclusive?**

International financial institutions have recognised the impact that tourism can have on economic growth and development, its ability to reduce poverty and inequality and to improve the quality of life of the population in tourist destinations, for this reason they advocate the promotion of tourism as a global and regional development tool in Latin America and the Caribbean, among other regions, and also as a tool in the fight against financial exclusion. Nevertheless, it is unknown whether the funding of tourism by these organisations is inclusive, if it is allocated to those who really need it. It would therefore appear opportune to analyse the role played by these organisations in the international funding of tourism in Latin America and the Caribbean, understanding tourism to be an instrument of sustainable development, and to assess whether the funding has a financial inclusion perspective. To do so, a system of indicators has been created, in the form of a tool which allows well-grounded conclusions to be drawn. The results obtained show that neither the conditions, nor the characteristics of the financing are appropriate for fighting against financial exclusion. In fact, the data provided by these indicators show that these institutions distribute funding for tourism mainly to the public sector and large enterprises, receiving more than 90% of the tourism funding allocated by these institutions. This allow to affirm that the vast majority of the projects are focused in urban infrastructure and big hotels instead of financing local enterprises which are those most excluded from the financial system. To sum up, it can be affirmed that the funding of tourism granted by these organisations is not based on a strategic approach for financial inclusion; this funding is not inclusive, from the financial perspective, and so the effort being made in this regard is not altogether sufficient. For this reason it has been necessary to elaborate an strategic approach which provides international financial institutions a guidance for an inclusive tourism financing, that will allow them to be more effective in achieving their goals.

SHLOMIT HON-SNIR, SHOSH SHAHRABANI AND SHARON TEITLER REGEV

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Online tourism services in Israel

Today, online travel sites account for a large share of the orders for tourism goods and services, leading to the expectation that many traditional travel agencies will become redundant in the future. Every year, about 37% of the citizen population in Israel took a trip or a vacation abroad. Technological changes are offering customers a wider variety and better prices, and the improved competition in the industry has increased customer well-being significantly. The level of Internet penetration in Israel is more than 75%. Therefore, the question is whether all customers can enjoy this change, specifically whether different groups in the Israeli population enjoy the changes similarly. The purpose of this study is to identify the factors that affect the collection of data and the purchase of tourism products online and in particular to identify the barriers and limitations of technology usage among the population. The results of the current research are of great importance both economically and socially. The Theory of Reasoned Action assume that actual behavior is based on intention. Volitional behavior is predicted by individuals' attitudes to that behavior and by the way they think other people will look at them. Two cognitive variables regarding the use of technology are: perceived usefulness and perceived ease-of-use. Moreover, early adopters of innovations have different characteristics than people that adopt an innovation at a later stage. In the study, we analyze four groups of factors: Customer characteristics, Internet usage, Technology Acceptance and Product characteristics. Some of the parameters are: gender, age, income level, frequency and type of internet use, proficiency in English, traveler type, number of trips abroad, perceived ease of use, perceived usefulness, perceived risk, perceived trust and product type. We investigate online purchasing and online information search separately. Data will be collected using an online questionnaire distributed among a representative sample of 600 citizens in Israel. Some of the research questions will be based on previous research studies. Those questions will be translated into Hebrew and adjusted for the tested population.

NICHOLAS HRYHORCZUK*Northern Illinois University, USA***DANIEL HRYHORCZUK***University of Illinois, USA***ALEXANDER ZVINCHUK***Institute of Pediatrics, Ukraine***The people's curator of Mezhyhirya**

Following the 2013/2014 Revolution of Dignity on the Maidan in Kyiv, Ukraine, the president was forced to flee and abandoned his residential estate, "Mezhyhirya." Mezhyhirya, which became a symbol of government corruption, was subsequently taken over by activists and opened to visitors as a museum. Since then Mezhyhirya has been visited by thousands of tourists per year. The aim of this work is to identify the underlying issues that will determine whether this contested site, under the direction of an amateur curator, has the potential to sustain itself as a tourist site. Through a site visit, document review, and key informant interviews, including with government officials and the site's curator, this work explores the political climate for tourism in Ukraine, the curator's self-appointed role as the unofficial steward of the residence, and his mission for Mezhyhirya as a tourist site. The structured interview with the curator was translated, reversed translated, and qualitatively analyzed. The data gathered indicates a market for tourism at Mezhyhirya but also raises questions of rightful ownership, pilfering, settlement of the site by displaced persons from war-torn eastern Ukraine, disagreements with the government about future use of the property, impediments to collaboration with other museums, financial viability, and most importantly the ability of self-appointed curators to manage the site. While Mezhyhirya remains a popular tourist destination for local and international tourists, its viability as a tourist site depends on the resolution of these key issues. Mezhyhirya provides an interesting case study in the challenges faced by a people's self-appointed curator in managing a contested tourism site.

TSAO HSAIO-CHANG

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An analysis of Taiwan ocean recreational sports and tourism professional courses

An Analysis of Taiwan Ocean Recreational Sports and Tourism Professional Courses Abstract As an island surrounded by the ocean, it was not until recently does the Taiwanese government start to put emphasis on the development of ocean recreational activities and tourism. With more and more investment of resource, there occurs an insufficiency of human resources. The purpose of this study is to offer an evaluation of the work colleges currently do to prepare graduates in careers related to coastal tourism in Twain via document analysis and focus group interview. After examine the current coastal tourism courses in colleges in Taiwan, there were 7 core courses including Business Management, Tourism Operation, Ocean Tourism Fundamentals, Activity Planning, Cruise Tour Practices, Ocean Sports Skills, Safety and Risk Management; amongst which Cruise Tour related courses gained much more resource that the others. The study suggests main purpose of cultivating professional talents for marine leisure sports and tourism is to meet the demands of the industry. Thus, the professional talent cultivation strategies should begin with implementing courses which teach skills highly needed in the industry, combined with certification of professional certificates. This way, the competitiveness of the cultivated talents would be more diversified. The schools should built good relationships with high-level managers in the industry. Through strategies such as inviting experts to give a speech in the school, supporting events, and visiting enterprises, industry experts can play a part in talent cultivation and job opportunities can be provided. Lastly, students should be guided to develop their interest in the marine leisure sports and tourism industry and find out their preferences for jobs. All the schools have a common consensus that the marine leisure sports and tourism professional talent cultivation should be done through cross-school and cross-department cooperation. However, signing a cooperation agreement is just the beginning. Further integration is still needed for follow-up cooperation practices, sharing teaching resources, and even a mechanism to promote academia-industry cooperation.

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Plymouth University, United Kingdom

Destination management in Barcelona and Girona: The tourists' perspective

Every tourist builds their own experiences by using different elements and resources of a destination. Destinations have various potential experiential characteristics, they could evoke positive emotions to co-create meaningful, unique and personalized experiences. Nowadays tourists' demands change rapidly and destinations need to adapt quickly to those needs in order to attract visitors. A new approach has been emerging, providing customers with experiences rather than with tangible products or services. Furthermore, the challenge is to understand and influence tourist experiences and perceptions pre, during and post the trip. All of these three phases could influence and change tourist experiences and perceptions. Although tourists are frequently cited as the central focus of much destination management activity, little is known about how they regard destination management. It is in this context that this study examines the tourists' perspective on destination management of Barcelona and Girona. More specifically, three research objectives were sought: i) to develop a critical understanding of tourists' perspectives; ii) to assess destination management of two cities; iii) to offer sensible recommendations for two cities to follow. A four-day fieldwork visit to Barcelona and Girona was organised for postgraduate students who were undertaking MSc in Tourism and Hospitality Management at Plymouth University in March this year. Based on their field visit experience and also a wide range of information related to two cities they collected, the students developed the reports to critically assess destination management from tourists' perspective. This study used content analysis to analyse individual reports of 14 students who went on the trip and their field observation notes to provide empirical evidence of how the tourists view destination management in these two cities. Tourists' perspectives were interpreted differently, and definitions of destinations, tourist motivation, information search behaviour and influences of ICTs were emphasised by the students when they explained tourists' perspectives. Their responses clearly recognised the strengths of these destinations but also saw a need for destination marketing, value the provision of information and acknowledge the importance of visitor management. Further improvements were recommended.

OLIVER KESAR AND JOSIP MIKULHE

University of Zagreb, Croatia

How changes in formal entry procedures for foreign nationals affect inbound tourism demand? The case of Croatia

During the past hundred years, many changes have occurred in formal accessibility of tourism destinations worldwide. The imposed possession of passports and visas, as necessary documents to travel from one country to another, even today represents a significant formal barrier and causes additional travel costs for the majority of the world's population. Despite all the efforts of the global community in visa facilitation for leisure travellers, the UNWTO reports that the citizens of more than 60 per cent of the countries worldwide still need to obtain a visa prior to their travel. The purpose of this study was to explore the extent to which the Croatia's accession to the European Union in 2013 and changes in formal conditions of entry for foreign nationals into the country, has affected the changes in structure of its international tourism demand. Data used in this study was obtained from relevant sources i.e. UN World Tourism Organization, European Travel Commission, Croatia's Ministry of Foreign and European Affairs, Croatian Bureau of Statistics etc. Based on desk research and meta-analysis, the conducted preliminary research showed that Croatia's accession to the EU did not have significant impact on the continuous growth of international tourist arrivals, but has reduced the chances to attract additional demand from i.e. Russian, Middle Eastern and Asian tourist generating markets. Precisely for these markets, requirements in special travel documents possession to visit Croatia became more complex and expensive. Moreover, the accession of Croatia to the Schengen Area of free movement, announced for 2017, is going to increase the inflow of tourists from the EU member states, but also additionally reduce the country's openness to the rest of the world, and might lead to overdependence on the economic, social and political events on the EU travel market. The conclusion of this study is that the common EU foreign policy cannot be changed by any member state solely, but countries can increase their visa processing capacities, speed up the digitization of visa procedures and ease the process for leisure and M.I.C.E. travellers, including the fulfilment of the conditions for joining the Schengen Area for Croatia.

PARHAD KEYIM

University of Eastern Finland, Finland

Framing a community tourism collaborative governance approach: The case of Finland

Collaborative governance, the roots of which are in the core concept of 'governance', emerged after decades' old debates on whether traditional government-based arrangements were able to solve contemporary societal problems. The concept of collaborative governance has many interpretations when applied to the fields of tourism, rural studies, and public administration. In this study, however, collaborative governance refers to the co-operation between state and non-state (also conceived of as 'government vs. non-government' or 'public vs. private') actors to organize society in an efficient and equitable manner. That is to say that the socio-economic tasks of a society could be more efficiently arranged through cohesive co-operation between state and non-state actors instead of steered by the state alone. Since, the collaborative governance could enhance mutual trust and respect among the cooperative partners, improve the partners' decision making and implementing capacity, effectively resolve conflicts among the partners, and encourage tourism industry's participation in policy-making etc. In the context of changes and challenges (e.g. growing unemployment, out-migration, aging population, and the deterioration of rural amenities and services) that peripheral rural communities of Finland are encountering, tourism is recognized as a potential community development mechanism through its support on local income and employment creation, local amenities and services maintenance, local cultural resource conservation etc. However, a relatively little explored theme in previous studies is the dependence of tourism's potential benefits upon rural development policies and practices: specifically, an effective and fair collaborative governance approach. Therefore, in this study, based on a heuristic research in a peripheral localities of Finland, namely Vuonislampi village in Lieksa, I will frame a community tourism collaborative governance approach that could be formulated within the cohesive efforts of the state and non-state actors, yet shaped by several determinants that imbedded within and beyond the divergent socio-economic and institutional settings of the rural community.

CHULWON KIM, EUNHEE KIM AND HYUNSU KIM

Kyung Hee University, South Korea

Cross-cultural paradigm for measuring the hotel brand equity: Perspective on individualism and collectivism

The purpose of this study was to examine the significant difference between Individualism and Collectivism from the cross-cultural perspectives. The survey was carried out every Saturday through Apr 2 to May 1, 2015 at Incheon International Airport in Korea. The sampling method was convenience sampling with the self-administrated method. Out of the total 304 samples collected, 280 samples have been used for the study. Questionnaire was composed of three categories: cultural classification, hotel brand equity evaluation, and demographic variables. The study carried out the exploratory factor analysis and confirmatory factor analysis. Factors were categorized into four dimensions, and the goodness of fit index was satisfied. Measurement equivalence test was conducted to compare a series of data which had been collected from different groups, and to investigate if each group had responded to questions in the same way. Results showed that questions functioned identically to both natives and foreigners, and hence it's verified that they can be used as the common scale. Based on this test, multi-group analysis was performed to examine the difference between Individualism and Collectivism. As a result, for Model 1(measurement weights model), Model 2(structural covariances model), and Model 3(measurement residuals model), the null hypothesis - if the change of χ^2 test statistics at $p > .05$ is compared with the goodness of fit of the unconstrained model, no difference arises. - was proved. This represents that the factor loading of Individualism and Collectivism is almost identical. Consequently, regarding the awareness of the hotel brand equity evaluation, no difference was found between Individualism and Collectivism. This result implied that consumer behavior varied according to cultural background. It was analogically interpreted that the reason was because of the distinct characteristics of hotel industry, in other words, the difference of goods (experience goods of hotel vs. consumer goods of other industries). Because hotel is not the mass-produced consumer product, but rather the experience-consuming product for the sake of particular purposes (business trip and tour, etc), the segmentation by cultural difference was not adapted to this industry.

**DAMIR KREŠIĆ, IZIDORA MARKOVIĆ AND
IVAN KOŽIĆ**

Institute for Tourism, Croatia

JOSIP MIKULIĆ

University of Zagreb, Croatia

**Exploring spatial and environmental impact of tourism
development on protected areas from the TALC model
perspective**

Originally introduced by Butler in 1980, after more than three decades of academic scrutiny and criticism, tourism area life cycle model (TALC) has remained one of the most important areas of the contemporary tourism research. The TALC model is an adaptation of the previously developed product life cycle models applied to the field of tourism, mostly in an effort to describe a common pattern of the development of tourism destinations and resorts and to provide more effective tools for tourism destination management. Even though TALC model has been explored from different perspectives, literature review suggests that there are relatively few studies investigating the TALC model in the context of the protected natural areas, which represent a major research gap and focal point of this research. In order to address this research gap, we will try to investigate spatial patterns and environmental impacts of tourism development in the protected natural areas associated with different phases of the TALC model. National Park "Plitvice Lakes" in Croatia was selected as a convenient case study location due to the availability of data and lower intensity or even absence of other forms of socio-economic factors that might exert spatial and/or environmental influences. The following methodology was applied. First, we tried to detect inflection points on a 45 year time series of tourism development (the number of visitors), wherein each inflection point has been associated with the beginning of different stage of the TALC model. After detecting inflection points and associated stages of TALC model, we closely inspected spatial and environmental effects associated with different stages of TALC model and provided longitudinal review of tourism induced spatial and environmental impacts throughout the different TALC phases. The working hypothesis is that different stages of TALC model in protected natural areas could be associated with spatial and environmental effects which are different in their nature and intensity. That being the case, responsible tourism development in the protected natural areas requires different managerial approaches in every stage of the TALC model in order to prevent possible tourism induced negative impacts on physical space and natural environment.

ANNA KYRIAKAKI AND DIMITRIOS ABANOUDIS

University of the Aegean, Greece

Investigating the lesbian, gay, bisexual and transgender (LGBT) tourism market in Greece

LGBT tourism is addressed to the people of the LGBT community (Lesbian, Gay, Bisexual, Transgender, Queer, etc.) and constitutes a dynamic part of the tourist market in nowadays. According to estimations, its annual global economic impact exceeds the amount of 140 billion US dollars. The powerful growth trend of LGBT tourism recorded at an international level over the recent years is greatly enhanced by the improvement observed in the society's attitude towards homosexuality and the LGBT community on the whole. Furthermore, the tourism industry developments and promotes products, services and destinations that appeal to the demands and needs of LGBT tourists. The existing literature focuses mainly on the analysis of push (escape and anonymity, gay identity, sexual mating) and pull factors (friendliness to LGBT community, LGBT events) of LGBT tourists. The aim of this paper is to investigate the Greek market, both on terms of demand and supply. For this purpose, two primary surveys took place during 2015. The aim of this intricate approach is on the one hand to investigate travel motivations, preferences, factors affecting destination choice and accommodation selection, views and experiences of the Greek LGBT tourists and on the other hand to record and analyze the attitudes of the owners of the "Gay Friendly" hotels on issues concerning customer services and actions taken to attract and meet the needs of LGBT tourists. The two surveys were carried out using a structured electronic questionnaire, thus ensuring absolute anonymity in the first and achieving greater responsiveness of the sample in the second survey. The results of two surveys either confirm the findings of previous international researches, especially those regarding the motives of LGBT tourists such as the escape from everyday life, the relaxation and entertainment, and the impact of their sexual orientation on destination choices such as the friendliness of destination, social acceptance, safety and confidence derived from the destination. Additionally, the surveys offer interesting findings about the seasonality, the accommodation selection criteria, the increasing of Gay friendly accommodations which although do not support at management and marketing level. All the above constitute an appropriate base for further research.

ROSA ANNA LA ROCCA

University of Naples Federico II, Italy

New demand for using the city: Tourism as urban function

The paper considers the relationship between tourism and the city assuming that the tourist phenomenon affects urban organization and generates impacts on urban environment. Trends in tourist statistics show that "urban tourism" is increasing its share and most European cities increase as tourist destinations (+8.1% international a.). Although urban tourism is constantly gaining in importance, there are few attempts to examine benefits of integrating this phenomenon within the urban planning processes in order to achieve the integration among the targets of promotion and development and those of safeguard and environmental conservation. According to these premises, the paper considers tourist cities as "vulnerable" urban systems as they are stressed by an additional urban load. This condition affects present tourist cities and underlines the need of a redefinition of the traditional tools of urban governance. The target of the paper is to individualize the conditions that could reduce the vulnerability of tourist cities and it focuses on three aspects: the changing occurring in tourist demand; the changing occurring in the urban supply system in order to fulfill this "new demand"; and the outlining of urban conditions to integrate the tourist function into the urban governance processes. The spread of new communication technologies (ICTs) is radically changing the ways of use the city and it represents an opportunity to improve quality of urban supply. Nevertheless, at present it seems to emerge a significant imbalance in favor of the promotion of the city (image) through innovations of product (app., sensors, electronic circuits,...) rather than the definition of a planning process to optimize the positive effects of tourism, making urban system more efficient. The paper proposed tries to investigate on this aspect.

KWANG-HO LEE, CHIH-LUN YEN, CRAIG WEBSTER AND SOTIRIS HJI-AVGoustis

Ball State University, USA

A conceptual flow of medical tourism's economic contribution to India

India is regarded as a leading country for tourism services as compared to other medical tourism countries (e.g., Thailand, Malaysia, and Singapore) due to its potential to post positive growth by utilizing its distinctive infrastructures such as medical (health) and tourism services. Under this circumstance, India can be utilized as a case that focuses on medical tourism in development of the domestic market. In this sense, understanding economic, social, and environmental factors fostering medical tourism in India as well as diverse countries is of considerable importance. A variety of salient components of medical and/or tourism services have been found to play a critical role in facilitating medical tourism, including medical procedures, supplementary medical services (e.g., spas and heritage) and cultural values, hospitality services, reproductive technology, cost savings, affective attributes, and doctor familiarity/medical professionals. However, theoretical and practical implications for developing medical tourism remain insufficient in Asian countries (e.g., India). Therefore, it is necessary to review the most relevant literature highlighting salient factors that help to facilitate medical tourism development and sustainability in competitiveness, enabling medical tourism destinations (including India) to establish a holistic medical travel system in economic growth. Using the case of India, the primary objectives of this study are (1) to review the in-depth literature regarding the social phenomenon of medical (or health) tourism and (2) to explore key factors influencing American medical traveler's decision-making process. As a result, a conceptual flow of medical tourism's economic contribution to India is proposed.

CHIA-YI LI

National Taiwan Normal University, Taiwan

The recreational value of Northeast and Yilan Coast National Scenic Area, Taiwan

Taiwan is an island of which total coast length is around 1,566 kilometers including abundant natural scenes, such as beaches, islands, caps and coasts that provides a suitable environment to develop marine sport activities like surfing, diving, boating, water skiing. Among all the coastal areas in Taiwan, Northeast and Yilan Coast National Scenic Area is the coast most closed to Taipei and famous by its beauty. The purpose of this study was to evaluate the recreational value of this area by non-market value techniques, normally used for such sites are not traded in markets and therefore have no market prices by converting the physical and social benefits produced by outdoor recreation into money terms, including the contingent valuation method (CVM) and travel cost method (TCM), the most commonly used measure of visitor net benefits by using consumption behavior in related markets. Data were collected by on-site questionnaire and totally 315 valid questionnaires were obtained. Using the linear regression model, the Marshall demand function, a general model depicting the relation of the ratio of consumer surplus estimated in TCM and CVM with perception index for the study area was established. The estimated consumer surplus from a single visit is about \$ 11 per person via travel cost method. In the contingent valuation method, three different values were calculated as below: \$44.6 of use value, \$21.6 of existence value and \$29.2 of bequest value per year. According to the reports by Taiwan Tourism Bureau, there were 4,643,339 tourists in the area in 2014, which implied not only more than \$5 million recreational value in total per year showing that the area had the potential to develop more attractive marine sport activities for tourists to visit but also some problems caused by over-crowded, such as bad traffic, since the main transportation here was driving. This study also found that, compared with the two methods, what the tourists wanted to pay was much higher than what they really paid, which meant the tourists experienced more than they expected.

ATHENA H.N. MAK AND RICHARD C.Y. CHANG

National Dong Hwa University, Taiwan

Adoption of environmental strategies in the hotel industry: The case of Taiwan

The hotel industry is recognised as one of the most energy-intensive sectors of the tourism industry. However, the hotel industry was initially slow to respond to environmental demands. Research evidence indicates that environmental strategies tend to give way to other operational concerns in many cases, and a large gap still exists between managerial attitudes and environmental strategy adoption in the hotel industry. To address the above issues, knowledge regarding the current state of environmental strategy adoption in the hotel industry, as well as a better understanding of the driving and restraining forces influencing environmental strategy adoption would be of paramount importance. By using the hotel industry in Taiwan as a case, this study attempts to: (1) explore the specific environmental strategies adopted in the hotel industry; (2) identify the "low-cost" environmental strategies adopted in the hotel industry; and (3) to investigate the driving forces and restraining forces of environmental strategies adoption in the hotel industry. A series of in-depth interviews will be conducted with hotel managers of both international chain and local hotels in Taiwan. A purposive sampling method will be used to recruit appropriate key informants. The method enables the researcher to select suitable participants who have the knowledge of the research topic so that it would be of most benefit to answer the research questions and to meet the research objectives. The target sample size for the in-depth interview will initially be set as 20 managers or until data saturation is reached. Considering that tourism is expected to continue its growth, and the fact that the hotel industry is one of the most energy-intensive sectors of the tourism industry, it is imperative that the hotel industry strives to become more environmentally responsible and sustainable. It is in this light that this study aims to explore the specific environmental strategies adopted by hotels in Taiwan, and to identify the driving forces and restraining forces for environmental strategy adoption from the industry perspective.

EVANGELIA MARINAKOU AND CHARALAMPOS GIOUSMPASOGLOU

University of West London, United Kingdom

Using Tripadvisor for exploring cultural tourism development in Bahrain

Recent developments in information technology have brought new opportunities in tourism destinations management and marketing. More specifically, social networks have become very popular the recent years. They have widely been used for tourism purposes as well, mainly as travel search engines for information on the destination, since today's average consumer checks three to four websites before making a purchase. Based on the Technology Acceptance Model (TAM), the Adoption Diffusion and the Usage Diffusion, the study explores how users in tourism accept and use technology based on the perceived usefulness and perceived ease-of-use, in this case Trip Advisor. The investment in ICT in tourism is important and is based on its development, diffusion, adoption and impacts. The purpose of this paper is to study the use of Trip Advisor by potential tourists, their interactions with the site, their comments on cultural attractions, as well as their potential influence on the development of cultural tourism in Bahrain. Content analysis has been conducted to 50 individual reviews on cultural events and sightseeing in Bahrain in TripAdvisor. The findings suggest that travellers and visitors use TripAdvisor in order to collect information about a destination and share experiences with other community members. Moreover, the study proposes that travellers in Bahrain use online word of mouth communications before and after visiting key cultural attractions. They also suggest that cultural tourism has a potential to grow in the region however, there should be more information available on the attractions websites. Comments among visitors propose that the cultural attractions should be more organized, offer more information and enhance the cultural experience. This paper recommends that social networks and TripAdvisor should be used by the local tourism authorities for the development and promotion of cultural tourism in Bahrain. They should consider the available reviews to enhance the provision and development of cultural tourism in Bahrain.

**ESTHER MARTINEZ-GARCIA, JOSEP MARAYA
AND JOAQUIM MAJO**

University of Girona, Spain

Residents' attitudes towards tourism in Lloret, Sant Feliu and Figueres (Spain): An analysis of their determinants and differences with an OB decomposition

This study analyses residents' attitudes towards tourism and their determinants in three cities in Costa Brava, namely Lloret de Mar, Sant Feliu de Guíxols and Figueres. They belong to the tourist brand Costa Brava which is located in the North-East of Barcelona. It is one of the Spanish regions that receives a greater number of national and international tourists. Tourism is very important in all three cities, as it generates high revenues and it is among the top economic activities for residents. However, it has also generated debate because in some cases economic yield has been accompanied with negative externalities and effects, which negatively affect locals. Despite public debate, to the best of our knowledge no prior study exist analyzing residents' attitudes towards tourism and their determinants, in these locations. Moreover, no study has analyzed if there are differences among them and the causes of those differences. Based on Ap's social exchange theory model and Faulkner and Tideswell (1997) extrinsic-intrinsic dimensions of tourism, two reduced-form linear equations are estimated here on information obtained from a questionnaire to a sample of residents of the three cities. Results are in general, in line with the social exchange model. More specifically, it is obtained that extrinsic dimensions are more relevant than intrinsic ones in shaping residents' attitudes. However, relevant differences are also obtained among residents of the three cities. With an Oaxaca- Blinder (OB) decomposition analysis it is found that intrinsic factors are not significant, and all the estimated differences in attitudes towards tourism among residents in the three cities are due to extrinsic factors. These results are relevant for DMO as they offer valuable information for future tourism development and planning, since they inform on which are the factors that most affect residents' attitudes towards tourism, positively and negatively. It also shows that there are differences among residents living in different cities, and informs on the sources of those differences, which have to be accounted for in future tourism development plans for each city and also for the whole brand Costa Brava.

LORENZO MASIERO AND ROB LAW

The Hong Kong Polytechnic University, Hong Kong

RICHARD HATTER

Hotel ICON, Hong Kong

Hotel guests' satisfaction: The path towards excellence

Hotel guests' satisfaction is widely recognized as a key antecedent of repeat visitation and positive word of mouth. To maximize guests' experience, hotels pursue excellence in service delivery; hence, academic research has typically focused on the supply perspective. However, little is known about what triggers guests to rate their overall satisfaction as "excellent" despite the importance of customer reviews in nowadays society. To fill the research gap, this paper focuses on the concept of excellence in customer satisfaction and aims to analyze the factors that affect the likelihood to receive the highest rating from hotel customers. Several studies have successfully investigated the overall satisfaction as a composite measure of ratings for different services and features within structural equation models. The current study estimates probabilistic models to capture the differentiated and causal effect of each explanatory variable. The data refer to a web survey developed and administered by an upscale hotel in Hong Kong and addressed to all hotel guests who provided an e-mail contact. The questionnaire collects customer ratings for different time periods of the whole hotel stay as well as for selected hotel facilities and services. Overall satisfaction is further captured by two indicators, namely friendliness and efficiency, and value for money. The analysis is based on over 1500 questionnaires collected during 2014 and 2015. Firstly, a principal component analysis is performed on the customer ratings associated with the three most basic stages of the hotel stay that is, upon arrival, room, and departure. The empirical analysis that follow involves the estimation of a set of logistic regressions to explain excellence in overall customer satisfaction. Component scores are used as independent variables along with information about the usage (and rating) of hotel facilities, guest profile and booking behavior. Preliminary results show a differentiated effect of the independent variables on the two indicators of overall satisfaction. Marginal effects are derived in order to assess the contribution of each independent variable to excellence in overall customer satisfaction. The study contributes to the current literature on customer satisfaction by providing an empirical analysis of the factors that maximize hotel guests' satisfaction.

KAORUKO MIYAKUNI

University of the Ryukyus, Japan

Residents' attitude toward tourism development on island destination focusing on ecocentric attitudes: The case of Republic of Palau

Research on residents' attitudes toward tourism has been considered essential for sustainable tourism, and has been conducted throughout the world since the 1960s. At first, this field of research identified various tourism impacts on society. In the 1990s, it focused on study of the residents at the community level. Since the late 1990s, various scholars have focused on formulating comprehensive models to explain residents' attitudes toward tourism. The factors explaining residents' attitudes toward tourism has been demographic variables, and residents' characteristics (e.g., ecocentric attitudes, personal economic benefits from tourism, community attachment). The purpose of this study was to construct a comprehensive model to explain residents' attitudes toward tourism on island location. Based on the models developed by Jurowski et al (1997) and Gursoy and Rutherford (2004), this study examined the influence of residents' ecocentric attitudes on their perceptions of various tourism impacts (economic, social, cultural, and environmental benefits and costs) and support for tourism development. The republic of Palau was chosen for this study and the nation-wide survey was conducted in 2014. Palau is a small developing island states in South Pacific famous for its pristine ocean environment, diversity of fish and coral species, marine tourism, and World Heritage Sites designation in 2012. The Republic of Palau is also known for its creative environmental and tourism related policies (Shark Sanctuary, Green fee for tourists, Entry permits for Rock Islands Lagoon and Jerry Fish Lake). Many of her tourists have come from Asian countries, mainly, Taiwan, Korea, and Japan, and the number of Chinese tourists increased drastically in 2015. The results of the study was analyzed using descriptive analysis, multiple regression, and qualitative methods. The results showed that most of the respondents are favorable toward tourism. Secondly, the results showed that residents who hold stronger ecocentric attitudes believe that there is social/cultural costs incurred from tourism. Thirdly, the study showed that residents who perceive that there is environmental benefits incurred from tourism support tourism development. This study was funded by SATREPS (Science and Technology Partnership for Sustainable Development) of 2013 - 2017 in Japan.

BAHATTIN ÖZDEMİR AND GÖKHAN YILMAZ

Akdeniz University, Turkey

MUSTAFA ÜLKER

Erciyes University, Turkey

The relationships among socio-demographic characteristics, behaviours and motivations of festival attendees: A study in Urla international grape harvest festival

This study aimed at examining the effects of socio-demographic characteristics and behaviours (purpose, frequency, length of stay, company, time of decision making, information sources etc.) of festival attendees on their motivations to attend the festival. During data collection, a survey method was employed. Using purposeful and convenience sampling approaches jointly, the questionnaires were administered to 293 attendees of Urla International Grape Harvest Festival in Izmir. Ultimately, 271 questionnaires were analyzed due to incomplete or unreturned forms. In the analysis section, firstly the scale for festival motivations which was constituted by items borrowed from the relevant literature was checked for validity and reliability using factor analysis results and Cronbach's Alpha values. Following factor analysis, a two factor solution for festival motivations of study participants was revealed, and the two dimensions were labelled as cognitive, and socio-psychological and physiological motivators. The Cronbach's Alpha values of the factors were also satisfactory. Secondly, the descriptive information about participants' socio-demographic features and their behaviours with reference to festival attendance was obtained with analysis of frequency and percentage distributions. Finally, analysis of variance and t test were performed in order to test the prescribed relations among the study variables. The analyses revealed significant differences in respondents' motivations for attending the festival with reference to gender, age, education, profession, length of stay, and information sources. More specifically, while gender, age and education were leading to significant differences in cognitive motivations of respondents, education, profession and length of stay significantly differentiated their socio-psychological and physiological motivations. An investigation of the effects of various information sources (family, friends, travel agency, brochures, newspapers, magazine, radio, television and internet) demonstrated that only two had a significant impact on motivations. More specifically, newspapers affected the both dimensions of motivations, while television had an impact merely on socio-psychological and physiological dimension.

CECILIA PASQUINELLI
Gran Sasso Science Institute, Italy

Dark, reconstruction and restored heritage: Models of cultural heritage and tourism management in post-disaster contexts

Besides the definition of heritage as the remains from the past and aesthetic grandness, another definition is drawing attention concerning heritage as those activities and practices that, constructed in the present, are connected to the past in various forms. This is the 'living heritage' that builds the bridge among past, present and future humankind's expressions and footprint. A reflection upon the notion and nuanced understandings of heritage are particularly important in post-disaster contexts where the conventionally perceived notion of time is challenged. A disaster – let us think of natural disasters such as for instance earthquakes, tsunami or flooding – turns the contemporary into history, the built environment into ruins and hence into an archaeological landscape, everyday life into memories of the past. Consequently, there is room for inquiry in nature and scope of cultural heritage management in post-disaster contexts where simplified understandings of heritage evidently are not sufficient to envision the practice of protecting, conserving and enhancing cultural heritage in favour of local community's well-being and economic recovery. In this frame, this paper focuses on cultural heritage and tourism management in post disaster contexts. By collecting and discussing the relevant literature, the paper proposes three time-based models to outline key issues that need to be addressed from a managerial perspective: 1) Dark Heritage Tourism; 2) Reconstruction Heritage Tourism; 3) Restored Heritage Tourism. Drawing a time line starting with the disaster event, the three models are described according to a set of elements, these being the notion of heritage at the core of the model, the involved audience, the brand and narration of the destination and, finally, the authenticity of the heritage experience. While the three models are meaningful per se, their juxtaposition traces potential evolutionary dynamics and, accordingly, delivers a heritage tourism management lifecycle, spanning from temporary heritage tourism management to more stable forms.

ROSANNA PASSAVANTI AND ELEONORA PANTANO

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SAVERINO VERTERAMO

University of Calabria, Italy

Assessing social media opportunity in the luxury industry for promoting luxury tourism shopping

Literature largely highlighted the impact of social media as too for supporting purchase decision, with emphasis on the choice of destination. Since the luxury sector can be considered as one of the most profitable and fastest-growing sectors, the aim of this research is to explore the way social media are used as a tool to enhance tourism shopping by luxury brands. To this end, we employed a multiple-case study as the research design, involving five information-rich cases, with the similar characteristics of being large firms selling luxury brands (3 for fashion, 1 for accessories and 1 for private jets), and providing at least one point of sales in Regents Street or Sloan Square in London (UK). For each company, we collected data from social media, press releases, and direct observation of all social media used between March 2015 and March 2016. Firstly we identified their usage of social media as marketing tool, secondly we investigated the extent to which they use them to incentivise tourism flow towards physical points of sale. Although luxury retailers are aware of the power of social media as marketing tool, our findings reveal the still low level of engagement in this channel and of integration between offline and online retail strategies (i.e. events planned in the physical store are not adequately promoted through their social media), which result over exploited for stimulating tourism flow.

JEERATI POON-EAD, CHRIS STONE AND FENG YI HUANG MANCHESTER

Manchester Metropolitan University, United Kingdom

Community participation in sustainable tourism development: Towards a conceptual framework

Participation of community stakeholders is a key principle underpinning approaches to implementing sustainable tourism planning and development at destinations. Such a participatory development approach may promote the involvement of socially and economically marginalised people in decision making, contribute to community wellbeing, encourage voluntary action, and enhance the diversity of places and their unique identities to target niche markets in a globalised world. However, while numerous studies have been made of the community participation approach, few studies detail tangible and practical ways to promote effective participation—particularly in developing countries—and relatively few destinations have achieved successful implementation. This PhD study reviews concepts central to notions of community participation strategies in a sustainable tourism context, examining ways to foster active participation with reference to issues such as the distribution of community power and social relationships at tourist destinations. The paper outlines how preliminary information supporting the research programme was generated using secondary data collection methods, a review and evaluation of which established a comprehensive conceptual framework focused on the multifaceted, intertwined and progressive nature of community participation. The extant literature on the subject was further reviewed to establish a qualitative methodological procedure and a primary research study framework derived and applied in Lee Led, a coastal community destination in Thailand. Non-participant observation, focus groups, and semi-structured interviews with stakeholders are used to understand community-perceived community participation. This study will demonstrate conceptual framework through a study site can have a positive impact on the field of knowledge in assessing how community participation might be more effective in contributing to tourism planning and development at the destination. Overall, the findings of this study will contribute to the emerging literature on the subject, as well as assisting policy makers, planners, and other key stakeholders in assessing the prospects for sustainable tourism development not only in the Lee Led Community, but also in similar destination communities in Thailand and Southeast Asian countries.

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Maximizing customer experience by effectively using hotel sequencing mechanism and online reviews for online hotel booking site

With the emergence of the Internet, a customer tends to use online travel agencies (OTAs) for their travel planning. The growing number of hotels and the availability of online reviews presented on OTAs increase searching space but incur considerable search effort to an online customer. This research studied the customer behavior during the process of searching and booking a hotel through OTAs. The design of the hotel sequencing and online review mechanisms was investigated to enhance customer experience. We proposed a new approach, using a two-stage stochastic programming (2SSP) model and goal programming model, to design an optimal sequence of hotels with available sequence of online reviews. The objective of proposed model is to improve the accuracy to match a hotel with the customer's expectation at the minimum search cost. We incorporated the multidimensional preferences of customers (e.g., price, expected star rating, overall review rating, reservation price), searching behavior and effect of online reviews (e.g., target of review, individual review rating). Using the findings derived from prior literatures, the sequencing decision of online reviews considered four main variables, comprising of (i) framing of reviews (positive framing is preferred), (ii) the target of review (service-targeted review is preferred), (iii) overall valence of a set of reviews (positive valence is preferred), (iv) variation from overall review rating (low variation is preferred). The proposed model was applied to a realistic case using a case study concerning the Kanchanaburi Province, Thailand and an OTA called agoda.com. The numerical experiments were conducted to provide the managerial insight. The effectiveness of the proposed model was confirmed in a case study compared with that of current sorting methods of OTAs. The contribution of this research is to propose a new framework to promote the understanding of the profitable design of OTAs, and to provide a new perspective of online review management. This

study serves as guidelines for dealing with information overload and enhances full utilization of a hotel sequencing mechanism and online reviews in regard to tourism management.

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**Social innovation in cultural and tourism field: The arise of
new actors**

Italy has one of the biggest cultural heritage in the world but nowadays it is challenging a strong crisis and suffering a lack of economic and financial resources. The work intends to contribute social innovation study by focusing, through a new institutional approach, on the emergence of new actors and new logics. Beside public and private management, social enterprise applies social innovation to the management of the cultural field through the creation of new organisational form, defined as "hybrid form". Social innovation is defined as "*innovations that are social both in their ends and in their means*". In particular, "*... as new ideas (products, services and models) that simultaneously meet social needs and create new social relationships or collaborations*". The social enterprises analysed are influenced by new logic arise in the context of social innovation that can be interpreted as a process of collective creation in which members of a community invent and redefine new logic focus on community and promoter need, through a cooperative and collaborative spirit. Our research is based on a qualitative investigation and a collection of empirical data is carried out using a heterogeneous plurality of instruments. Researching methods include: document analysis, semi-structured interviews and participant observations. The organizations studied are Italian association, foundation and cooperative that present common elements: they manage a converted cultural and touristic sites to public use; they promote and made accessible cultural and touristic place to local communities and tourists; they create a cultural and touristic activities inside the location; they are sustainable institution in terms of employment and management. The social enterprises observed play an active role and respond to both individual and social need, having also a social and economic impact in terms of development of local community and tourism attraction. Therefore, the cultural heritage became the place where cultural, touristic, economic skills of the community can get together and create social innovation, making it a collective resource.

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The impact of servicescape on cruiser experience and behavioural intentions: A conceptual framework

The concept of experience has been widely argued both in service and in tourism literature as an overall perception of various stimulus and events able to influence the value perceived and the future behaviour. In the last years, the environmental elements of the servicescape have become important drivers to explain how consumers of service (or product) are immersed in an overall consumption experience. However, still little studies are focused on this issue in the tourist sector, even less in the cruise context. In fact, cruise vacations could be considered a prototypical experiential product, as an amalgam of tangible and intangible benefits from the basic transportation, meal and entertainment to some more hedonistic ones with an emotional value (e.g.: escape, relax, socialization). Consequently, each of these elements can affect the overall experience, in terms of value perceived and behavioural intentions of passengers. The purpose of this study is to define an original framework on the role of servicescape as antecedent of customer experience by analysing its impact on behavioral intentions in cruise industry. The servicescape has been identified using Bitner's model (1992) adapting the original environmental elements to the cruise context. The research aims at exploring primarily the key factors of servicescape affecting the overall evaluation of service experience and behavioural intentions (intent to recommend and intent to return) and secondly, understanding the effect of these variables on the experience value perceived by the passengers. The findings of this paper are only the first step (explorative research) on the analysis of servicescape on cruiser experience. In the second step of our research, we would test the conceptual framework to sample of cruise passengers (directly on board or within two weeks from the vacation).

KORAWAN SANGKAKORN AND PAIRACH PIBOONRUNGROJ

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Surveillance network development model for child sex tourism exploitation in Thailand

Thailand with 29.88 million tourists in 2015 has become one of the world's favorite destinations with rich natural and cultural attractions. TAT promotes Thailand as a diverse, high-quality destination that offers rewarding and unforgettable experiences. However, Thailand is a source, destination, and transit country for men, women, and children subjected to forced labor and sex trafficking. Due to the hidden nature of child sexual abuse reliable figures are hard to compile and cases difficult to document. Available figures estimate that currently some 30,000 to 40,000 children, not including foreign children, are exploited as prostitutes. Sexual exploitation of children in Thailand appears in many styles such as child sexual exploitation, prostitution of children, child pornography, trafficking of children of sexual propose, and child marriage. In 2015 trafficking in persons Report by US department of State reported that Thailand remained at Tier 3. The objectives of this paper are to study the problem of child sex tourism abuse in Thailand and to find guidelines for developing surveillance network model of child sex tourism exploitation. This study focuses on 4 popular cities in Thailand; Bangkok, Pattaya, Phuket, and Chiang Mai. The methodology of this study has collected the data and information from secondary resources, such as the research papers, the news, and the reports, and in-depth interviews with 20 stakeholders who related with child sex tourism exploitation such as the government organization, non-government organization, and tourism businesses, and also observed tourism situation in 4 cities. The results indicate that there is child sex tourism exploitation problem and found the impact of health, well-being of child prostitution. The harshness of the situation depends on the destinations. The number of the victims has increased, especially with boys. Many organizations work out with this problem, but do not integrate their work. The tourism sector tried to setup the network for Child Sex Tourism Exploitation but has not been widely recognized. This study proposed the surveillance network development model for child sex tourism exploitation by integrating between government organizations, the local tourism business, and local community. When they notice anything suspicious, should report the incident to the hotel or travel guide/agent, inform closest diplomatic mission, and call the 1300 hotline (in Thailand).

ALEXIS SAVERIADES

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Why do national tourism plans fail to materialise? The case of Cyprus

Many inadequacies in tourism related matters lie in the heavily fragmented institutional system which prevails in Cyprus's tourism planning framework. Initially, the papers provides a concise analysis of the island's daedalus existing tourism system and the institutions and organizations behind it. It then goes on to empirically suggest an all-new framework of Governance for the island's tourism sector. 'The fragmented responsibility of the many different parts of the industry and the fact that the tourism industry represents a heterogeneous, fractional and highly individualistic industry of many agencies', have brought about a mild 'anarchy' in the development of tourism on the island. Despite some notable attempts in the 70's to set the foundations for the development of the tourism sector, these failed to materialise. From 2000 to-date, two strategic plans have been drawn to lead the sector in the years to come. The first one covered the period 2000-2010. Perhaps the most notable attempt was the 2011-2015 strategic plan, which was comprehensive, in-depth and tangible; and has to a large extent, materialised. Unfortunately, from 2016 onwards, no strategic plan is in place, but one is currently being drawn on paper. What is currently in place is a 2-year operational plan. Perhaps the biggest problem one has to address is the fact that the aforementioned plans are dubbed as national plans, however these are merely CTO plans, since they have no power whatsoever to enforce actions at a horizontal level. Furthermore, these plans do not really approach the sector from its business perspective; they bear neither any real-life targets nor any Key Performance Indicators. In essence, these plans outline the operational plans that the CTO wants to pursue, with a mere expectations that all parties involved will follow them. What is enacted from this case-study is the need for a much leaner, National Head of Tourism Body with clear horizontal and vertical lines of authority to work across and with ministries and other decision making authorities in a combined effort to lead the sector to further development and growth, under a National-led Strategy which will entail attainable, measurable, timely and specific actions. Other small island destinations could in fact capitalise on the findings of this case and especially from the extensive 'Dos and Dont's' list which is presented in the paper, to consider revising their approach towards planning and managing the product and the promotion of their destination.

SEUNGHA SIM, SEUNGMIN LEE AND CHULWON KIM

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The effect of tourism social network services on the organization-public relationship and electronic word-of-mouth: Focusing on the moderating effect of media engagement

The structure and representation of online tourism search results has undergone rapid change. Most previous studies have been limited to the role of social media in the travel planning stage. Important limitations include the extent to which travelers are exposed to the world of social media and how travelers utilize information provided by social media. Therefore, understanding the role of social media offers fundamental functions to tourism marketing, and a new framework is proposed based upon the traditional conceptual framework of the online tourism domain. In order to address this issue, the purpose of the study is to investigate the association between SNS characteristics, organization-public relationship, and electronic word of mouth. This study hypothesized that higher level of individuals' media engagement will strengthen the relationship between SNS characteristics and organization-public relationship. Therefore, the study tested the moderating effect of media engagement. To achieve the study goals, SNS in tourism-related nonprofit public institutions was selected as the study sample. Through on-line survey at <http://www.knto.or.kr>'s SNS (Facebook, Twitter, Instagram, etc) which is a national tourist office in Korea, 565 responses were collected from 4th November, 2015 to 6th November, 2015. SPSS 22 and Smart PLS 2.0 program was used for data analysis in order to investigate reliability, validity, model fit and hypotheses. The study results shows that acquisition of information, empathy and authenticity are statistically correlated with organization-public relationship. Moderating effect of the media engagements, however, was not significant. The study results can provide implications of SNS marketing strategies in terms of practical implications. Tourism marketers will be able to apply the findings of this research that conceptualizes social media for tourism marketing within the rapidly changing marketing environment. Tourism marketing organizations such as destination marketing organizations (DMOs) and convention and visitors bureaus (CVBs) are facing many challenges with regard to distribution channels with the advent of new media. In such a marketing environment, understanding the role of social media in tourism has become essential to promoting tourism destinations more effectively.

HANQUN SONG

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Understanding European travellers' risk perceptions towards destinations

Understanding travellers' risk perception is becoming extremely important in the tourist behaviour and destination marketing context. Nowadays, travellers may consider the riskiness of destinations as one of the most important factors when choosing a holiday destination. Therefore, this study aims to examine travellers risk perceptions towards destinations. This project includes two separate studies. The first study identified the risk-related factors affecting European travellers to choose destinations, and also examined whether travellers had different perceptions towards a short-haul destination (in North Africa) and a long-haul destination (in Asia). Through questionnaire surveys, this study found that European travellers shared many similarities towards the safety issues on both destinations, with the terrorist attack as the top concern. The study found a surprising finding in that geography proximity plays an important role in influencing travellers' risk perception. Specifically, travellers consider the short-haul destination more dangerous than the long-haul destination in this study. Possible reasons could be the high knowledge and familiarities with the short-haul destination. The second study examined travellers' risk perception and travel intention towards a terrorist attack within a destination. Specifically, this study found that travellers' risk perception decays with the time. The study examined participants' travel intention towards a destination during the periods of one month, three months, and six months after a terrorist attack. The results show that travellers' intention is much higher during six months than during one month after the terrorist attack. It shows that travellers' risk perception changes dramatically with the time. This study has made both theoretical and practical contributions to the tourism industry.

CHRISTAKIS SOUROUKLIS AND NIKOLAOS BOUKAS

European University Cyprus, Cyprus

Workforce diversity management and hotel performance: Evidence from Cyprus, Greece and the UK

Hotels in particular, operate in contexts of high-dependency on female and foreign employees rendering the management of their diverse workforce into a challenge and priority for their managers. To that effect, a range of workforce diversity management (WDM) formalised (than ad-hoc) mandatory as well as voluntary initiatives have been developed. However, as all employers in any given jurisdiction are legally obliged to comply with mandatory initiatives, it is only the voluntary ones that convey an employer's commitment to create and maintain a satisfied diverse workforce that can yield the sought levels of performance. In spite of the growing research interest for WDM and its potential organizational benefits by management scholars and practitioners, still, there is scant evidence in the relevant literature concerning the extent of WDM provision of formalised post-recruitment voluntary initiatives in workplaces and their benefits on firm performance. This paper contributes to the advancement of the existing knowledge on WDM and strategic HRM by collecting primary data through a cross-national census survey (self-administered questionnaire) study of 1,126 General Managers (that yielded 20% response rate) in three-to-five star privately-owned hotels within Cyprus, Greece, and the United Kingdom. The descriptive (univariate statistics) data analysis (including e.g. diagnostic tests and independent t-tests among other tests) for all collected variables per-country and overall it was satisfactory indicating that was no threat of non-response bias further ensuring reliability and validity of this study's measures and results. The findings of this study based on univariate statistics revealed a spectrum of differences and similarities between the three countries in terms of the sample of hotels and targeted-respondents profiles and WDM initiatives implementation. Furthermore, the findings of this study based on principal components analysis and on bivariate statistics provided evidence for the benefits from WDM implementation of bundles and of individual voluntary initiatives (i.e. Training and Development, and, Work-design initiatives) on hotel financial performance. Last but not least, the findings of this study provide implications for practice and open avenues for future research.

HAYLEY STANTON AND ELITZA IORDANOVA

BUCKS New University, United Kingdom

An ethical perspective for tourism researchers using travel blog analysis as a research method

The past two decades have seen rise to momentous developments in Internet capabilities and complexities, and the surge of usage has changed the face of the world that we live in. In response to such expansive developments of the Internet, researchers are now beginning to make use of the valuable new data forms that to date have been under-exploited, yet it can be argued that the ethical approaches and guidelines have not been adequately discussed or updated in response to this. Social researchers have discussed research ethics for specific methodologies for years and there are clear guidelines to adopt for those undertaking traditional methods of data collection such as surveys or interviews. However when undertaking data collection methods of a more obscure nature, such as travel blog analysis, researchers are given little direction. Traditional ethical considerations govern social science research with the guiding principle of not causing any harm to the participants and researchers need to consider how the imposition of the research on individuals can be balanced with the benefit of enhancing the world that we live in. The complexities of the human world, combined with the Internet sphere is a new realm, where academic research examining online research methodologies still in its infancy. It is as a result of this infancy, that ethical implications within blog analysis are under-researched and that guidelines applied generally seem to be taken from generic research methodology texts. There are certain characteristics of travel blog analysis that pose new dilemmas for social science researchers that are not addressed within existing research. This research, therefore, addresses the issues that a travel blog researcher is likely to encounter and emphasizes the need for some form of direction to be given to researchers.

THEODOROS STAVRINOUDIS AND DIMITRIOS KALOGIANNIS

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An investigation of the relationship between loyalty and job satisfaction: The case of Cephalonia's hotels employees

Employee loyalty reflects the employees' sense of connection-identification with the enterprise in which they work and is manifested through increasing intention for additional work, more responsibilities in the workplace and long-term retention. Employee loyalty is affected by the wages and benefits policy, human resources management systems, training and promotion opportunities, internal communication and the long term prospects of the organization. The concept of job satisfaction is broad, has multiple interfaces with the employees' behavior and is shaped by many factors (e.g. working environment, safety and employees' self-esteem). Several international researches established the impact of job satisfaction in certain human resources variables like employee engagement and of course their loyalty to the hotel. The aim of this paper is to identify the factors that determine the loyalty and job satisfaction of employees in three- four- and five- star hotels on the island of Cephalonia, as well as explore the connection between these factors. A primary research was conducted among employees of all departments of Cephalonia's hotels, during April and May 2015. The research method employed was self-completed questionnaire, presenting closed-type questions according to Likert scale. The main results of the research identified the factors, which enhance employees' loyalty and job satisfaction, and actually related to working conditions, recognition, social engagement and the working environment. Also identified was the degree to which variables such as working experience, tourism education and hotel category contribute to job satisfaction. The employees' desire for commitment and loyalty to their hotel was revealed and also the subsequent job satisfaction. Employees (re)emphasize hygiene and safety issues at work and tend to be more loyal when rewarded by the hotel and senior executives. They attach loyalty and job satisfaction on a large number of parameters which focus on developing good interpersonal relationships and an effective communication in the workplace. Cephalonia's hotel owners and managers should focus on loyalty and employee satisfaction through the employees' effective integration in the organizational culture as well as on the creation of a working environment that satisfies both the physiological needs and the needs of self-actualization.

IVAN ŠULC

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The life cycle of Dubrovnik tourism region, Croatia

The city of Dubrovnik is the most famous Croatian tourist site, inscribed at the UNESCO World Heritage List. The paper analyses the life cycle of Dubrovnik and its tourism region in the period since World War II, as well as the level of demographic, socio-economic, socio-cultural and physiognomic transformation of the region. The life cycle of Dubrovnik tourism region was determined using modified Butler's (1980) concept of tourism area life cycle. Analysis of the spatial transformation of the region was conducted using desk methods and GIS analysis. The perception of tourism and spatial transformation of the region was investigated in a questionnaire survey conducted on a sample of the local population. It was supported by the interviews conducted with the headquarters of local tourist boards. Tourism development was analysed within two separate life cycles, in respect of different factors, segmentation of tourist offer, forms of tourism and spatial processes. The first cycle was based on the classical tourist product, construction of large hotels and mass tourism, taking over the whole region. In late 1980-ies the destination started losing its attractiveness and competitiveness, which resulted in slight decline, emphasised by the war in the 1990s. The present cycle was initiated by rejuvenation of coastal and cultural tourism after the war, characterized by increased growth of private accommodation. Intensive development of cruising tourism since 2000s caused a conflict with other forms of tourism and contributed to the touristification of highly valuable Old City. Insufficiently developed complex tourist offer led to a new stagnation stage in the mid-2000s. Confronted with a possible decline, tourism authorities on different levels started to put more efforts into integrative tourism planning and development of a complex tourist offer, emphasizing heritage and active holidays. Intensive tourism development caused rather favourable demographic and socio-economic processes in the narrow littoral areas, but it also deepened depopulation, population ageing and negative socio-economic processes in the remote and interior areas. Those processes reflected in the dynamic tourism urbanization of the coastal strip into a homogeneous riviera, and the degradation of attractive cultural landscapes in the interior.

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Tourists traits analysis on social networks

With the travel and tourism industry flourishing worldwide, it is vital for tourism supplier and markers to understand tourist traits aiming to target consumers and assist decision makings. However, traditional tourist analysis methods, e.g. questionnaire survey, are labor-intensive and time-consuming. With the development of social networks, tourists publish large quantities of travel experiences on them, which enables to discover traditional tourist traits and more new traits which could not be obtained from traditional questionnaires. In this paper, we design a methodology for tourism traits analysis from social networks, which is based on the social learning theory. The methodology includes three components: tourist demographic analysis, tourist social influences analysis, and tourist behaviour analysis. For demographic analysis, it comprises the analysis of gender, age, location, education, profession, and interests for tourists. Regarding social influences analysis, it contains the analysis of follower count, post count, account type, and follower/followee ratio of tourists. The analysis of post pattern, travel frequency, type of tourism-related products, and top visited destinations consists of tourist behaviour analysis. We conduct a case study, which is related on the Chinese tourists toward Switzerland based on our methodology and social media big data analysis from Sina Weibo. The concerning data is collected by project SWICICO from HES-SO Valais in Switzerland. Different significant findings are obtained and some examples are given: the Chinese tourists in Switzerland tend to be young people, are likely to have college experiences. They have interests in travel, sport, art, and education etc, and most of them are from higher economic developed cities. They tend to have higher social influences. Besides, they tend to travel to Switzerland in June, July, August, October and February, and most of them are their first-time travel. The top visited destinations are Jungfrau, Interlaken, Zurich and so on, top-ranking products and services are chocolate, cheese, exhibition in Basel, auto show etc. Those findings could empower tourism suppliers and markers to better align the market efforts while making lasting, meaningful market strategies. And our proposed methodology could be applied to analyse tourist traits in any social network platform.

ANITA TALAJA AND HRVOJE MILOŠ

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Change management, organizational culture and competitive advantage of a luxury hotel

Modern business conditions have encouraged organizations to be flexible and adaptable, which includes the necessity of implementing changes imposed by their environment. Changes should be managed in adequate way, and one of the key factors that influence the success of this process is the organizational culture. According to the resource based view, organizational culture, as the valuable resource that competitors cannot copy, could be source of competitive advantage. Hotel industry is a segment of hospitality industry that is extremely sensitive to the changes in the external environment, so in order to achieve and sustain competitive advantage, hotels must respond and adapt to changes very quickly. In order to implement change effectively, there should be close interaction between employees and managers, so it is important to understand potential differences in their attitudes towards change. The main aim of this pilot study is gaining more detailed insight of relationship between characteristics of employees and their acceptance of change, as well as understanding relationship between perception of organizational culture and acceptance of change. Also, the role of organizational culture in managing organizational change is analysed, and relationship between organizational culture and competitive advantage, as well as change management and competitive advantage, is examined. Testing the validity and reliability of developed questionnaire is also one of the purposes for conducting this pilot study. Primary data was collected using a structured survey questionnaire. The empirical research was conducted at Grand Villa Argentina, a luxury 5 star hotel, part of an Adriatic Luxury Hotels chain, situated in Dubrovnik, Croatia. Questionnaire consisting of 48 questions, of which 9 questions were related to sample characteristics and 39 Likert type questions were related to organizational culture, change management and competitive advantage, was distributed among hotel's employees. A total of 50 questionnaires were collected, which means that 67% of total number of hotel employees have returned correctly filled out questionnaire. The results of statistical analysis have shown that there exists high validity and reliability of developed questionnaire, and significant positive relationships between organizational culture, change management and competitive advantage has been found. Based on the outcomes of this study, a larger scale study on a sample of Croatian 4-star and 5-star hotels will be conducted.

ROENGCHAI TANSUCHAT AND PANITLUCK ARYUMANN

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Behavior and length of stay of foreigners for meditation tourism in Thailand in Chiang Mai, Thailand

Nowadays, meditation has been popular in many countries especially in Western countries. Excursions for knowledge exchange, learning from religious philosophy, searching for the truth of life, and meditation practice for new an experience are a new trend in tourism. Consequently, the Tourism Authority of Thailand has realized the importance of this type of tourism, and tried to promote Thai's edu-meditation and Buddhism religious tourism. The objectives of this paper were to study foreign tourist's behavior and satisfaction of meditation tourism, and to analyze the length of stay for mediation practice in the temples of Chiang Mai province. There are 150 interviews conducted for data collection with international tourists who came in order to take meditation practice by staying at the temples certified by the National Office of Buddhism and in Chiang Mai province. The questionnaire consists of three parts, namely personal respondent information, tourist behavior, and tourist satisfaction toward meditation at temple. A length of stay analysis for meditation in temple was modeled by Poisson regression application. The empirical results showed that most of foreign tourists came from European countries, followed by America and Asia, respectively. Surprisingly, most of them were teenagers and traveled alone. Most tourists spent time for travelling in Thailand no more than 30 days, in which they allocated time for meditation practice in temple no more than 7 days or only 20%. The major aims of meditation were to develop mental health, release stress, understand consciousness, and improve intelligence. The results from Poisson regression showed that factors affecting the length of stay for meditation were age, marital status, and marketing factors.

SHARON TEITLER REGEV AND SHAHRABANI SHOSH

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The willingness to pay for safety flights after crisis

In 2014 the total number of passengers carried on scheduled services rose to 3.3 billion. Revenues have doubled from US\$369 billion in 2004 to a projected \$746 billion in 2014. Various factors affect the willingness to pay for airline tickets, among them level of service and the security measures used by the airline, yet, previous study did not examine the factors affecting the WTP for airlines tickets during an ongoing terror attacks. The current research was conducted during the 2014 Israel–Gaza conflict, also known as Operation Protective Edge, and examines the effect of negative emotions evoked by the war on the willingness to pay higher prices for tickets on airlines employing a high level of security. During the war, rockets were fired on Israeli cities, and many international airlines discontinued their flights to Israel. The Israeli national airline El Al has anti-missile systems, and its security checks are more stringent than those of other airlines. An Internet survey was conducted by a professional poll company in August, 2014 during the military operation using a representative sample of the Israeli population). 402 Israelis answered the Internet survey that included questions regarding willingness to pay for airlines ticket during routine times. The results show that individuals who indicated higher levels of fear during the war were willing to pay more for airline tickets, not only during wartime but also during routine times. In addition, people with a higher level of education and those with stronger ties to religion were willing to pay more for airline tickets. This research supports earlier research that found that negative emotions are correlated with decision-making. The implications of the study are important for understanding people's feelings, risk perceptions and attitudes toward airline services in situations of danger. The current research results adds to the existing literature by showing that negative emotions evoked by terror attacks have strong impact on willingness to pay for airlines ticket during routine times. Since recently the terror threat has increases in many countries the managerial implications for the non-Israeli airlines are to increase the security and the perception of security in the flights. Further research should test whether this willingness to pay more decreases when the war is over.

THANAPORN TENGRATANAPRASERT

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Fostering and sustaining urban tourism systems through governance networks: A comparative analysis of England and Thailand

Sustainable Urban Tourism (SUT) is a central concept in tourism literature and practice. It is perceived as attempting to achieve a balanced approach between social, environmental, and economic sustainability. SUT requires negotiation to avoid overemphasising one dimension. The literature suggests governance networks (GNs) is likely to be a key valuable determining the success of SUT. However, in practice there are challenges that can impede the development of effective GNs for SUT. A crucial reason why more studies of GNs in this context are needed is to understand these challenges and suggest potential ways to respond to them. This research is a comparative exercise to illuminate insights and questions in one policy area in two countries as there is a need to have an inter-disciplinary approach that will show how the involvement of a wide range of stakeholders in this sector is more likely to produce strategies and policies in SUT. The main aim of this paper is to explore how and why GNs influence SUT policies and practices by exploring through comparative case studies of the World Heritage Sites (WHS) approved by UNESCO in England and Thailand. If a correlation between the two variables is found, it will be stronger evidence because we have studied two contrasting political systems. Furthermore, both countries have a strong thriving tourism sector. This research attempts to study two countries where tourism is being strategy developed to find out best practice within each case study. This paper illustrates the experience and results of field exercises in Bath and Ayutthaya. Two case studies were selected because it is widely acknowledged that 'heritage management' plays a significant role in supporting SUT. This thesis aims to offer an inter-disciplinary approach. It represents an attempt to create an academic synergy applying academic material and research in the area of public policy and governance to SUT. The research here can hopefully offer the Thai government some guidelines on how GNs can be used in public policy.

NASTASSIA TRASKEVICH

Belarus State Economic University, Belarus

The evaluation of the economic and managerial processes of the sanatorium tourism segment competitiveness development in Belarus

Sanatorium sphere, which comprises health and wellness tourism in Belarus, has had its origins in the Soviet Union period when the main functions of the sphere were social tourism and medical rehabilitation provided under the state support. The modern economic trends have created challenges for the sanatorium segment requiring its functioning in the domestic and international tourism market. This foregrounds the investigation of the competitiveness development of the sanatorium tourism segment in Belarus. The paper focuses on the methodology of the evaluation of the economic and managerial processes of the sanatorium tourism segment competitiveness development. Most competitiveness models in tourism are based on destination competitiveness (Porter, Ritchie and Crouch, Voigt and Pechlaner et al.) or business competitiveness (Cohen and Bodeker) as either macro- or micro- level of competitiveness measures. For the targets of the former non-commercial sphere being integrated into the tourism industry, our research focuses on the specification of the competitiveness factors and measures for the mezzo-level of a brunch of the tourism industry in a particular destination. As a result economic and managerial processes are suggested to provide the framework of the competitiveness analysis of the sanatorium tourism segment. They include: "tourism experiences towards tourist needs", "health and wellness recreational resources use", marketing, administrative, sociocultural, technological and environmental processes. The methodology provides a system of the processes assessments in comparison with the best practices existing in the global spa-industry implementing the method of benchmarking. The distinctive feature of the methodology is a hierarchy of the competitiveness benchmarks which allows taking into account 485 benchmarks to reveal the mechanism of the tourism competitiveness development of the sanatorium segment. The use of the methodology provides a possibility to identify the present and potential competitive advantages of the sanatorium tourism segment in the international health and wellness tourism market and to implement them according to the best world practices.

TATYANA N. TRETYAKOVA AND TATYANA SHMELYOVA

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Natural potential of Tyumen Oblast as a factor of recreational impact on the human body

As a tourism region, Tyumen Oblast has various tourism resources. Their analysis and evaluation suggest the stable and effective recreational potential of this region. Works by Russian scientists Antonova, Pashneva, Potapova, and Vdovyuk are dedicated to integral estimation of recreational potential of Tyumen Oblast. However, the existing evaluations do not explain how these conditions influence a traveler. At the same time, thermal springs of this region are an important factor of natural potential with their recreational function, which makes this region very attractive on the domestic tourism market. Traveler of any type is affected by natural and geographical conditions. Changes in temperature and wind specifics, medical effect of ultraviolet and solar exposure, as well as humidity and precipitation in different times of the year influence the regional tourism development and determine the tourism specialization of the region. Positive parameters of recreational tourism include the balneological resource potential in the tourism region. The special markers of recreational essence of the regional tourism are well-being, activity, mood, decreased depression and anxiety level, and changed hemodynamics as a barometer of the cardiovascular system. Our studies concerning the above were conducted in February, November, and December 2015. The sample included 102 participants. Our research is the first to reveal changes in the cardiovascular system activity associated with regional tourism features. In particular, it presents the data on correlation between hemodynamics and psycho-emotional state in travelers in the area of Tyumen Oblast balneological resorts. Participation in cultural tours to the thermal springs of Tyumen Oblast is associated with changes in tourists' hemodynamics and heart rate; there are also psycho-emotional changes depending on the specific features of excursion programs and excursion objects. Our research has revealed the factors related to the thermal springs that influence the changes in systolic and diastolic blood pressure, heart rate, and psycho-emotional state in tourists.

MARIA TUGORES AND ELISABETH VALLE

University of Balearic Islands, Spain

Environmental innovations, overnights and regional growth

This paper contributes to the analysis of environmental innovations in the tourism industry and more specifically to understanding the role of these different innovations on the hotel occupancy. The linkage between environmental activities and firm performance has been widely analysed in the general economic literature and also, though less, at the tourism sector level. Furthermore, this paper discusses how the growth in hotel occupancy due to the different kinds of environmental innovations increases, directly and indirectly, production, added value and employment in other sectors of the economy. The total impact on economy of the different innovations in the Balearic hotel industry is calculated. Positive and significant impact on potential growth was found with production between 4.4% and 5.6%. In doing so, two different datasets has been used. First, a sample of 200 hotels was drawn out of a population of 743 hotels, with a confidence interval of 95% and under the least favorable condition $p=q=0.5$, with a sampling error slightly under 5%. Data were collected during summer and early autumn 2008, coinciding with the high season at the destination by means of personal interviews with hotel managers. And second, the Input-Output Table of the Balearic Islands for 2004 published by *Conselleriad' Economia, Hisendai Innovaciódel Govern de les IllesBalears* (2007) was used to analyze the regional effect of an improvement in hotel performance due to a specific environmental innovation. The micro-macro model presented in this work justifies implementing policies promoting some clean practices in the hotel industry, such as waste treatment, noise reduction and wastewater treatment innovations. This allows measurement of the positive externalities that investment in the hotel sector generates throughout the rest of the regional economy.

SUWALUCK UANSA-ARD AND KORAWAN SANGKAKORN

Chiang Mai University, Thailand

Halal friendly tourism's business model: The opportunities for Chiang Mai, Thailand

The closer cooperation among ASEAN members, ASEAN ECONOMIC COMMUNITY (AEC) becomes an important factor in facilitating the Muslim tourists in Asia-Pacific region to travel from one to another. This number accounts for 61.9 percent of World Muslim population (about 300 million Asian Muslims). Thailand was the first rank from international tourists visiting ASEAN. The 3 main of famous revisiting destination were Phuket, Chiang Mai and Bangkok. Especially the hub of northern Thailand, Chiang Mai, is the favorite destination due to abundant natural resources, unique culture, diverse food, and become an increasingly modern city which attracted over 7 million tourists each year. Chiang Mai can be chosen as one of their Muslim travel destinations if all arrangements have complied with Islamic law. By looking through this scenario, Chiang Mai will become the strategic location where opportunity meets prosperity. The objective of this study for finding an appropriate the Halal Friendly Tourism's business model in Chiang Mai. The methodology of this study was in-depth interview with 24 entrepreneurs, focused group with 40 tourist guides discussions, and surveyed 68 Halal tourism destinations by questionnaires. Then, analyzed all results and found that the business model for supporting Halal tourism in Chiang Mai classified by what activities they DO, where they STAY, what they EAT. Tourist attractions relevant (VISIT) to involve lifestyle changes, work/life balance experiences through the availability of facilities and services destination in Chiang Mai. This study suggested 3 Halal Friendly Tourism's business models for both Thai and Foreign Muslims, such as business and shopping, natural and family and cultural in Halal Friendly Tourism. The results suggested that tourism employment opportunities to develop the Muslim communities Learning Centre as a unique culture (Lanna traditional) to introduce and confidence in Halal food certification of Thailand. Providing Halal kitchen in the hotel or otherwise the vegetarian and seafood, pork free meals, Alcohol-free also the alternative choice. Besides, the findings also emphasized on the great determination of setting administration standard for the smart sustainable Halal Tourism.

AIJA VAN DER STEINA

University of Latvia, Latvia

Diaspora tourism: A growing tourism segment unjustifiably ignored by the industry

Although researchers have studied tourism forms related to migration focusing on studies concerning ethnicity, diaspora and visiting friends and relatives (VFR), it is still difficult to determine tourist flows directly connected to migration, its specifics and its impact on the host and home country. Most often diaspora tourist flows are measured by the number of VFR tourists. However, the data does not include only permanent migrants who visit their homeland or receive visitors but also data related to international students and visits to second homes. Traditionally diaspora and VFR tourists are not very appealing to the tourism industry and DMO as their impact has been considered insignificant. This research aims to identify the role of diaspora tourism and the DMO and industry representatives' understanding of diaspora tourist's impact on tourism in Latvia. The research is based on the analysis of secondary and primary data. It analyses statistical data on inbound VFR tourist flows and changes during the period 2005 – 2014, identifying diaspora tourism related source markets. Expert interviews were carried out with tourism stakeholders to ascertain the importance and potential of diaspora living in Latvia as well as the Latvian diaspora living abroad. Although it is not possible to evaluate the direct impact of the diaspora using the official statistics available, the impact is clearly evident from inbound VFR tourist flow analysis. Since 2005 the proportion of VFR tourists has risen one and half times reaching 30% share in 2014. Compared to Russian, Ukrainian and Belorussian diaspora impact on inbound tourism in 2005, a significant impact of the Latvian diaspora living abroad in 2014 was observed, e.g. 69.5% of tourists from Ireland were for VFR purposes. Stakeholder interviews show that existing knowledge of diaspora-related tourism is poor. Only certain individual sectors e.g. medical tourism providers more clearly feel the impact of the diaspora. However, DMO and industry representatives underlined the lack of knowledge regarding the needs of diaspora tourists and their travel behaviour.

MILENA VIASSONE

University of Turin, Italy

The measurement of cultural tourist destination sustainability

The meaning of destination sustainability is increasingly at the centre of the economic debate. This survey aims at measuring the different dimensions of cultural destinations sustainability and at applying them to an Italian destination, candidate to cultural capital in 2019: Turin. Despite a large literature on the sustainability of a tourist destination focuses on its definition and its relationships with competitiveness, only scarce contributions explore its measure and propose an application of this topic to cultural destinations. This paper bridges this gap by providing a careful analysis of dimensions affecting cultural tourist destinations and an evaluation framework of the level of sustainability of Turin, proposing development strategies. The analysis consists in: (1) exploring, throughout a literature review, main dimensions affecting the sustainability of these destinations; (2) testing results by means of a survey carried out among 150 interviewees -recruited in Turin in June 2016- belonged to 4 categories composed of tourist operators (5%), bodies (5%) and citizens (45%) and Italian/foreign tourists (45%) that reflect the percentage of sex and age of the Turin population, using an adaptation of the SERVPERF questionnaire. Interviewees are required to express their level of agreement on a 5-points Likert scale. In order to evaluate the level of tourist destinations sustainability we first evaluate the level of sustainability of single destinations expressed by each single interviewee; it corresponds to the average (S_j) of judgements expressed by each interviewee to all the items (P_{ij}). Then we compute the average (S) of the registered values of S_j for all interviewees involved, which is assumed to be an estimate of the global level of sustainability. The research findings show how the sustainability of a destination is affected by social sustainability; economic sustainability; environmental sustainability; strategy, organization, monitoring and planning. The survey illustrates challenges facing destinations which pursuing tourism sustainability, but it must deal with serious implications for the tourism stakeholders. Main limits must be individuated in the application of a four-dimensions model of destinations sustainability only to a single destination without a comparison with benchmarks. Suggested strategies for Turin sustainability provide an important starting point for other destinations.

CRAIG WEBSTER, KWANG-HO LEE, CHIH-LUN YEN AND SOTIRIS HJI-AVGoustis

Ball State University, USA

Individual perceptions of the value of leisure: The influence of the social democratic welfare state and leftist values systems

In this work, the authors intend to show that a population's experience with Marxist governance and an individual's political ideology conditions individual perceptions of the value of leisure, a concept closely linked with tourism. The authors look into the cross-national variations of the perception of the value that individuals place on leisure, using a database with over 84,000 observations from the World Values Survey from 2010-2014. The authors postulate that Marxist leisure values that have permeated societies either via social democratic welfare states or a socialist welfare state experience create expectations for leisure and that the individual's self-identification on a left/right political spectrum plays a role in influencing perceptions of the importance of leisure. The researchers are looking specifically at how social democratic welfare states socialize people into attitudes towards leisure that differs from other states. In addition, the researchers look into how socialization during the socialist period in Eastern Europe had an impact upon attitudes towards leisure. In short, the Marxist attitudes towards leisure as an entitlement is investigated, to determine whether values systems that people were conditioned under play a long-term influence on attitudes towards leisure, using Veal's analysis of political ideologies towards tourism and leisure as a starting point for the analysis. The dependent variable in the analysis is a four-point Likert scale measuring the importance an individual places upon leisure time, there are several key independent variables examined both at the individual- and country-level. The key country-level variables are indicators of a country's development, social democratic welfare states, a socialist political heritage. Several individual-level indicators are used, to ensure that individual-level explanations are taken into account. The authors show that leisure values are clearly influenced by the level of development of a country and the presence of a historical experience of the state's Marxist ideology but are also influenced by some of the other key demographic and attitudinal variables investigated.

**CRAIG WEBSTER, CHIH-LUN YEN AND SOTIRIS
HJI-AVGOUSTIS**
Ball State University, USA

**RFRA and the hospitality industry in Indiana: Political shocks
and empirical impacts on Indiana's hospitality and tourism
industry**

RFRA (Religious Freedom Restoration Act) is a controversial bill by the State of Indiana that allows individuals and companies to assert that their exercise of religion has been, or is likely to be, substantially burdened as a defense in legal proceedings. It was signed into law in Indiana in March 2015. It was met with a great deal of opposition by many throughout the USA, as it was interpreted by many to be targeting LGBT and other groups. With a large number of protests and threats to the tourism and hospitality industry of Indiana, an amended bill was passed by the Indiana legislature to give protections to LGBT customers, employees, and tenants in April 2015. Although bloodless and with a limited period of time in which it was a national issue, the RFRA controversy is an interesting and recent test case in terms of determining the impact of political shocks of this quality and magnitude to determine if they can impact negatively upon the tourism and hospitality industry, as the literature on other political shocks are shown to do. This is an interesting and pragmatic political shock to research, as similar political shocks are threatening other states as well (most recently, North Carolina, with its new laws on bathroom usage by transgendered people). The researchers test whether the short political shock impacted negatively on the Indianapolis tourism industry by looking at data from the Trend Market Report created by Smith Travel Research to determine whether there is any empirical evidence that the RFRA controversy of 2015 harmed the Indianapolis hospitality and tourism industry in 2016, as shown by various indicators of the Indianapolis hospitality industry, including such indicators as occupancy percentage, average daily rate (ADR), and revenue per available room (RevPAR).

BO WENDY GAO

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Methodology considerations on tourism potential assessment of heritage sites

A clear understanding of the potential of tourism resources in a destination is helpful for many related issues, such as planning, marketing, investment, and management. The objective of this study is to develop a method for evaluating the tourism potential of heritage sites. The significance of the study lies in that it is helpful in rectifying the weaknesses of existing assessment models and frameworks. At present, a majority of the assessment studies were conducted from the supply-side perspective, leading to an imbalanced research scenario. One reason of the inequilibrium lies in the dominance of the du Cros model and its alternative form, the framework of Mc Kercher and Ho. The inclusion of the robusticity dimension in the model or framework makes it difficult to be conducted from a purely market perspective as suggested by the study of Li and Lo. Application of the four-dimension framework leads to a qualitative and subjective nature of assessment. Under these circumstances, a quantitative approach for the audit of tourism potential or market appealing of heritage sites is in need. The quantitative approach adopted for the present study is supposed to generate a hierarchy of heritage sites or attractions. The scale of tourism potential consists of two indicators: market appeal and product attributes. Market appeal was measured with aesthetic value, historical value, awareness levels, ambience or setting, complementarity with adjacent attractions; value for money, and authenticity. Product attributes was measured with accessibility/transportation, proximity to other attractions, and tourist facilities; interpretation in situ, information service, and time for on-site visitation; catering services in situ. The indicators and sub-indicators are of various levels of importance in constructing the tourism potential of heritage sites; thus, the corresponding weights will be computed based on the survey, in which the respondents were asked to rank the indicators and sub-indicators.

**JIRAWIT YANCHINDA, MANASCHAI AONON AND
KORAWAN SANGKAKORN**
Chiang Mai University, Thailand

**Systems thinking based on 5a's model using knowledge
engineering for senior tourism entrepreneurs in Chiang Mai,
Thailand**

The tourism requires responding to the demographic encounters in aging society population and active permanence. The trend of senior tourism has been increasing continuously around the world. The senior tourists' demands of destinations and tourism entrepreneurs require adjusting and enhancing their capacities to magnetize and support. The aim of this research is to capture and model knowledge of an information system to create systems thinking for senior tourism entrepreneurs to learn from experts' thinking. The collected knowledge and information have been analyzed and synthesized based on five As criteria then model knowledge to systems thinking for senior tourism entrepreneurs using CommonKADS as knowledge engineering methodology. Moreover, the knowledge scenario such as procedural knowledge on web application has been designed and developed in order to gather knowledge regarding senior tourism for entrepreneurs, according to users' requirements. The case study of this research, the entrepreneurs learned from systems thinking based on five As criteria as experts' experience of accommodation management for senior tourists in Chiang Mai, Thailand to improve their senior tourism business. This research used the triangulation method to evaluate and validate the research methodology using a semi-structured interview with some experts' senior tourism, experts of elderly accommodation business and academic officers of Chiang Mai University. This triangulation method results show that the research methodology evaluation and systems thinking based on 5 As criteria using semi-structure interview some experts' senior tourism, experts of elderly accommodation business and academic officers of Chiang Mai University agree with this research methodology and results of each methodological stage which can develop and improve senior tourism entrepreneurs via learning process from systems thinking of experts in senior tourism and home stay business for aging society.

FENG YE, HEYJIN YOON AND CHULWON KIM

Kyung Hee University, South Korea

Effects of ethnic tourism on cultural commodification and self-identity of subjectivities: A case of Xishuangbanna, Yunnan, China

Ethnic tourism in Xishuangbanna, China started from the 1980s and grew rapidly during the past 2 decades. Ethnic tourism is utilized by many countries to improve the economic benefit. Although many researchers had stressed economic and socio-cultural impacts of ethnic tourism, little was done to identify tourists' subjectivities toward commodification of the ethnic culture and its impacts on ethnic group's self-identity. This research revealed the social and economic benefits from ethnic tourism, investigated the tourists' subjectivities toward ethnic tourism and commodification of ethnic culture in Xishuangbanna, Yunnan, China, using the Q-method. Q methodology is applied to study people's subjectivities, a person's viewpoint, opinion, beliefs, attitude. It is a very effective methodology for investigating perceptions of cultural identity and representations. It provides an opportunity to carry out psychology and social scientific experimentation in the quantum image. Q method was invented by William Stephenson. The study results revealed that 42 statements were divided into 4 parts: positive subjectivities toward tourism; negative subjectivities toward tourism; Subjectivities toward culture commodification; Subjectivities toward ethnic minorities' self-identity. 30 domestic Chinese tourists who visited Dai were asked to do the Q sorting. 30 completed Q sorts were coded and scored for factor analysis. Through factor analysis there are 2 types of subjectivities have been found. There are 2 sorts confounded and 2 sorts not significant. They are named as 'culture seeker' and 'cultural experiencer'. Cultural commodification can lead to loss of culture authenticity but can strengthen ethnic people's self-identity. Finally, this research also made several implications with regard to tourism management.

BENXIANG ZENG AND ROLF GERRITSEN

Charles Darwin University, Australia

Contribution of working holiday makers to Northern Australia development

Labor migration, when properly managed, can help to fill labor shortages and promote entrepreneurship, dynamism, and diversity in both destination and originating countries (ILO, 2010). Historically immigration has been the most important source of labor supply for Australia. This is particularly true for northern Australia. The labor shortage has historically hampered the development of northern Australia significantly. The Working Holiday Maker (WHM) Visa Programme is targeting to supply labor for employers. However, immigrant workers, including WHMs, seem not to prefer to work in northern Australia. It is important to understand the potential for immigrant workers to contribute to regional and remote Australia, especially northern Australia, to inform sensible labor force and human capital policies and practices in Northern Development. This paper explores WHMs' potential contribution to the Northern Development in general and to economic development in particular, and investigates the challenges in attracting WHMs to the region. The data collection is based on interviews with local industries and focus group discussions, as well as industry and official statistical data. The study suggests that there are advantages in attracting WHMs to northern Australia, a region with supply-side problems including fewer tertiary students (so less of a casual labor pool) plus absolute labor shortages. On the demand side the region has unique cultures and life styles, and pro-north government policies. One of major barriers for WHMs traveling to and staying/working in northern Australia is insufficient accessible information, either online or printed, regarding the job opportunities and special policies for northern Australia. This lack of information has misled WHMs to not include the region in their itinerary. This paper concludes that WHMs will contribute both to reducing labour shortages, and positively to regional economies and education export at both regional and national level. A more interactive marketing strategy targeting WHMs in cities and prospective WHMs in new source countries like China and India will be helpful. One of implications of this study for northern Australia is that it is necessary to integrate regional development policy making and tourist destination marketing, targeting not only beautiful tourist destinations but also attractive places for migrants to obtain work to the benefit also of northern development.

SPECIAL SESSION 1: COLLABORATIVE, COOPERATIVE AND OPEN: NEW FORMS OF INNOVATION AND PARTNERSHIP FOR TOURISM

ORGANISED BY:

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Cégep de Rivière-du-Loup, Canada

DOMINIC LAPOINTE

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SCOPE

Tourism is undergoing a technological revolution that forced to rethink its operations. While the industry is considered a pioneer in the use of information technology (IT), innovation has not been widely discussed in tourism literature. Furthermore, new innovation paradigms are emerging and transforming existing innovation processes. Those new forms of innovation like open innovation, user-centric collaborative innovation, co-creation for innovation in services, Living Lab, smart destination and ICT-enabled innovation offers different upside and challenges. However, the tourism industry appears to struggle to integrate those new approaches. Indeed, these new form of innovation call for a different type of partnership, a reconceptualisation of the role of stakeholders in the innovation processes and a renewed look at the innovation barrier and gateways.

LUISA ERRICHELLO AND ROBERTO MICERA

National Research Council of Italy, Italy

City stakeholder collaboration in complex innovation projects: The cultural service system “MuseoTorino”

In tourism literature the adoption of a systemic approach, based on the collaboration of multiple stakeholders, is assuming growing importance in many contexts. At urban level, it has been recognized the value of collectively leveraging cultural heritage as a strategy for tourism development. In this direction, collaboration among city stakeholders can be sustained through complex cultural innovation projects. However, research on innovation in tourism industry is still scanty. Moreover, in tourism studies, stakeholders collaboration has hitherto been mainly explored in the context of tourism planning and only few studies analyze the dynamics of stakeholders interaction in carrying on innovation projects. The paper aims at contributing to fill this research gap through an empirical investigation of the development process of an innovative cultural service system: the ‘smart’ and ‘diffused’ city museum. In the emerging logic of smart cities, it distinguishes itself from traditional museums since it is spread outside the walls of a single museum and local cultural resources can be experienced both in person and remotely through smart technologies. In this sense, museums also become living labs, i.e. platforms of interaction among city stakeholders fuelling idea generation and innovation development. In order to explore the dynamics of stakeholder collaboration in developing such a new cultural service system, we conduct a case study research of “MuseoTorino”, an international-level best practice of a smart and diffused museum in the city of Turin. To collect data the authors conduct semi-structured interviews with some relevant stakeholders involved in the project and triangulate them with document materials. Considering the development and maintenance of “MuseoTorino” as a process of value co-creation and adopting a multi-actor perspective on project-based collaboration, we identify how stakeholder interactions contribute to co-creation in the various stages of the innovation process and mechanisms sustaining their engagement and resource integration in the project. In this sense, the paper also offers interesting insights for cultural heritage managers and policy makers as for the effective management of cultural innovation projects through stakeholder’s engagement as co-developers and co-producers of new cultural service systems and their resource and knowledge integration.

VALENTINA DELLA CORTE AND CHIARA D'ANDREA

University of Naples Federico II, Italy

The relationship between destination brand image and tourist perceptions: The case of Naples

The purpose of this work is to enrich the body of knowledge on destination branding by understanding its relationship with the tourists' perceived images and associations, in order to boost promotion strategies and to enhance the popularity/attractiveness of the destination itself. The contemporary socioeconomic and technological trends, as well as the high competition that characterizes the worldwide tourism market, emphasize the importance to focus and invest on the perceived images of the tourist destinations. Consequently, Destination Management Organizations (DMOs) have to develop attractive images among travelers in order to achieve a real competitive advantage in target markets. These reflections are linked to the destination branding: in fact, the brand of a destination is an essential factor responsible for its popularity and attractiveness. The awareness of the diverse perceptions that tourists may link to a specific destination before or during the visit is essential to identify what are its strengths, to overcome its weaknesses and to promote its brand efficiently in the marketplace. Given its relevance, the analysis of a destination image is an extremely interesting aspect for both academics and practitioners in tourism. Until now, theoretical and empirical research on the influence of tourist perceptions on destination image has been limited. Therefore, more effort is required in order to explore how the tourist may contribute to the improvement of the destination branding activities. Empirical research is carried out in order to understand what are the principal associations that tourists link to the city of Naples as a leisure destination. We conduct an in-depth semantic analysis on Google search engine to understand what are the perceptions that tourists link to Naples before or after the visit. We then carry out a questionnaire to tourists while visiting Naples in order to interpret their impressions of the city. The overall image of the destination is linked to brand perceptions and associations that can influence tourists' present and future behaviours, such as the intention to revisit and/or to recommend the destination to others. The managerial implications concerns the influence of the image that travelers have of a tourist destination before or during the visit on brand promotion and brand positioning activities.

ENGIN DENİZ ERIŞ*Dokuz Eylul University, Turkey***MEHMET TAHİR DURSUN***Bilecik Seyh Edebali University, Turkey***Innovation in the tourism industry: Review and research agenda**

Comparing to the manufacturing industries the importance of innovation in services is a recent understanding. As it is known that tourism has been a phenomenon characterized by immense innovativeness. But in the literature even there are such researches on the topic of tourism and innovation, empirical tests of the phenomenon is still modest. The objective of this work is to give systematic information about innovation researches in tourism industry. For this purpose ABS Academic Journal Guide – 2015 is used to select journals in order to find the articles for literature review. ABS offers different subjects in social science fields and classifies, rates journals. Depending on the purpose two subjects, Tourism and Hospitality Management and Sector Studies has been selected from this guide. Using keywords “innovation and tourism” in subject area, abstract and as keywords in total 86 article have been found. However, 65 of them were suitable to analyse. Analysing these journals and classifying them like research theme, theory, research method and technique, results and so on some research gaps are found in the field. The significance of this study is giving a summary and pointing out the research gaps in tourism literature about innovation. An agenda for future research is suggesting that there is a need for including more publications like books and dissertations about innovation in tourism for more accurate results.

DOMINIC LAPOINTE*Université du Québec à Montréal, Canada***DAVID GUIMONT***Cégep de Rivière-du-Loup, Canada***ALAIN SÉVIGNY***Université du Québec à Montréal, Canada***Empowering local tourism providers to innovate through a living lab process**

New innovation paradigms are emerging and transforming existing innovation processes. One such paradigm is open innovation, which proposes that businesses use external knowledge and skills to accelerate the innovation process. However, the tourism industry appears to struggle to integrate those new approaches. Although research on tourism innovation is a relatively recent phenomenon, it is possible to identify drivers, barriers and innovation processes specific to the industry. We will focus more specifically on the role of destination management organisations (DMOs) and the capacity of the living lab (LL) process to stimulate innovation in the tourism industry of the county of Rivière-du-Loup in Canada. The LL process is known to enable a better absorption of internal and external inputs. It structures the relationship and communication between stakeholders but also the identification of external input relevant to the ecosystem. We used two methods to analyse the impacts of the project toward innovation capabilities of the tourism practitioners: a) Action research through the set up of a LL and and b) qualitative data analysis. The findings of this action research show that the fact that participants in the LL process actively contribute to the collaborative platform and share best tourism and IT practices on the project platform and meeting raise their IT competency. We can also observe changes in the innovation management culture. The project has fostered a climate of trust within the industry. Collaboration opportunities among stakeholders have flourished and a number of spin-off from the stakeholders support these findings.

SPECIAL SESSION 2: SMART TOURISM DESTINATIONS: ADVANCING THEORY AND PRACTICE

ORGANISED BY:

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SCOPE

In recent years, both academics and practitioners are turning increasing attention to the notion of Smart Tourism Destination (STD). This phenomenon can be explained as the result of two converging trends: the development and diffusion of ICT in boosting a strategic sector of the economy, namely tourism and the recognition of the significant opportunities arising from the adoption of the smart city paradigm for optimizing the use of touristic resources, enhancing tourism experiences, increasing destination competitiveness and improving residents' quality of life. In addressing the issue of STD, both from a theoretical perspective and in empirical applications, some research emphasized the intensive use of technology, by means of a shared platform that: integrates information on tourism businesses, consumption and use of resources; interconnects dynamically all the stakeholders to share relevant knowledge; manages effectively big data and data analytics tools for decision-making and tourism experience co-creation design. State-of-art research have also pointed to the importance of embracing a more holistic approach that takes into account complementary dimensions to technology, i.e. human and social capital, leadership, innovation and sustainable development. The STD has been viewed as a part of a wider smart tourism ecosystem, characterized by the integration of different tourism businesses and actors, shared goals, interconnected technologies used to overcome the divide between the physical and digital spheres, b). Despite the issue on STD is becoming increasing relevant, more research is required to stimulate the scientific debate among tourism academia, policy makers and destination managers and identify new perspectives of analysis, relevant concepts and practices along with opportunities for future research.

PIERA BUONINCONTRI AND ALESSANDRA MARASCO

Institute for Service Industry Research, Italy

A model of smart technology-enhanced cultural heritage experience at tourism destinations

The emergence of smart technologies has provided unprecedented possibilities to facilitate and enrich customer experiences in tourism with relevant implications for the marketing and management of destinations. Cultural tourism is one key area of exploration and exploitation of the potential of smart technologies for enhancing visitors' experiences at heritage sites and cultural attractions and thereby contribute to destination development and attractiveness. In the last years, a growing number of studies have addressed the application of smart technologies in this domain, including mobile apps, location based services, virtual reality, augmented reality and social network services. The widespread adoption of smartphones, the development of mobile based augmented reality browsers (i.e. Layar) and the recent release of smart wearable devices (e.g. Google Glass, Oculus Rift) have fueled the interest of researchers to investigate the variety of application possibilities for transforming cultural visits into more positive, interactive, personalized, engaging experiences. However, more research is needed toward the conceptualization and development of an integrated model of technology-enhanced cultural experiences that supports visitors throughout their journey in the experience time and space. Indeed, most applications and studies relating to innovative technological smart solutions for facilitating positive cultural experiences focus on the actual encounter in the physical experience space, i.e. the on-site space of cultural heritage and attractions. Starting from this background, the paper aims at contributing to the debate on the significance of smart technologies to cultural heritage marketing and experience at tourism destinations by presenting a model of technology-enhanced cultural heritage experience. The model has been developed and tested at the Fontanelle cemetery in Naples within the research and development project #ViaggiArte funded by the Campania Region.

**VALENTINA DELLA CORTE, CHIARA D'ANDREA,
IRIS SAVASTANO AND PINA ZAMPARELLI**

University of Naples Federico II, Italy

Smart cities and destination management: Impacts and opportunities for tourism competitiveness

In this work, we point out the need for integrating tourist development and smart urban management, which directly influence technology, policy context, people, communities and the natural environment. The Smart City theme has been widely discussed and deepened in both city planning studies and academic literature. This is mainly due to the current urgency of rethinking the city in a sustainable and evolutionary way because of the rapid population growth and urbanization. The emergency around these challenges is triggering many cities around the world to find smarter ways to manage them, adopting an urban management plan that can constantly link ICT (Information and Communication Technology) to governance and decision-making strategies. From a tourism point of view, the era of ICT has helped tourism destinations in facing a set of new challenges in terms of creating value-added experiences for tourists and improving the efficiency of the whole destination. These reflections are hints that helps understanding how smart processes can improve the users' experience in a territory. We empirically tests the aspects regarding the practice of smart cities with a multiple case study analysis of four successful smart city cases: Milan, Singapore, London and Johannesburg. Our work can be useful to study and determine success factors of smart city initiatives linked to tourism projects. This perspective, starting with people involvement, allow conceptualizing the smart city as a place where both technologies and human capabilities meet perfectly. This paper tries to fill the research gaps by identifying: what can be the applications of smart strategies to the tourism and hospitality sector; what are the resources and capabilities smart cities need to possess in order to catch opportunities and face challenges coming from the tourism market; and how the Smart City planning and its tourist applications can enhance destinations competitiveness.

FRANCISCO FEMENIA-SERRA*University of Alicante, Spain***MARÍA JESÚS PEREA-MEDINA***University of Málaga, Spain***Analysis of three Spanish potential smart tourism destinations**

Current socioeconomic realities like the growing concern about sustainability, the new tendencies among the demand, and above all, the rapid emergence of ICT, have made most of tourist destinations rethink their management model. With its origins clearly linked to smart cities, the concept of “smart tourism destinations” (STD) has appeared during the last years as a possible theoretical framework that may provide answers to this new situation. This novel concept, that can also be understood as a part of a wider idea named the “smart tourism ecosystem”, is feasible to analyse by using a systemic approach. However, smart tourism destinations have been conceptualised differently and are still being defined by various researchers, and in the Spanish case, by some public institutions as well. Inside this general context, the aim of this research is, by taking as case studies the Spanish cities of Málaga, Marbella and Alicante, to assess the initial state of these destinations that are in the process to become smart tourism destinations. This will be done through an analysis and a classification of the “smart” initiatives that are being implemented in each city, and by applying, as a pretest, some indicators that could be used to evaluate STD. Moreover, the three chosen cities are “pilot destinations” of a Spanish official R&D project that is working on this topic, so the methodology developed here is expected to be applied to multiple destinations. The results show dissimilar initial situations. While Málaga and Marbella have carried out some interesting initiatives, Alicante is still in a very experimental phase. The lack of a general approach that integrates all the actions is the main deficiency detected in the studied destinations. Therefore, the present research may help to orientate the planning process and to establish some suitable measures appropriate for each of the analysed destinations.

FILomena IZZO, MARIO MUSTILLI, PASQUALE SASSO AND LUDOVICO SOLIMA

Second University of Naples, Italy

Smart tourism destination from IoT perspective: Adaptive orientation system

The rapid development of technologies introduces smartness to all organisations and communities. The Smart Tourism Destinations (STD) concept emerges from the development of Smart Cities. By applying smartness concept to address travellers' needs before, during and after their trip, destinations could increase their competitiveness level. Tourists usually request precise and tailored information while exploring a destination. They need accurate information about accommodation, restaurants and tourist attractions, in order to make the most of their experience. IoT can help tourists in the process of obtaining such information in a very simple way. The purpose of this study is to see how recommendation systems can be developed to provide advanced services to STD visitors. The research methodology employs a qualitative exploratory multi-case study: the method used has consisted in crossing the information currently known on the most advanced communication technologies (ICT) with the requirements of enhancing STD services, in order to determine the possible trajectories of applying the former to the latter. The implementation of recommender system outlines the main implication and effects of an advanced market-driven digital orientation, as the system's users are the starting point for innovation and value creation. The paper consist in an exploratory effort to introduce an analytical framework for an evolved adaptive STD orientation system; the empirical investigation can be structured in the inductive-predictive view of assessing this promising further debate.

UMBERTO MARTINI AND FEDERICA BUFFA

University of Trento, Italy

Relationships among key players and decision-making process in community destinations: ICTs as enabling conditions to create smart tourism destinations

Starting from the nineties many studies highlighted the potential of ICTs to connect destinations and tourism demand, in order to create and intensify relations with tourists (e.g. see the opportunities provided by the web and social media). Further studies revealed that decision-making process depends on an intense coordination among actors within a destination (e.g. see the consequences of adopting Destination Management System in fragmented vs integrated contexts). From a managerial point of view, effective results in product creation and offer promotion can be accomplished when involved actors are coordinated. In the light of such observations, our research focuses on the supply side and discusses smart tourism destination questioning whether technology could support relationships among actors within the destination, enabling participation process and coordination. Our contribution falls within the actual debate on smart tourism destinations. As underlined by Boes, Buhalis and Inversini (2015, p. 391): "Technology applications and ICTs are enablers, which support the core constructs of smart destinations. Results open the ground for discussing how to transpose 'smartness' to tourism and destination levels". Analysing how a smart tourism destination can be created requires, first of all, to investigate the features of destinations in order to identify key factors supporting and disseminating technology. To this purpose, the research reconstructs relational networks and identifies key stakeholders; both essential conditions to investigate whether and how technology could support relationships within a destination. The paper discusses the results of a research conducted in a typical community destination by integrating framework and tools of stakeholder theory and social network analysis. The research identifies the main influential individuals in the destination, that is, the actors playing the role of broker within the network, and discusses the main implications in term of destination management and governance connected to the use of technology.

CARLA ROSSI*University of Basilicata, Italy***ALESSANDRA STORLAZZI***University of Salerno, Italy***Smart tourism destination and value co-creation: The case of high technology district for cultural heritage**

Smart Tourism Destination can be viewed as the result of the adoption of a wide range of applications, services and technologies to support new ways of interconnection, sharing and social cooperation, enabling new forms of value co-creation, leading to enhancement of the tourist experience. In the transformational process that leads a destination to become “smart”, technologies are an important enabler, representing a necessary but not sufficient condition, requiring those “complementary” factors that are essentially socially-based. The pathway towards smartness requires the Destination to promote a deep cultural change and the development/management of new forms of participation and sharing, that modify the way the visitor interacts - with residents, suppliers, other tourists and destination stakeholders - and integrates with his surroundings, improving the quality of the experience lived at the destination. This paper is aimed at clarifying some of the “soft” issues that destinations have to manage when trying to support effective implementation of the smart tourism paradigm, focusing on the complementary social aspects of the process. A case study approach is employed, in order to collect relevant evidences and gather significant practical insights on both, Smart Tourism Destination and value co-creation. The case study concerns the High Technology District for cultural Heritage created in Naples in 2012. Naples is the capital of the Italian region Campania, is the third largest Italian city and has the largest historic centre in Europe, listed by Unesco as a World Heritage Site. In the immediate proximity of the city there are numerous culturally and historically significant sites, worldwide re-known. The research questions focuses on the effects that the Smart Tourism paradigm introduced by High Technology District for Cultural Heritage can induce on: the fruition of the artistic and cultural heritage in Campania and especially in Naples; the changes in the value co-creation pathways; and the strategic positioning of the cultural and artistic heritage in Campania.

SPECIAL SESSION 3: EDUCATIONAL TOURISM: TRENDS, CHALLENGES AND IMPACTS ON TRAVELLERS

ORGANISED BY:

ELITZA IORDANOVA

BUCKS New University, United Kingdom

SCOPE

Educational tourism, often called by other names such as career enhancement, job development or self-actualization experiences is a diverse area of research that has been mainly studied by educationalists or anthropologists. Despite being one of the fastest growing tourism sectors, taking place in both developed and developing countries, encouraged by the ease of travel, political changes, economic need and cultural interactions it is still largely overlooked by the tourism research community. This special session, therefore, aims to focus on the foreseeable future of educational tourism and other forms of journeys enhancing life-long formal or informal learning and promoting value of self-development. Contributions are invited that adopt an interdisciplinary perspective on educational tourism with a special focus on emerging issues and challenges related to it, to advance knowledge about good practices as well as to stimulate discussion and exchange new ideas.

MONTSERRAT IGLESIAS

University of Barcelona, Spain

Language travel supply: Marketing and management structures

Institutions offering language education programmes and travel planners are some of the stakeholders that make language travel possible, along with the public administration and trade associations. They may be concerned with the configuration of the language tourism product, its marketing and commercialization, and the provision of related services. Study abroad providers can offer their own programmes or act as intermediaries throughout the whole process. Drawing on a conceptualisation of language tourism formulated in previous studies, this paper will contribute a theoretical follow-up before presenting a small scale quantitative survey conducted among users of Education First (EF), an educational travel company operating worldwide. A total of 44 respondents who stayed in Barcelona (Spain) mostly for a period of between 3 and 6 months to learn Spanish as a foreign language took part in this investigation. The general objective consisted in examining their service consumption by formulating specific objectives and research questions aiming at analysing two areas in particular: travel planning and customer satisfaction. The results showed that the majority of the participants who benefited from EF's intermediation found out information about this company through the internet and had prior experience both as study abroad sojourners and as intermediary service consumers. Most of them purchased a number of trip features, such as accommodation, course registration, language placement testing and transport. Accommodation was the most valued aspect, followed by course registration and leisure activities. To finish with, the majority of the respondents were satisfied with the pre-departure services and those offered at the destination, so they would recommend them to potential users. This is part of a line of research which explores language tourism and its variables in order to design a comprehensive conceptual model for future projects focusing on various related fields of study.

SPECIAL SESSION 4: THE ROLE OF VISUAL MEDIA IN TOURISM AND HOSPITALITY

ORGANISED BY:

DIMITRIOS STYLIDIS

Middlesex University London, UK

SEONGSEOP (SAM) KIM

Hong Kong Polytechnic University, Hong Kong

SCOPE

Visual media including TV programs and news, YouTube videos and films shape to a large extent the image people have of tourism destinations worldwide. Studies, in particular, have found that visuals increased people's awareness of places, had tourist inducing effects and influenced visitors' behaviour in the destination. As such they have prevailed as tools used by destination marketers to promote tourism destinations worldwide. The special session "The role of Visual Media in Tourism and Hospitality" that will be held as part of the International Conference on Tourism (ICOT 2016) aims to assess the role and value of visual media (films, TV programs, YouTube videos) in marketing tourism destinations and their effect on potential tourists' decision making and behavior on site. This special session will give the opportunity to academics, researchers and practitioners to exchange ideas and methodologies, in particular, related to the impact of visual media on tourism destinations and tourists.

BARBORA CHERIFI AND DIMITRIOS STYLIDIS

Middlesex University London, United Kingdom

Sensory destination images: A case study of London

There is an increasing competition between destinations to attract tourists through their marketing efforts. A shift from visual marketing towards the sensory one is evident in the marketing domain, however in tourism, and destination marketing in particular, the sensory is still scarcely researched. This research aims to contribute to existing knowledge in this area of study by exploring the sensory destination images of London held by those who have visited and those who have not visited the destination, and identifying their dimensions. This includes a full range of sensory destination images: destination olfactory images (images of smell), tactile images (images of touch), auditory destination images (images of sounds), visual images as well as images of taste. A qualitative approach was chosen for this exploratory study. In particular, 42 semi-structured interviews were conducted with both those who have visited and those who have not visited London. Half of the interviews were conducted in Greece and the other half in the Czech Republic, during the same time, asking the same questions and following the same procedures, including the numbers of visitors and non-visitors. A purposive sampling was used to select participants; efforts were made to include participants of different ages, gender and also to ensure a balance between those who have visited and those who have not visited the destination – in both countries 11 non-visitors and 10 visitors were interviewed. Thematic analysis was used to categorize findings. The results reveal rich dimensions of each type of sensory destination image - dimensions of taste images, images of smell, images of touch, visual images and sound images - are evidenced and discussed. Differences between sensory images of those who have visited the capital and of those who have not visited it are also reported. This study provides a more holistic understanding of the sensory destination image concept and assists destination managers to market their places more effectively. The theoretical and practical implications of this study are further discussed together with limitations as well as recommendations for further research.

SEONGSEOP (SAM) KIM AND*Hong Kong Polytechnic University, Hong Kong***SANGKYUN KIM***Flinders University, Australia***Visual media consumption model development in the film
tourism context**

This study attempts to newly conceptualize and develop a television drama consumption model in the context of film tourism. Among significant outcomes, celebrity and dramatized characters are most influential in leading to the emotional involvement and referential reflection of this audience, while the influences of filming location and background were relatively not strong. However, the perceived values of television dramas did not directly impact behavioral intention to visit film tourism locations. Referential reflection and behavioral involvement reported a significant direct influence on behavioral intention. Emotional involvement has a significant impact on referential reflection and behavioral involvement in the context of film tourism. While the perceived values of television dramas directly influence the audience's behavioral intention, they are also expected to induce film tourism via a process of psychological and emotional involvement with the dramas. This study is involved with a few meaningful practical implications. First, it was found that TV dramas may not directly lead to tourism or economic consumption in a film destination, because three domains of the perceived values of TV dramas did not significantly affect behavioral intentions to participate in film tourism. That is, there is a need of diffusion time to penetrate into new markets such as countries or new cultural territories. Further studies can obtain benefits by applying this model to measuring media value, audience involvement, and intention in other study settings.

MATINA TERZIDOU

Middlesex University London, United Kingdom

DIMITRIOS STYLIDIS

Middlesex University London, United Kingdom

KONSTANTINOS TERZIDIS

Technological Institute of Eastern Macedonia and Thrace, Greece

The role of visual media in religious tourists' destination image and behaviour

Visual media including TV news and films are known to influence the image people have of tourism destinations worldwide and they are able to provide substantial information about a place in a rather short period of time. Although past research has focused on visuals and their effect on peoples' destination image, destination choice and their on-site behaviour, a limited number of studies have explored the role of visuals in the context of religious tourism. Visuals play a dominant role in many religions including the Christian Orthodox one, which is the focal point of this study. The aim of this study is to explore the role visual media (TV news and documentaries) play in religious tourists' destination image formation and on-site behaviour, with a specific reference to the Greek Orthodox context. The setting of this study is the island of Tinos, Greece which attracts thousands of religious tourists every year who visit the icon of the Virgin Mary, the most venerated pilgrimage item in Greece. Ethnographic research (participant observation and in-depth qualitative interviews) was conducted in two organized coach trips to the sacred island of Tinos. Thirty eight participants were interviewed in total and thematic analysis was applied to analyse the data. The findings suggest that visual media (TV news and documentaries) mainly focus on the a) holy icon, b) leading politicians, and c) the crowd of people in their attempt to shape peoples' destination image of Tinos and create a desire to visit the island. Additionally, the constant projection in popular media of religious tourists' offerings to the church direct their on-site behaviour as upon entering the church most religious tourists were observed seeking for particular objects. The study extends past research by shedding some light on the role of visuals in the religious tourism context. Understanding such phenomena is critical given the popularity of religious tourism and the fierce competition among destinations to attract potential visitors. The managerial and practical implications for place marketers and religious authorities are also discussed.

SEONGSEOP (SAM) KIM AND JA YOUNG CHOE

Hong Kong Polytechnic University, Hong Kong

HAGCHIN HAN

Hannam University, Korea

Role of video clips in promoting food tourism

The purpose of this study was designed to understand the effects of a food tourism video clip developed by a destination marketing organization (DMO) on potential tourists' perceptions of the destination's food values, familiarity with the destination's food, behavioral involvement with the destination's food, and intention to visit the destination for food tourism. A diversity of interesting outcomes were discovered. First, in a comparison of SEM models between two generation cohorts, the Generation Y group showed that Hong Kong food values, such as "realistic restaurant," "attractive food," and "global food," had significant effects on the viewers' behavioral involvement with Hong Kong food, while such relationship was not identified between food value and behavioral involvement with Hong Kong food among the non-Generation Y group. Second, comparison of two generation groups indicates that "realistic restaurant" and "global food" were more likely to influence behavioral involvement with Hong Kong food among the Generation Y group than the non-Generation Y group. Third, only "attractive food" of the five food values significantly had the effect on the respondents' familiarity with Hong Kong cuisine. As a consequence, the results showed that the efficacy of the video clip in persuading potential tourists to visit the destination differed according to the generation. Finally, tourism destination marketers and businesses need to actively utilize these new media platforms. In addition, future studies require reflecting the new IT trends and satisfying the needs of industry stakeholders to identify the power of social media as a promotional vehicle.

HEMANI SHETH

Pandit Deendayal Petroleum University, India

The role of media in relevance to the prevalence and popularization of dark tourism

Dark tourism can be generally defined as a conglomeration of tourist activities largely related to death, suffering or macabre. As a recent multidisciplinary concept, it is emerging as a popular field of research which encompasses disciplines such as tourism, psychology, management and marketing. The origin of Dark Tourism dates back to the early 1900s, the SS Morro Castle disaster in Cuba which was declared as one of the earliest dark tourist site. The term 'Dark Tourism' was instigated with the publication of Lennon and Foley's 'Dark Tourism: An Attraction of Death and Disaster'. In the contemporary epoch, media is observed to be a prominent factor in popularizing dark tourism. The different genres of media like literature, theatre, music, re-enactments and films have played their part in conveying these stories of grief and tragedy, making it a part of the global culture and promulgating them among people, inducing a sense of curiosity and willingness in them to engage in dark tourism. This paper examines the inception and evolution of Dark Tourism in lieu of a 'Global village' created by the media. It also focuses on the Self Congruity Theory and The Cultural Effects theory in terms of influence and persuasion by the media leading to engagement in Dark tourism. This paper aims to analyse the role of media with respect to the prevalence and popularization of dark tourism through exploratory secondary research, primarily through literature reviews.

SPECIAL SESSION 5: PILGRIMAGE AND HIKING: JOURNEYS, DESTINATIONS, MEANINGS

ORGANISED BY:

NOGA COLLINS-KREINER

University of Haifa, Israel

SCOPE

Tourism that is motivated by faith and spirituality is on the rise. Pilgrimage is one of the oldest and most basic forms of population mobility known to human society, and its political, social, cultural and economic implications have always been, and continue to be, substantial. But today, pilgrimage is defined differently, as a traditional religious or modern secular journey. The phenomenon is currently experiencing resurgence throughout the world, as longstanding shrines act as magnets to those in search of spiritual fulfillment. This special session aims to focus on the foreseeable future of religious, civil and secular pilgrimage and other forms of spiritual journeys such as hiking. The emphasis will be on both sites (e.g. sacred sites, memorials, monuments, routs) and human activities (e.g. pilgrimage, devotion, walking and visitation). The session offers the opportunity to elaborate on these issues in an interdisciplinary way, by bringing together researchers who share an interest in pilgrimage and walking (broadly defined) but come from different fields of study, such as geography, anthropology, sociology, psychology, management and economic related fields. The discussion is open to researches from all backgrounds, and the aim is to present research which is both case study oriented and theoretical.

VISWANATHAN GOMATHY AMMA GIRISH

The Catholic University of Korea, South Korea

The search for authenticity through Camino de Santiago walk: A qualitative study

Camino de Santiago walk is a pilgrimage walk that is not only popular among Europeans, but also attracts pilgrims and tourists from all over the World. The researcher did this walk in June 2014, starting from Geneva via Le Puy-en-Velay, reaching Santiago in Spain. The journey was carried out by foot covering 1958 Kms. in fifty four days. The core reason for this pilgrimage walk and the purpose of mobility haven't received much attention in tourism research. To address this issue, this study focuses on assessing the real purpose of doing the Camino walk among pilgrims. The study is based on the interview data from ten fellow pilgrims whom the researcher met during the Camino walk. The underlying common reason evolved out of interview was that the pilgrims are in search for authenticity through Camino walk. Their different background and experience in their personal and professional life provoked them to do the Camino walk. Physical exhaustion, vagaries of weather and the difficult trails were the challenges they faced during the Camino walk. The pilgrims were totally engrossed in the walk, experiencing the existential state of being. Camino walk gave them an opportunity to have their own time to contemplate and experience life. They were having a unified opinion that their view about life will be different after the Camino walk. In fact, they believed that lot of transformation happened during the Camino walk and they will cherish this experience for the betterment of their future. Conclusion and implications are made, based on the outcome of research.

PETER WILTSHIER

University of Derby, United Kingdom

Knowledge management and studies of religion and pilgrimage management: Report, store and access

Communities have traditionally been bound together by shared values, identity and common goals. In the neo-liberal, market-forces management context the host community has become more divisive of shared values and expectations and possibly more encouraging of individualised and somewhat selfish and unrealistic private goals of entrepreneurs and innovators within the community. Communities should be provided with, and share widely, the findings of studies which aid our understanding of the phenomena related to religious and pilgrimage tourism. Communities should be provided with, and share widely, the findings of studies which aid our understanding of the phenomena related to religious and pilgrimage tourism. Higher Education Institution research reports are used for this analysis. Records of lodging, storage and retrieval are consulted. These can be shared and distributed to bolster our knowledge base and increase our stores of social capital through religion and pilgrimage tourism. This model is referred to as the report, store and access (RSA) solution in knowledge transfer and application. Through knowledge transfer the dissemination of contemporary research is made available to a much wider audience of key stakeholders in tourism. This knowledge exists to restore beliefs in faith, to re-energise individuals with a real offer of future community prosperity and enshrined values for new forms of capital and goodwill that traditionally heretofore been available only in religious studies. Religious tourism and pilgrimage are necessarily part of a new networked society and, through the dissemination of these case studies, the new knowledge of religion and pilgrimage tourism management in the RSA model is now shared.

SILVIA AULET AND JUDIT DIAZ

University of Girona, Spain

SPIRIT-Youth, developing spiritual tourism for youngsters across Europe

Under the European Project Spirit-Youth (COSME funded by the European Commission) a transnational tourism product especially for youngster will be developed on the topic of Spirituality. One of the aims of this project is the creation of a European Spiritual itinerary around Europe, following the pilgrimage idea of The Saint James' Way. Concretely, the itinerary will go across Italy, France, the Netherlands and Spain. Some activities and places will be proposed and those will be tested by several youngsters from all over Europe. In order to create a product as much real as possible, a questionnaire has been design, and created. This questionnaire has been distributed among youngster. The survey has been created to understand how youngsters across Europe understand spirituality and which activities are they willing to participate in terms of their understanding. This paper will present the first results of this survey which is now being conducted. One of the aims of this exploratory analysis is to be able to identify what the respondents understand as spirituality. Besides, identifying differences on nationality, age, culture can be found in case of their existence.

NURIT KLIOT AND NOGA COLLINS-KREINER

University of Haifa, Israel

Why and how do people hike? Hiking the Israel national trail

The first aim of this study is to better understand why people hike the Israel National Trail (INT) and the behavioral, experiential, and spatiotemporal phenomena that accompany this activity. The second aim of this study is to trace the universalistic and particularistic aspects of and motives for hiking the INT. In this explorative study, we assumed that hiking the INT encompasses both universalistic aspects of hiking, in its capacity as a mobility system shared by hikers of long-distance trails worldwide, and particularistic aspects of hiking, that can be identified through the scientific research of hiking using concepts such as "place attachment," "sense of place," "state and nation building," and "socialization of civic consciousness," within the particularistic framework of Israeli nationhood, culture, and history. The first stage of our research was the formulation and distribution of a questionnaire aimed at assessing hiker motivation and the nature and features of their hiking mobility on the route, including spatiotemporal dimensions, experiences and behavior, and place identity and sense of place. Altogether, 210 questionnaires were completed by hikers on the INT over a one-year period, from March 2013 to March 2014. Overall, our analysis of the findings through the lens of Parson's particularism vs. universalism pattern variable revealed hiking the INT to be a mobility system characterized by many of the general, universalistic aspects of hiking, but also, and perhaps most notably, by a number of particularistic aspects that are key to understanding the unique role of hiking in Israeli society.

SPECIAL SESSION 6: INSIDE THE TOURISM DESTINATION: COMPETITION, COOPERATION OR COOPETITION?

ORGANISED BY:

**VALENTINA DELLA CORTE, MASSIMO ARIA, JIN-
HYO YUN AND GIOVANNA DEL GAUDIO**

University of Naples Federico II, Italy

SCOPE

In the era of globalization, new markets and new business models, firms have to seek for new opportunities through which they can gain competitive advantage. Traditionally, most contributions in strategic management have treated the concept of competition as opposed to cooperation in focusing on firms advantages. The increasing interest on the topic of coopetition has gained ground in the last decade, even if with a rather fragmented set of contributions over time. The higher level of complementarity among tourism services and the fact that firms often engage into collaboration, even when they are competitors, makes the issue of coopetition extremely relevant for the tourism sector. In this scenario, it seems interesting to check if and how individual resources and competences can be coordinated to ensure the development of tourist destinations and the competitive advantage of the whole territory. Strategic networks can be conceived both as among actors located in proximity or quite far logistically but operate in co-projects, even internationally. The debate on the topic has known an increasing interest over time, with reference to business-to-business horizontal relationships as well as to vertical relationships. Some others study the process of value creation and appropriation in tourism networks. Coopetition has been also considered with reference to destination management and marketing processes, as well as on the levels of coordination or on governing actions. A very few contributions, on the other hand, try to explain why networks often fail or do not take off. The contributions that refer to tourism industry have the merit of enlarging significantly the topic to small and medium enterprises. However, in spite of the up to now developed literature, some further research is necessary, both theoretically and empirically, in order to verify if coopetition can really favor sustainable competitive advantage, both for the single firms and for the destination as a whole.

VALENTINA DELLA CORTE, MASSIMO ARIA AND GIOVANNA DEL GAUDIO

University of Naples Federico II, Italy

Inter-firm relationships in the arena of tourist destinations. The role of destination governance

The aim of this paper is to examine the role of destination governance in favouring the inter-firm business relationships in the specific context of tourist destinations, both from a theoretical and from an empirical point of view. Particularly, the paper takes into account whether and to what extent the governance actor can play a role in re/establishing inter-firm cooperations. Indeed, this work analyzes the possible reasons at the basis of inter-firm relationships' success, failure, or missed take-off. In this context, the existence of trust or distrust changes the rules of the game that can lead to specific situations of operating in collaboration or in isolation. This is the reason why this paper focuses the attention on the processes where destination governance actors can favour trust and reduce distrust. Data are collected through a statistical survey on the population of firms operating in the tourism industry (hotel, restaurants, tour operators, travel agencies) in the area of Naples and Sorrento Peninsula. The sample is formed by 80 firms extracted using a stratified, non-proportional, random sampling method. The paper uses interviews with entrepreneurs or general managers of 4 and 5 star hotels, incoming travel agencies and tour operators. The structured questionnaire allows to acquire relevant quantitative and qualitative information. This paper outlines interesting findings both from a theoretical and managerial point of view. The leading actor needs to have strategic networking capabilities in the whole coordination process in order to create and favour the right environment where also competitors want to take part to obtain strategic advantages.

CHIARA MASSACESI

University of Otago, New Zealand

Challenges of stakeholders collaboration: Negotiating local food visions and identities in the Dolomites

In recent years food has assumed a relevant part of the touristic experience of place. Tourists are increasingly disposed to appreciate a place through tastings of quality food products or taking part in tourism activities related to food. In this context the typical local products assume new significances: not only as commodities but as means to communicate the landscape, the people and their stories, to connect traditions to the present and to perform the culture and values of the territory. Food becomes part of the intangible heritage of a place. At the same time food is the outcome of a process, which involves multiple stakeholders belonging to the local food supply chain. Its intangible nature is thus created by their overlapping and sometimes contrasting visions and by their intersecting dialogues, which starts from the field and culminates in the places of touristic consumption. This presentation is part of doctoral research about the relationship between agriculture and tourism, conducted with ethnographic methods in a rural area of the Italian Dolomites. Focus groups were conducted with the different stakeholders of the cheese supply chain to investigate how the identity of the local product - the cheese - is informed by the farmers, who breed the cows and produce the milk, by the cheese-making cooperative, which transforms the milk into cheese, and by various other actors contributing to the journey that ultimately leads to consumption and tasting experiences, performed by the Slow Food Association, malga, restaurants and agritours. The aim of this presentation is to reflect on the aspects of collaboration and cooperation between stakeholders and on the challenges behind this process in order to understand how food tourism requires process of encounters and negotiations, not just from the hosts and guests side, but also between the actors of the same destinations. Any reflection on the future of a tourist destination regarding its local food will need to account for the fact that food is a collector of relationships, and that in turn these relationships shape the food itself, becoming part of a dynamic discourse on the identity of the territory.

LUÍS SILVEIRA AND NORBERTO SANTOS

University of Coimbra, Portugal

Planning a strategy for the yacht tourism development in Figueira da Foz (Portugal) using the Delphi methodology: Procedures and results

Every year thousands of yachts navigate, crossing the Atlantic waters of Portugal, coming from the Central and Northern Europe and going, mainly, to the Mediterranean, and in the way back. Figueira da Foz it's a seaside historic city related to tourism (mostly Sea, Sand and Sun segment) activity since the 19th century. Despite these factors, yacht tourism is still having a low expression and a low economic impact. In the local marina, managed by the cargo seaport administration, it's missing a strategy to increase the number of yachts stopping by. Local stakeholders have the perception that yacht tourism can and should be developed in this local destination but there is no agreement about what and how to do it. Even more, nautical tourism is considered as a strategic touristic product in the National Strategic Plan for Tourism (PENT). The Delphi methodology implies the use of different and over time questionnaires with rounds adjusted questions to the same participants. The aim is to achieve common answers by the majority of this experts group. The application of this method started with 41 participants, divided into three groups (1-public agents and academia, 2-marina support companies and agents, and local yachtsmen, 3-leisure and tourism agents), and involved three rounds (questionnaires). The methodology process brought the analysis and the characterization of the destination, such as the attraction and the repulsive factors to the tourism activity, as well as the positioning of Figueira da Foz as a nautical tourism destination. For the yacht tourism development in this destination, a SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis was performed, resulting in an important planning tool. Beyond the SWOT analysis, it was created a set of necessary investments and interventional actions in the short and medium/long terms for the destination and for the marina that are crucial to yacht tourism increase. To perform and to lead this strategy, as well as to create a specific touristic product to these nautical tourists, some stakeholders were chosen. The experts truly believe that, if applied, this methodology result can increase and develop yachting in Figueira da Foz.

SPECIAL SESSION 7: ESTABLISHING INNOVATIVE PRODUCTS AND PROCESSES IN TOURISM: THE ROLE OF SERVICE SXPERIENCE

ORGANISED BY:

**NIKOLAOS BOUKAS, MYRIA IOANNOU,
CHRISTAKIS SOUROUKLIS**
European University Cyprus, Cyprus

SCOPE

In the last decade, academic and practitioner literature is increasingly shifting its focus on understanding how customers experience (i.e. sense, relate and act) tourist products. In particular, in tourism, the customer experience includes prior to departure planning, the experience during the consumption of the tourist product (which spans over a number of service encounters including the visited places, the people with whom they interact, the activities that one participates in and the memories created) and post-consumption follow up. As the tourism industry is characterized by fierce competition and increasingly demanding customers, innovation in tourist products and services becomes central since it can enhance perceived customer value. The special session *“Establishing innovative products and processes in tourism: the role of service experience”* aims to identify and examine/explore how innovative tourist products/services and/or processes can increase the value proposition in the tourist industry and boost performance. The session will give the opportunity to academics, practitioners, policy makers, consultants, and researchers to discuss as well as exchange ideas and methodologies on such innovation in tourist products and services which can enhance the customer experience at all phases of pre, during and post consumption.

NIKOLAOS BOUKAS AND MYRIA IOANNOU

European University, Cyprus

Investigating islands' visitor experiences in cultural heritage museums: the case of Cyprus

The consumption of the tourist product, essentially relates to a series of visitor experiences (prior, during and after the visit), where all of which together or either of them in isolation, can shape its overall customer evaluation. Such experiences pertain to how the visitors sense, relate and act when consuming tourist products. Therefore, the concept of 'experiential tourism' has emerged in order to analyse the shift from mass tourism to a more holistic understanding of the visitor experience. Museums safeguarding our cultural heritage, contribute significantly to the enrichment of this experience by providing exclusive and notable insights and interaction with(in) authentic exhibits. In this regard, museums could be a significant resource for the tourist development of many areas, such as islands. Indeed, even though many islands are endowed with rich cultural attributes in the most of the cases are developed as mass destinations emphasising 3Ss tourism. Nonetheless, by capitalising on their cultural assets, projected through museums, islands could diversify their tourist offering and could invest on cultural heritage tourism, counterbalancing this way the negative impacts of mass tourism and communicating more effectively their cultural heritage's meanings. In this respect, comprehending their visitor experience(s) is of crucial importance. Within this sphere, the paper investigates tourists' experiences with cultural museums in island settings, focusing on the case of Cyprus and analyses the motives and expectations of visitors of Cypriot museums based on the management/policy's approach and explores challenges and opportunities. Specifically, the perceptions of cultural visitors of Cypriot museums are explored through semi-structured, in-depth interviews with cultural museums' representatives and managers, as well as tourism and cultural policy officials. The four museums that are used as the empirical base are The Cyprus Classic Motorcycle Museum, The Leventio Museum, Thalassa the Folk Art Museum and the Loukia and Michael Zampelas Museum. The museums are. Findings indicate that museums of Cyprus can play an important role to the creation of a more memorable experience for tourists but still their management does not lead towards this direction. Therefore, better management practices are needed emphasising the experiential marketing dimensions of the cultural heritage experience. The paper concludes that museums, as ambassadors of culture, could help islands build a stronger identity, a better attachment with the

tourists, and overall a basis for a complete and long-term sustainable tourist development.

FRANCESCA PIZZO*University of Naples Federico II, Italy***PETER WILTSHIER***University of Derby, United Kingdom***VALENTINA DELLA CORTE***University of Naples Federico II, Italy***Street art and tourism: An alternative tourist business and the potential development of the city of Naples' tourist offer**

Street art phenomenon is widely recognized as a proper form of art, after a long debate about its nature. Consequently, it has been involved in the main tourist offer of many destinations such as Sydney, Berlin, and Sao Paulo. It is a cultural movement which was created during the 20th century as an expression of social and economic distress, in terms of poverty and poor development, of entire communities. This powerful connection can be involved in tourism plans that aim to create possibilities of growth and development for local communities. Tourism is, in fact, considered one of the most suitable tools to stimulate local development and alleviate poverty. This paper analyses the resources, processes and issues related to the intention to set up a tourist business based on street art, and what effects it might have on the local community. The focus is on the suburbs of Naples; their social and economic situation has been analysed in order to highlight the main problems and the possible stakeholders, such as artists, government, local communities and private investors. The research has been carried out reviewing the current literature and comparing some cases that have already experienced the relation "tourism-street art". Local resources, needs and possibilities of future development have been considered through direct research and interviews with the involved stakeholders. The lack of literature has limited this research. In fact, street art tourism is an ongoing phenomenon that has not been studied in depth yet. Despite this, the results show that a tourism system based on street art that involves different stakeholders can generate various benefits in terms of improvement of the tourist offer and city's image, economic growth and better quality of life. The findings suggest that a shift in perspective is required in the local tourism management in order to create a stakeholder network capable to use the available resources, and subsequently to invest in this project and to open up the gates to a new international market.

BOJANA RADENKOVIĆ ŠOŠIĆ

Educons University, Serbia

Content marketing in branding destinations

Web 2.0 technology has led to a change in the way the customers and organizations communicate. The participatory role of customers turned passive message recipients into active creators of communication. Such environment has enabled prerequisites for the creation and development of an interactive way to communicate with customers – content marketing. Content marketing is a new concept in professional and scientific fields of marketing. It reveals its potential in all forms of marketing communication. It is based on providing the target audience with the desired content. The content sent should educate, engage or entertain the increasingly demanding audience, resistant to familiar techniques of communication mix. The traits of communication via content marketing fit into a broader paradigm context of marketing development. In this paper the research context of content marketing is placed in the domain of branding tourist destinations. Taking into account the complex nature of tourist destinations, the increasingly informed and demanding tourists, as well as the tendency to valorize market elements by creating immaterial values – branding, a research question was asked regarding the potential role of new means of communication in the destination branding process. The bibliographic – speculative method was used to show the basic characteristics of communication through content marketing, tourism tendencies and research done so far in the field of destination branding. Nevertheless, an empirical data based on a relevant sample of Serbian tourists (426 tourists) demonstrate that Serbian tourist use information gathered in some way of content marketing in the perception of a tourist destination image. A self-completion questionnaire has been used to collect the data. Simple frequency percentage, mean, chi square and One-way ANOVA statistics were used to analyze the data. The findings of the analysis proved that content marketing has become an important element in the process of choosing a tourist destination. Therefore, the paper could help in creating the guidelines for the use of content marketing in the process of destination branding and its results could also have a practical usage in DMOs' marketing plans.

ROSSELLA CULORA

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XUAN LORNA WANG

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The semiotic relationship between language of tourism and destination image: The case of Sicily

This study is informed by three conceptual areas namely: language of tourism (LoT), destination image and authenticity. It aims to explore the impact of LoT and images used in online promotional materials on the perceived image of a destination by the local community compared to the tourists' perspective. It assesses the possible disparities in how the destination is perceived between the locals and the visitors based on the destination image portrait on online media. We argue that whether a tourist is interested in seeking a relaxing holiday or an authentic experience, the information provided on various online media has become one of the main sources for tourists to find a destination that could match their desires. However the perceived reality may differ from the reality. The importance of language and images used in online promotional materials in shaping perceived image of a destination cannot be underestimated. This study queries the promotional material's relationship with the localities they meant to represent. Sicily was chosen as a typical case for study because it is a well-known tourist destination and also a significant case from an authenticity / heritage perspective since it has five UNESCO world heritage sites. Two key questions this study seeks to answer are: a) how authentic do Sicilians and tourists perceive the visual and linguistic signs of Sicilian tourism to be in online promotional materials; and b) whether or not LoT used in promotional materials reflects the realities and the authentic image of the destination. In order to understand wider connections to the discourse on tourism and the material's semiotic functions, a semiotic analysis of 50 relevant websites and online advertisements was carried out followed by questionnaire findings from both the locals and tourists. The findings of this study contribute to destination marketing literature by revealing the gap between how a destination image is depicted and perceived by tourists and locals. It also draws attention to the neglected role of LoT plays in preserving the value of a place and its people.

ELIZNA BURGER

Vaal University of Technology, South Africa

ELMARIE SLABBERT AND MELVILLE SAAYMAN

North West University, South Africa

The aspects that influence brand loyalty towards arts festivals

The significant increase in the number of festivals worldwide requires festival organisers to find innovative ways to improve festival's loyalty to remain competitive. The benefits of events and festivals to destinations are increasingly being realised by destination marketers and include: better destination branding, enhanced destination marketing, economic benefits, improved community cohesion, increased destination awareness, effective destination positioning and improved destination image. As a result, more destinations are staging events and festivals as an aid to enhance their marketing campaigns. This necessitates a clear understanding of the loyalty factors as well as the aspects directly affecting their loyalty. As each tourism product is unique it was found that loyalty factors for arts festivals have not been determined and researched. However competition and economic pressure demands in-depth research on this matter to improve the current offering of festivals. Therefore, the aim of this research is to explore festival brand loyalty factors and the effect of selected socio-demographic and festival behaviour variables on these brand loyalty factors. Quantitative research was conducted at two reputable arts festivals in South Africa namely, Vryfees and Aardklop, by means of a survey (N=450). The results were analysed using factor analyses and one-way analyses of variance (ANOVA). Festival loyalty is multi-dimensional and includes the following factors: Festival Satisfaction, Affective festival image, Festival experience, Intention to return and tell, Personal festival value and Cognitive festival elements. It was confirmed that variables such as age, gender, province of residence and frequency of attendance influence festival loyalty to a greater or lesser extent. The most significant contribution of this research is the identification of festival brand loyalty factors and the identification of aspects influencing these. Knowledge of the aspects affecting visitors' loyalty will enable festival organisers to more effectively market their festivals and to create experiences that satisfy visitors' needs more accurately. This will ultimately result in higher levels of loyalty.

SPECIAL SESSION 6: FOOD AND WINE TOURISM: AN EXPERIENCE-BASED PERSPECTIVE

ORGANISED BY:

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SCOPE

Over the past years, food and wine tourism has gained increasing attention among scholars or destination and tourism firm managers. The World Tourism Organization (2012) affirms that food and wine occupy over a third of tourist spending. Nowadays, food and wine are considered an expression of the territorial identity since they are the result of traditions and historical culture. Consequently, in the last years, food tourism has assumed a key role in terms of tourist flows and a fundamental part of the tourism experience. Since food and wine are closely linked to the territory in which are realized, they become, in some cases, the main travel motivation for the choice of a specific destination. This kind of tourism involves enthusiastic tourists in search of flavors and authentic traditions. In this sense, food and wine assume a new role, overcoming the classical concept of “amenities” and becoming an attraction factor and, at the same time, factor of communication of a territory, culture and values. Food and wine, in this direction, constitute the “invisible heritage” of tourist destinations. Considering that food and wine tourism represents a strategic tourism product able to attract different markets (e.g., included the niche one), destination management organizations and tourist firms managers have to create and develop this product according an overlapping perspective between the offer side (both at firm and systemic level) and demand side.

CHIARA MASSACESI

University of Otago, New Zealand

Food and wine tourism: An experience-based perspective. Reflections for future trajectories

Cheese is the food locally produced in the Primiero valleys, an area of the Dolomites World Heritage Site, located between the Italian regions of Veneto and Trentino and well known for the vertical and rocky peaks of the Pale di San Martino. Agriculture in the valleys is strongly connected to breeding: cheese is produced from 50.000 quintals (per year) of milk coming from the cows of 60 stables of the area. During the summer, about 9,000 quintals of milk are produced in 10 malga, typical rural structures of transhumance. Malga were once intended just for grazing and cheese-making, though they've grown to represent a place of gastronomic excursions and therefore of touristic attraction. In this context, cheese is not just a commodity but it has become a touristic good. It also assumes further and more complex meanings when consumed in the dolomitic landscape, right in front of a cow grazing in the campigolo, and after a cheese-making demonstration in the malga. What lies behind this touristic experience? Which perspectives and stories do the production and consumption of local cheese narrate? This research project, part of a doctoral study about the relationship between agriculture and tourism conducted with ethnographic methods, looks at food from two different perspectives and geographies: the tourists on the mountains top who experience and consume it in malga, and the various stakeholders involved in the "cheese supply chain" across the valley, with their own dynamic relationships and food dialogues. The final aim of the presentation is to reflect on the many realities that underpin the experience of consuming cheese on top of a mountain. Far from being a straightforward chain of producer, transformer and seller, this is more akin to a complex network, comprising multiple stakeholders and intersecting dialogues. The overarching identity is thus informed by the overlapping and sometimes contrasting visions of farmers, who breed the cows and produce the milk, of the cheese-making cooperative, which transforms the milk into cheese, and various other actors contributing to the journey that ultimately leads to consumption and tasting experiences.

BAHATTIN ÖZDEMİR AND FARUK SEYİTOĞLU

Akdeniz University, Turkey

Gastronomical quests of tourists, authenticity or safety and comfort? A conceptual study

Gastronomy is broadly defined as the art or science of cooking and eating well. From an academic perspective, however, gastronomy is regarded as a field of scientific inquiry that focuses on the relationships between food and culture. Relying on the connection between gastronomy and culture, researchers widely accept that gastronomy plays a critical role in tourism and destination marketing and management. In fact, gastronomy is seen as one of the motivating factors for visiting tourist destinations. More specifically, in some certain cases where tourists' have a strong motivation for sampling local food, gastronomy might become a very critical component of tourist experiences. Thus, authenticity of local food and its presentation may be one of the dominant attributes. While some tourists embark on a quest for authenticity, the others tend towards non-authentic (non-original) experiences. Therefore, it is seen necessary to investigate the tourist behaviors from the perspective of a quest for authenticity in tourism experiences. With this perspective the current study aims at conceptually investigating how the quest for authenticity influences tourists' behaviors with reference to local food consumption. More specifically, the study compares tourists' quest for authenticity and their willingness to safety and comfort. For this, the study proposes a conceptual model that defines the tourists' typologies based on the relationships between their food consumption and authenticity seeking behaviors in different contexts. Relying on the extant literature regarding the associations between authenticity, gastronomy and tourism, it seems three possible contexts emerge depending on the tourists' quest for authenticity. Those emerging from two extreme and one middle point can be definable with reference to several attributes including authenticity, food, establishments, challenges and experience. Three different contexts reveal three different tourist typologies whose behaviors are suitable for the corresponding context. Thus, this study identifies authentic marginals, moderates and safe marginals in order to describe the expected tourist behaviors within a certain tourist typology that corresponds to each context. Lastly the conclusion and implementation part was given.

LUDOVICO SOLIMA AND PASQUALE SASSO

Second University of Naples, Italy

FABIANA SEPE

University of Naples Federico II, Italy

Food and wine to relaunch a peripheral area: The case of Campi Flegrei

The aim of this paper is to focus on the relationship between local typical productions and tourism sector in order to valorise and promote the territorial cultural heritage. Wine and other local products could be used as resources with which to generate a flow of tourists, whose main motivation is to discover the source of the product itself and to get knowledge of the places. Wine tourism plays a significant role in local tourism development plans through its contribution to sustain the economic and social bases of regions. The paper examines, through a case study method, the case of Campi Flegrei, a territorial area nearby Naples (Southern Italy), characterized by a rich natural and cultural heritage. Up to now, local actors have not included local resources, particularly food and wine products in their local development plans. Things are changing, above all thanks to the impact of a cultural event called Malazè, carried out by the initiatives of some local actors. Hence, a qualitative semi-structured questionnaire will be submitted to all local operators, which actively collaborate for the realization and success of Malazè in order to obtain a set of first-line information that, in a second phase, will be interpreted by researchers in order to test a theoretical framework related to a systemic wine tourism offer. This refers to the cooperation dynamics among all local actors embedded in the process of creation and valorisation of a wine tourism product that is able to combine local identities and global development strategies. The results of the research have been supported by a field investigation that has had the actors connected to Malazè as a focus. The adoption of a systemic wine tourism offer allows translating the benefit of typical productions to additional value for the local area. Although local actors have understood the importance to collaborate according to a bottom-up perspective, there emerges the necessity to implement a codified wine tourism system, which can be an *exemplum* for other peripheral areas. The limit of this work concerns with the need/opportunity to analyse more deeply the systemic context in wine tourism from the demand side.

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A methodological blueprint for measuring the unconscious dimension of a destination brand: A three region exemplar approach

When measuring the brand equity of a product one would usually assess its brand image through the stakeholders or owners/directors of the company, and at the same time measure the brand perception of its staff and clients (potential clients inclusive) alike. However, when measuring a destination brand the engagement changes. It becomes far more complex. For instance, with regards to stakeholders, one would engage with multilevel DMO's. These would include the DMO responsible for the overall image of region and at the same time it includes all other independent DMO's within the sub-areas or even towns within the region. The visitors would be tourists (all categories) visiting the area as well the potential tourist (not in the region yet). Unlike a product, a destination has a number of tourism offerings (or suppliers) through a number of categories including accommodation, attractions, peripheral and support suppliers. Collectively, all of these make up the brand elements of a destination. And finally, as tourism occurs within the context of a local community, this will act as the fourth dimension of the tourism destination brand. Hence, the study provides a methodological framework for researchers to act as a guide for measuring any destination's brand by applying methodologies to be followed to Keller's brand resonance model to three wine regions namely, Swartland (South Africa), Lake Constance (Germany) and Vesuvius area (Italy). The unconscious dimension is measured using the Tarot. The results depict among others how the Tarot cards are applied to the SWOT analysis of the wine region. The study uses the inductive metaphysical research design.

**SISTUR (SOCIETÀ ITALIANA DI SCIENZE DEL
TURISMO) SPECIAL SESSION**

ORGANISED BY:

MARCANTONIO RUISI
University of Palermo, Italy

CLARA BENEVOLO AND RICCARDO SPINELLI

University of Genoa, Italy

Web communication by Italian tourist ports: A websites quality assessment exercise

The economic relevance of nautical tourism is constantly growing, with the Mediterranean Sea being a major destination; Italy, in particular, has a long tradition in nautical tourism, as the large number of tourism ports reflects. Contemporary tourist ports are service companies devoted to hosting pleasure boaters and providing them and their vessels a broad set of services; as for most tourism companies, marketing communication is a critical activity and it is consequently worth investigating its quality, especially with respect to the use of websites; the port website, indeed, is a powerful platform for information, communication, interaction, promotion, sale and distribution, capable of reaching a wide international audience with rich and adaptable content. However, despite its importance, the evaluation of tourist ports websites is still an almost unexplored research field, where a large research gap exists. In our paper, the quality of 51 Italian tourist ports websites is evaluated. Quantity and value of the information provided are assessed with the application of the 2QCV3Q model, a multi-purpose qualitative evaluation tool based on experts' judgements. The model considers several aspects of the website (identity, usability, content, services, location and maintenance), that are delineated into a wide set of weighted attributes reflecting the characteristics of the website to be checked and assessed. The overall quality of Italian tourist ports websites results to be average (3.3/5), significantly lower in almost all aspects than the score of a group of benchmark ports in the Mediterranean Sea and worldwide. Two distinct clusters of websites stand out, that respectively include well- and poorly-performing ones; again the differences in quality are even across all the considered aspects. Results suggest that Italian tourist ports websites require a significant improvement, especially as of their content and the services provided. In this respect, our methodology provides an exhaustive assessment of a port website quality and its determinants that can support managers - in particular through the benchmarking exercise - in identifying strengths and weaknesses of their website and prioritizing the related actions.

CARMEN BIZZARRI AND MARGHERITA PEDRANA

The European University of Rome, Italy

Excellence in tourism destination: A framework of analysis

Tourism destinations are a fundamental focus for tourism analysis. It is very hard to define and conceptualize destinations, because of the complexity of the local tourism system. In every destination there are many different stakeholders and interests. The tourism product is composed by different services, which must be a unique good for tourists. Moreover, many actors are more involved in comparing destinations and products than identify what is a destination itself. Therefore are usually studied as excellence in some specific kind of tourism. In tourism, excellence is a superior feature, not linked directly with the capability of investments and tourists attraction, or the economic performance. Excellence linked with a tourism area is connected both with quality and innovation. However, there is not a perfect overlapping between the three concepts. Excellence in rural tourism may be not innovative, but at the same time it may be considered as excellent. Moreover, there must be a durability in time for destinations, therefore the excellence must be sustainable in order to last in time. This paper aims in conceptualize a framework of analysis in order to identify how to identify excellence in tourism destination. We will analyse some indicators and factors to be taken into account to understand as excellence in some cases. First of all, we will analysis the literature on quality and innovation in tourism destinations, underling the lack of a framework. Secondly, we will focus on some indicators of excellence in tourism destinations, taking into account the difference kinds of destinations and tourism. Finally, some conclusions are drawn, taking into account the problem of sustainability of excellence. The main goal of this work is to help in understanding the excellence as a purpose for destination management.

ROBERTA GARIBALDI, ANDREA POZZI AND ELENA VIANI

University of Bergamo, Italy

The importance of U.S. market for food tourism in Italy

According to UNWTO (2012), food tourism is one of the most dynamic segment of tourism and in a clear growth phase. Gastronomy has always been a central part of the tourism experience but in recent years has become one the main motivations to travel for visitors to a particular destination. There are many possible reasons to explain its success: food tourism is more experiential than other segments such as seaside and mountain tourism, and gastronomy allows tourists to access the cultural heritage of destination – through tasting, experiencing and purchasing – and get in contact with local people and their lives. United States is one of the most important food tourism source market: Mandala Research firm (2013) says that 77% of U.S. leisure travellers are food tourists and 51% travel to enjoy unique and memorable eating and drinking experiences. The appreciation of F&B-themed travel is mainly driven by a rise of interest in food: about 44 millions of American adults define themselves as foodies. Italian gastronomic heritage is famous worldwide and food is the second motivation to travel to this country for national and international tourists after culture. Among U.S. travellers Italy is the most popular destination outside United States and F&B-themed travels are one of the most appreciated products, as United States Tour Operator Association says in its report. This paper aims at gaining a deeper knowledge of Tour Operators in the U.S. market and focuses its attention on those offering F&B-themed travels. 155 Tour Operators have been analysed in order to highlight the characteristics of their packaged tours and thus understand the attractiveness of Italy as a tourist destination.

FRANCESCA PALMAS*University of Palermo, Italy***CARLO MARCETTI***University of Sassari and Cagliari, Italy***Blue economy, coastal and maritime tourism: Emerging segments, opportunities and challenges in Italy**

The Blue Economy paradigm constitutes a relevant sustainable development framework for the global growth. Seas and oceans are drivers for the European economy, the Blue Growth is one of the long term strategy to achieve the goals of the Europe 2020 strategy for smart, sustainable and inclusive growth. Among the different sectors of the blue economy, coastal and maritime tourism have a high potential for sustainable Food and wine to relaunch jobs and growth, it is of key importance to many island and coastal areas. As highlights in many studies despite the global economic crisis international tourism has continued to grow with an annual average growth rate of 4%, while in some emerging segments of the coastal and maritime tourism the increase is characterized by two-digit growth rates. The emerging concepts of the blue economy and blue growth are important public policy aspirations, but they are not yet defined and comparisons between countries are complicated by differences in measurement systems. This paper is a preliminary work of a wider research in order to stimulate more reflections and researches on the definition and contribution of the different tourist segments in the framework of the Blue economy. This work attempts to investigate the impact of the Blue economy in Italy and in its main tourist destinations, highlighting the opportunities and challenges offered by emerging segments of the coastal and maritime tourism. The study explores, collects and elaborates the different data sources, using the descriptive statistics. From the findings it is evident that Italy have a leadership position worldwide in some of the emerging tourist segments of the Blue economy and in some of its coastal areas there are still many opportunities to improve the coastal and maritime tourism. Moreover some tourist emerging segments of the Blue economy are relevant, they are not studied and measured and it is very difficult to manage what we cannot measure.

LOREDANA PICCIOTTO AND MARCANTONIO RUISI

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The promotion of a tourist destination through the definition of the "concept" in a sensorial view

According to Anholt (2011), the brand of a tourist destination expresses and sustains its identity; in any case it should represent the result, rather than the starting point of the promotion of a territory. At the operational level there is a widespread tendency of policy makers to develop the brand strategy of a destination in terms of advertising campaigns that enhance the territorial attractors, implicitly aiming at a "comparative advantage" rather than "competitive". A content analysis of the institutional websites dedicated to the tourist promotion of the Italian regions, carried out by adopting a qualitative approach, shows a prevalent consideration of the landscape to be admired and typical products to taste, while the sensorial dimension of the "touch" appears substantially neglected on the basis of the selected keywords. Therefore, compared to an experiential dimension of tourism seem uncovered other contents that may be communicated and, thus, there is a potential in the definition of a tourist destination also covering the smells, sounds and tactile perceptions of the territory. In this perspective the study offers some prescriptive remarks in terms of destination strategy and highlights the policy implications for an adequate promotion of the territory.



Following the success of the previous four International Conferences on Tourism (ICOT) held in China, Greece and Cyprus and the support by the international scholarly community, the 5th ICOT conference will be held at the Department of Marketing, Branding and Tourism, Middlesex University in London, UK.

Conference Aims and Scope:

There has been a growing interest in tourism studies, which has resulted in implications for policies and practical recommendations for end users including practitioners, policy makers, the industry and tourists. Policy is particularly important in tourism due to its multi-faceted nature and the complexity in inter-organizational relations and collaborative policy-making. Moreover, policy implementation is important as many tourism plans and regulations are not applied or are only partially implemented. Some recent attempts of scholars to link their academic debates and empirical studies have focused on connecting marketing and branding research and practice adopting a global and more multidisciplinary approach, bringing the subject of tourism branding outside of the conventional domains of marketing and destinations. Special attention has been given to the role and expectations of the main tourism stakeholders, particularly residents, business, and government in the hosting community. In addition, theoretical considerations on the role of tourism as a tool for development-related public and private policies are followed by a methodological framework for tourism policy and governance and application of these in real-world situations.

Bearing all these questions in mind, this conference aims to add to this debate by stimulating discussion and exchange of ideas between tourism professionals, academics, researchers, policy-makers, consultants, practitioners, government officials and postgraduate students from all tourism-related fields.

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