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**Abstracts  
and  
Conference Materials  
for the  
4th International Conference  
on Tourism Research  
Polytechnic Institute of Porto,  
Portugal**



**20-21 May 2021**

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**aci**

**Abstracts of Papers  
Presented at the**

**4th International Conference on  
Tourism Research  
ICTR 2021**

**Hosted By  
The School of Hospitality and Tourism (ESHT),  
Polytechnic Institute of Porto, Portugal**

**20-21 May 2021**

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## Preface

These proceedings represent the work of contributors to the 4<sup>th</sup> International Conference on Tourism Research (ICTR 2021), hosted by The School of Hospitality and Tourism, of Polytechnic Institute of Porto, Portugal on 20-21 May 2021. The Conference Co-Chairs are Prof. Cândida Silva, and Prof. Mónica Oliveira and the Programme Chair is Prof. Susana Silva, all from School of Hospitality and Tourism of Polytechnic Institute of Porto (ESHT/P.PORTO), Portugal.

ICTR is a well-established event on the academic research calendar and now in its 4th year the key aim remains the opportunity for participants to share ideas and meet the people who hold them. The conference was due to be held at The School of Hospitality and Tourism, of Polytechnic Institute of Porto, Portugal but due to the global Covid-19 pandemic it was moved online to be held as a virtual event. The scope of papers will ensure an interesting two days. The subjects covered illustrate the wide range of topics that fall into this important and ever-growing area of research.

The opening keynote presentation is given by Sérgio Guerreiro, Senior Director at Turismo de Portugal & Executive Director on the topic of *Data for Destination Management or Innovation*. The second day of the conference will open with an address by Professor Antonio Carles, External Auditor and member of the Tequal Advisory Board from the UNWTO Academy, who will talk about *Quality of Knowledge Assurance Under the Pandemic*. The closing keynote will be delivered by Rita Marques, Secretary of State for Tourism on the topic *Tourism in Portugal During this Difficult Period*.

With an initial submission of 130 abstracts, after the double blind, peer review process there are 67 Academic research papers, 5 PhD research papers, 3 Masters Research papers and 1 work-in-progress paper published in these Conference Proceedings. These papers represent research from Austria, Bahrain, Bulgaria, Colombia, Cyprus, Czech Republic, Ecuador, Finland, Ireland, Jamaica, Japan, Oman, Peru, Poland, Portugal, Romania, Russia, Saudi Arabia, Slovakia, South Africa, Spain, The Netherlands, UK and USA.

We hope you enjoy the conference.

Prof. Cândida Silva, Prof. Mónica Oliveira and Prof. Susana Silva  
The School of Hospitality and Tourism, of Polytechnic Institute of Porto  
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May 2021

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# Biographies

## Conference and Programme Chairs



**Cândida Silva** is a Professor of Technologies and Information Systems at School of Hospitality and Tourism of Polytechnic Institute of Porto (ESHT/P.PORTO), Portugal. President of Technical-Scientific Council and Head of International Relations of ESHT/P.PORTO and was Director of Department of Informatics and Mathematics of ESHT/P.PORTO. Her PhD was in Information Systems and Technologies, Master in Industrial Engineering, and a Degree in Computer Science Engineering, all by School of Engineering of University of Minho. Candida is a principal researcher of CiTUR – Centre for Tourism Research, Development and Innovation. Researcher and a collaborator in the group of Information Systems and Technologies for the Transformation of Organizations and Society (ISTTOS) at the Algoritmi Centre of the University of Minho. She is an active member the organization committee of several national academic seminars and conferences, reviewer of several international conferences and journals, and has several scientific papers and communications.



**Mónica Oliveira** holds the title of Specialist in Hotel and Restaurant studies, Vice-President and professor at School of Hospitality and Tourism of the Polytechnic of Porto. She developed the training, coordination, educational guidance for Turismo de Portugal from 1998 to 2017 and was nominated by Turismo de Portugal to prepare their exams and be a member of the evaluation jury. She was also appointed as a representative of Turismo de Portugal for evaluation of the Final Assessment Tests of some Professional Courses in active service. Both her professional and research experience in Tourism and Hospitality since 1991, gives her the ability to critically analyse market needs and future trends.



**Susana Silva** is a full professor at School of Hospitality and Tourism of Polytechnic Institute of Porto (ESHT/P.PORTO), with master and PhD degrees in Psychology. She teaches in the degree and master courses of restaurant management, tourism, and hospitality. Currently, she is the President of Pedagogical Council and Head of Communication Office at ESHT/P.PORTO. Member of the Unit of eLearning and Pedagogical Innovation of P.PORTO (EIPP/P.PORTO) As researcher, she integrates as principal researcher CEOS.PP – Centre of organizational and social studies and as research collaborator CiTUR – Centre for Tourism Research, Development and Innovation. Her research interests are in the field of social sustainability, human

resources management, leadership, communication, hard and soft skills, research methodologies, costumer behaviour applied to the field of tourism and hospitality. She has been member of the organization and scientific committee of several national and international academic seminars and conferences, and has several scientific papers and communications.

## **Keynote Speakers**



**Antonio Carles** is an external auditor and member of the Tequal Advisory Board from the UNWTO Academy. His relationship with the tourism industry began in the year 1996, developing a Quality Control system for the processes that were followed at the Spanish Tourism Offices. In the year 2000 Antonio began a collaboration with the World Tourism Organisation developing the quality approach for the tourism management at destinations and participating in the construction of a System to certify Tourism University Programmes that meet the required UNWTO quality standards, the Tedqual System. Since then, he has carried out audit certification reviews around the world in Universities that deliver Tourism programmes including institutions such as: La Rochelle, Bournemouth, Nebrija (Madrid), Auckland University of Technology, Beijing International Studies University and Sultan Qaboos University, Oman.



**Sérgio Guerreiro** holds a PhD in Tourism from Univ. of Lisbon, an MSc in Public Management and Administration and a degree in Economics. He has over 20 years of experience in the field of tourism, working as a policy analyst and Director at Turismo de Portugal. Currently in charge of statistics, business intelligence, entrepreneurship and innovation, he is responsible for the program Tourism 4.0, an integrated program to foster innovation in the tourism sector involving more than 350 startups. He also represents Portugal at several working groups at UNWTO, OECD and European Travel Commission. He is currently Chairman of the OECD Tourism Committee and Chairman of the European Travel Commission's Market Intelligence Group. He is Executive Director of NovaSBE's Westmont Institute of Tourism and Hospitality and a visiting lecturer at Nova-SBE, NOVA-IMS and European University Canarias.



**Rita Marques** holds a degree (1998) and a master's degree (2000) in Electrical and Computer Engineering from the University of Porto's School of Engineering and has an MBA (2007) from the University of Southern California. She has also completed several executive leadership programmes held at the Instituto de Empresa Business School (2018), London Business School (2017) and the University of Texas at Austin (2016). She was the CEO of Portugal Ventures (2018-2019), Executive Director of Porto Business School's MBA and Post Graduate programmes (2016-2018), Coordinator of the University of Porto's Project Unit (2008-2016) and Manager of the Asia-Pacific Market and of the Technology and Tourism sectors at Agência Portuguesa para o Investimento (2003-2006). She was also Senior Consultant at Microsoft Corporation (2006-2007), in the United States, and specialist at ANACOM (2001-2003). Additionally, she was the Chair of the Portuguese Youth Foundation Supervisory Board up to 2019 and provided consultancy services to several public and private entities related to innovation, public financing, internationalisation and foreign direct investment. Rita Marques is presently the Secretary of State for Tourism of the XXII Portuguese Government, appointed since 26th October 2019.

## Mini Track Chairs



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**Manuel Sousa Pereira** PhD in Communication Sciences. He is an Assistant Professor at the Higher School of Business Sciences of the Polytechnic Institute of Viana do Castelo. Reviewer of several scientific journals, interacting with more than twenty co-authored researchers. He has been an interdisciplinary researcher in the areas of Strategic Communication, Marketing, Brand Management, Entrepreneurship, Digital Marketing and organizational leadership.

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**Lenka Turková**, She is a PhD student in Tourism at the Department of Tourism at the Faculty of Economics, Matej Bel University in Banská Bystrica, Slovakia. Her research is focused on destination management, on the performance of destination management organizations and sustainable tourism development.

**Mitsuho Yamada**: He received the Master degree in 1980 and the Doctor degree in 1989, both from Nagoya University, Japan. From 2003, he has been in Tokai University Tokyo, Japan, where he is currently Professor. His research is concerned with psychology on vision and image media quality evaluation using eye movement.

**Peirui Yang** is a PhD candidate in Prehistory and Archaeology at the University of Alcalá. Her research is about archaeology and contemporary art, especially the connection between prehistoric art and contemporary art. As an archaeologist and artist, she is dedicated to exploring artistic creation and academic practice under multiple identities.

**Jalal Zeaiter** is a lecturer of management at Oman Tourism College, Oman. He worked in the hotel industry for more than ten years; has studied MSC Hospitality and Tourism Management, and currently he is conducting his PhD in Management. His main research areas are strategic management, and consumer behaviour.

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# **Keynote Outlines**



## Keynote Outlines

*The following are outlines for the Keynote Presentations which will take place at ICTR 2021.*

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### **Quality of Knowledge Assurance during The Pandemic**

**Professor Antonio Carles, Tequal Advisory Board**

The United Nations Sustainable Development initiative is a global objective which is directing a great deal of attention. There are 17 objectives within this programme to be completed by 2030. Of these objectives one of the most interesting is number four – Quality Education.

No doubt, we all agree with this general objective, but here I would like to focus on how to ensure the acquisition of required knowledge under the current circumstances. For example what are the obstacles of creating and sharing of knowledge whilst having to observe the set of restrictions imposed to overcome the pandemic? And what new knowledge could be shared from the tourism industry which has been hit so badly by the pandemic.

This keynote presentation will review the challenges and some of the recommendations implemented in several institutions.

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### **Toward Data-Driven Destination Management: Lessons from Covid-19**

**Dr Sérgio Guerreiro, Director at Turismo de Portugal**

For many years, destination management has been a fundamental tool for competitiveness in tourism. Looking towards the sector's post-covid recovery process, this emerges as a critical tool for the industry. Destination management organizations will have to transform into data-driven organizations, using data in their decision-making processes and in the management of the flow of tourists. They will be using tools to maximize the positive impacts of tourism and prevent congestion in the use of resources. In this presentation, I will reflect on the challenges that exist in this area and on good practices to be implemented.

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# **Research Paper Abstracts**



# Is Segmentation an Effective Instrument for Tourism Management?

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DOI: 10.34190/IRT.2.016

**Abstract:** There are numerous studies that address tourism market segmentation. However, only very few attempt to validate these segments. This study has three main objectives: the first is to analyse visitor profile segmentation from the data obtained through a survey conducted among more than 2,000 visitors during the summer of 2018 in A Coruña. This city has the necessary ingredients to be the object of study: it is a leading Spanish urban tourism destination with a considerable number of emblematic monuments, from very different historical periods, including the Tower of Hercules, a lighthouse and UNESCO World Heritage Site. The methodology is based on a multivariate analysis. Dependency (analysis of variance) and interdependence methods were used. The second objective was to validate the segments obtained. Finally, and as a practical implication of key relevance, interest in the results for tourism management purposes is discussed. Tourism managers responsible for promoting a tourist destination with similar characteristics will be able to use the results as a guide to designing and implementing products with the capacity to attract and engage tourists with maximum efficiency and impact.

**Keywords:** Market segmentation, target marketing, urban tourism, summer tourism, tourism management

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# The Representativeness of Portuguese Touristic Business and tax Procedures in their Creation

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DOI: 10.34190/IRT.21.070

**Abstract:** Several countries assume tourism activity as a strategy, recognized as a system that represents a value chain, extending to activities that are related indirectly. In 2019, that sector was responsible for 52,3% of the services exportation, representing the most significant exporting activity in Portugal, which allows higher contributions to employability and economy. To give a response to this demand phenomenon, the economy increases and diversifies the offer, ensuring an efficient response to the visitors' needs. The touristic offer has different dimensions such as accommodation, transports, food and beverage and entertainment activities. The main goal of this paper is to understand the impact and contribution of tourism companies to the Portuguese economy, in particular, their representativeness and dynamic in the Portuguese business. This study analyses several legal dispositions to understand the procedures that companies face developing their businesses within the tourism area, therefore, the commercial, business and tax laws were investigated. Using an exploratory and descriptive methodology, considering the period between 2008 to 2018, it analyses the relevance of tourism companies in the economic sphere, using secondary data from different institutions, namely, National Statistics Institute - Instituto Nacional de Estatística (INE), Bank of Portugal - Banco de Portugal (BP), Tourism of Portugal - Turismo de Portugal (TP), and other sources considered relevant for this investigation. The results show that these companies face heavy bureaucracy procedures to provide services. Portuguese jurisdiction imposes several obligations that represent a significant increase in costs. According to the INE, in 2018, this sector represented 8.9% of the non-financial companies and 6.4% of the gross added value. Accommodation companies form about one-third of this area. In the dimension domain, the micro-businesses are more typical as the medium-sized

companies represent 0.7%, and the less representative are the big dimension enterprises standing for 0.1%.

**Keywords:** tourism, business, competitiveness, start of activity, companies

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## **Perspectives of Postgraduate Training in Tourism in Latin America: An Analysis Offered in Argentina, Brazil, Colombia and Costa Rica**

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DOI: 10.34190/IRT.21.026

**Abstract:** The article starts from the paradigm of training as a perspective in development, in evolution, in constant transformation from its various potentialities; Postgraduate education in Latin America is going through a boom time due to the creation of regional spaces for international competitiveness and is inserted into the challenge of responding objectively to the expansion of knowledge in tourism. In this sense, there is a lack of an assessment in the discipline and its training, in contrast to the growth of the sector and the dynamics of globalized education. This research favors the qualitative approach, a comparative method that correlates and integrates a set of categories that are expressed in a particular way on the continent, in each region or country; as well as in each of the institutions studied corresponding to Argentina, Brazil, Colombia and Costa Rica. The aforementioned categories of analysis are associated with the emergence of the programs, themes, historical perspective, contextualization of the programs, competencies, which allow determining their particularities and their conformation in regional spaces. The educational offer shows similarities in the construction of programs in accordance with development policies, focused on areas of tourist influence, and demanded by the needs of the sector. The topics addressed, the

skills developed and the graduation profiles are differential and attend to the particular characteristics of the institution, inferring a relationship with the research scopes and the trajectory of the professors. It was possible to show that the studied programs respond to the needs of the country where they are developed, and to the evolution and paradigms of national tourism, however, they are projected towards an education with international competitiveness that seeks to respond to the development of global competencies from a vision particular and subjective oriented more towards the sector and devoid of a prospective reflection of the tourist activity.

**Keywords:** Tourism training, postgraduate training, competencies, educational regulations

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## **Cosmopolitanism and Derrida's Hospitality Approach: Sketching the Boundaries of Tourism and Migration**

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**Abstract:** This study aims to examine a critical review of cosmopolitanism theory and Jacques Derrida's hospitality approach. It highlights the rights of tourists to visit a destination (right to visit) and the rights of migrants to reside in a host country (right to reside). The objective of this research is to explicate the sketching of blurring boundaries between tourism and migration by considering Adele Ladkin's determinants, motivations, and impact factors that lay behind migration-tourism employment relationships. So far, industrial relations that cover the tourism sector and migrants as employees in the hospitality sector have been reconstructed by a circular and systematic mobility structure. In this framework, local tourism governance has a significant influence on tourism employment, effective industrial relations, seasonal and contract-based employment of migrants, and talent partnership programme that was announced in the New Pact on Migration and Asylum. The research outcomes shed light on the tourism-migration nexus, cosmopolitics of locality and hospitality, and tourism governance at the local level. It attempts to solve the riddle of intertwined aspects of migration and tourism governance. The research findings highlight the interconnectedness between the

critical discourse of Derrida's hospitality/cosmopolitanism approach and migration/tourism governance at the local level. Six intertwined domains of migration governance index and tourism governance were developed with respect to Derrida's hospitality/cosmopolitanism approach and local migration/tourism governance in terms of individual and institutional actions: (1) Migrants' and tourists' rights; (2) Whole-of-government approach and stakeholders; (3) Partnerships, collaborations, and consensus-building; (4) Well-being of migrants/tourists and funding opportunities; (5) Mobility dimensions of crises and capacity-building; and (6) Safe, orderly & regular migration. A critical philosophical discourse analysis was used in the context of an interdisciplinary perspective.

**Keywords:** Cosmopolitanism, Derrida's Hospitality Approach, Talent Partnership Programme, Local Tourism Governance, Right to Visit, Right to Reside

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## **Sustainable Tourism Development in the Red Sea of the Kingdom of Saudi Arabia: Threats and Opportunities**

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**Abstract:** Sustainable tourism is the process by which a society engages in tourism activities with considerations of the impact of the tourism activities on the environment, the social aspects of the society, and the economy (United Nations World Tourism Organization, 2016). In fact, this is an interesting topic because it studies the importance of managing sustainability in tourism, which is a very wide industry in the world today. The social, economic and environmental impacts of tourism form a basis of discussion when it comes to the study of sustainability. In most countries, the impact of tourism on the social and economic aspects of the society is admirable (Alyusuf, 2019), an aspect that explains the reason behind increased investment in the sector. However, there are concerns over the impact of tourism on the environment. All these aspects have raised various debates, all of which are refutable. According to the Saudi Commission for Tourism and National Heritage (2017), Saudi Arabia is looking forward to nature-based sustainable tourism expecting 20 million tourists by 2020 (Scth, 2017). Attracting tourists through its beautiful marine environment and beaches is both advantageous and disadvantageous. The advantages are to bring business, invite

foreign investors, increase population and bring employment to job seekers (RDC, 2020; NEOM, 2019). However, the disadvantages are economic problems, and environmental issues (Madkour, 2015; Mohamed, 2018; Farag, 2019). This paper is going to analyze and criticize “Sustainable Tourism Development in the Red Sea of the Kingdom of Saudi Arabia: Threats and Opportunities, through focusing on the impact of tourism on the sustainability of the economy, social factors, and the environment. This study is based on secondary data collected, which means that the researcher has gathered data from other scholars using the interpretive social science paradigm.

**Keywords:** Red Sea, Sustainable Tourism, Environment, Threats, Opportunities

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## **Antecedents of a Sustainable Small and Midsized Enterprises in the Tourism Sector of a Developing Nation**

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**Abstract:** The main purpose of this present study is to elucidate the potential factors that have sustained the small and medium enterprises in the tourism sector in a developing nation like Ghana. Having considering the developmental contributions from the SMEs in the tourism sector to the nation, is it extremely important to dissect this course. The sustainability of SMEs in the tourism sector has always become an issue of discussion. It is of this course that the researchers took the step. A questionnaire of 102 responses was therefore received from the employees of the selected SMEs in the central of the country out of the 120 administered. A quantitative approach method was therefore deployed for the study. The selection of the respondents for the data collection was by non-probability sampling technique specifically convenience sampling. A PLS-SEM software version ADANCO 2.0 version to use in data analysis. Consequently, the present study is beneficial to both industry players or policymakers in the sector of tourism among SMEs and has a valuable contribution to the literature by adding more knowledge positively to the positive factors contributing to the sustainability of tourism in developing nations using Ghana.

**Keywords:** Sustainability, Small and medium enterprise (SME's), Tourism, Developing Nation

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## The role of Higher Education Institutions in Promoting Academic Tourism

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**Abstract:** Given the increase of student mobility in Europe, many studies have focused on the motivation factors for choosing destinations or the outcome of mobility experiences. However, less attention has been given to academic tourism, a booming sector in the past few years, and its repercussions, especially from the point of view of Higher Education Institutions (HEI). Moreover, international students when choosing their host university abroad are beginning to resemble tourists' choices of vacation destinations. Thus, the quality of universities plays an important role in the decision-making process, but students may be evaluating it through the image of their host countries. This study examines the internationalization strategies to promote academic tourism by HEI in Porto. The research method of this study is qualitative, and the semi-structured interviews were analysed using the Grounded Theory (GT) technique. Details are provided about the strategic development of the HEI as well as the academic, touristic, and cultural activities organised by them. The findings suggest that tourism activities are carried out essentially at the beginning of the mobilities, but external participation is more encouraged by the HEI. The increase of tourism in recent years and the revitalisation of the city of Porto excuse the lack of initiative of the Institutions which, nonetheless, acknowledge the extreme importance of tourism promotion to foreign students. Therefore, opportunities to develop partnerships with local touristic entities and associations are not yet well explored. This research contributes with useful information for tourism policy-making by local entities and to other HEI who might be developing a strategic plan to work with future mobility students.

## **The Impact of Covid-19 in Restaurants: Take away and Delivery, the Consumer's Perspective**

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**Abstract:** Take-away and delivery were already being used by the restaurant business in Portugal prior to Covid-19 as a way to increase sales and profitability. The early days of the pandemic with an almost complete lockdown had a huge impact in the restaurant sector as all restaurants were suddenly forced to close. That led to a vast majority of restaurants reinforcing their already existing take-away and delivery operations or starting to operate that way. In order to better understand the relationship between consumers and take-away and delivery services provided by restaurants, a research was conducted to assess the degree of use of these services. The research took place between the 9th and the 25th of April by means of an online survey resulting in 448 valid responses. The majority of the responders (69%) already used these services prior to Covid-19 between 1 and 3 times a week. On the other side, 28% said that they had never used take-away or delivery. During the pandemic, 53% claimed not to use take-away and delivery services whilst only 45% said they were using it 1 to 3 times a week. When questioned about their future intents after the pandemic, 72% predicted they will use take-away 1 to 3 times a week. Within the consumers that use take-away and delivery, 22.5% spend less than 10€ per order, 54% from 10 to 20€ and 23.5% spend more than 20€. Preliminary results show that despite the fact these services were already being used prior to Covid-19, frequency of usage is on the rise, foreseeing significant growth for take-away and delivery in the near future. Data also seems to indicate that this phenomenon is not specific of big cities and urban population and could become an overall trend. Restaurants should develop/adapt their menus to cater to the specific needs of these services and invest in consolidating their presence in the take-away and delivery markets as it can become one of the most important revenue sources.

# **Deciphering the Socio-Economic and Environmental Impacts of the Covid-19 Pandemic on South Africa's Tourism: A Conceptual Reflection**

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**Abstract:** This study seeks to contextualise the potential socio-economic and environmental impacts of the COVID-19 pandemic on South Africa's tourism ecosystem. The dusk of 2019 and dawn of 2020 saw the world wake up to an unprecedented exposure to a hitherto little known virus attack – the COVID-19 global pandemic. The rapid evolution and spread of the virus, and, its risk profile led to governments around the globe adopting strict interventions aimed at containing the spread of the virus while mitigating its impacts on their citizens. In South Africa, the government declared a national state of disaster, and instituted national lockdown measures which led to most economic sectors and operations coming to a standstill, except for those in essential services. Tourism, a non-essential service was consequently grounded. Due to the novelty of the Covid-19 pandemic, both in scope and nature, very limited empirical enquiries have been undertaken on the potential effects of such a pandemic on tourism. By adopting a critical review of existing academic and industry rhetoric, this study adopts an exploratory focus on some key debates around the potential ramifications of the Covid-19 pandemic on South Africa's tourism economy. While using the reviews to gauge the potential spill-over effects of the Covid-19 crisis, the key discussions, debates and stipulations will be articulated in the hope of contributing towards development of conceptual tenets for future empirical investigations around the impacts of the Covid-19 pandemic, or similar pandemics of this nature to tourism ecosystems as well as laying the framework for proposing mitigating actions and strategies.

**Keywords:** COVID-19 pandemic, tourism impact, recovery, resilience, South Africa.

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# Price Determinants of Porto's Airbnb Listings

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**Abstract:** Nowadays, the important role of the sharing economy in the tourism sector leads to an increase, day by day, in the number of people involved as hosts or guests. Such a dynamic provides for tourists from all over the world a feasible alternative to traditional services, permitting them to customize their trips and to enrich their experiences interacting with locals. Therefore, important platforms like 9Flats, Fairbnb, Airbnb, or Expedia entered the industry. Of these, Airbnb, a pioneer in peer-to-peer accommodation, has become since 2008 the most important player at the global level with a significant influence in the market. The growth of Airbnb platform motivates the present study on the factors influencing the prices established by hosts for their listings in Porto, Portugal. In 2018, Portugal was one of the countries included in the top 10 countries that faced a direct economic impact from Airbnb, the hosts' income and estimated guests' spending were \$2.3 billion. This paper aims to build a hedonic price model for Airbnb listings in Cedofeita neighbourhood, the city centre of Porto, to identify attributes that influence the room price significantly using WLS regression model. The paper analyses the influence of different categories of factors on the average daily rate (expressed in EUR from a double perspective: before (2019) and during COVID-19 (2020)). The categories of variables taken into consideration highlight the listing's reputation, the listing's characteristics, the listing's location, the rental policies, and the hosts' behaviour. The results of our study showed that Airbnb guests pay more for space, privacy, and quality, the pandemics having no effect on these criteria. The size of the property decreases in impact because of lower demand, while the guests' focus on safety and security decreases the role of rental policies (instant book enabled, cancellation policy) and response time. Guests search for guarantees, trust, and good reputation representing the major criteria used to choose a listing – seniority and superhost status having a higher impact on price during COVID-19 than previously.

**Keywords:** Airbnb, COVID-19, hedonic pricing, host characteristics, weighted least squares (WLS)

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## **‘Front’ And ‘Back Regions’ in Historic Housing Tourism: Spatial Segregation and Proximity in Host-Guest Interaction**

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**Abstract:** Goffman conceived a division of social establishments which he called region. A region for him was any place in some way limited by obstacles to perception. He distinguished two regions: ‘front’ and ‘back’. In turn, MacCannell applied Goffman’s classification to tourism. According to him, tourists show a special fascination with the ‘real lives’ of others. These ‘real lives’ can only be found in the back regions. MacCannell argued that, in the face of an influx of mass tourists, host communities seek to protect and isolate their culture by creating back regions. In these, the natives continue their significant traditions outside the eyes of tourists. Conversely, it is in the front regions that the natives perform a limited range of activities for tourist audiences. The tourism front region (or front stage) is, therefore, the place where hosts and guests meet and the tourism back region (or backstage) is the place where the hosts retreat, during the performance interval, to relax and prepare. This study aims to demonstrate the applicability of this concept to the interactions between hosts and guests that occur in Historic Housing Tourism (HHT). The results presented here emerged from a qualitative study in which 53 homeowners of HHT units were interviewed. The technique used for data

collection and analysis was Grounded Theory (GT). In this study we found that, in the first phase of implantation of the HHT, which we called *improvisation* (1980s in most houses), the propensity for informalization was more evident. At this stage, there was a tendency to transform almost every region of the house in backstage. In the current phase of implementation of HHT, which we called the *professionalization*, formalization begins to acquire more and more importance. Hence, there is a tendency to erect more pronounced front regions and there is less fluidity between regions than in the improvisation phase. From the theory that we developed, using GT, two properties of HHT emerged which we named 'segregating' and 'approaching' that brought an empirical confirmation to Goffman's theory. Spatial segregation is, thus, a means of preserving the intimacy of the HHT unit's host family. In an interdisciplinary perspective, this study presents preliminary contributions in the management of historic housing tourism and tourism management (e.g. companies and destinations perspective).

**Keywords:** back region, front region, staged authenticity, Historic Housing Tourism, Grounded Theory, post-tourism

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## Digital Technologies to Minimize the Impact of the Covid-19 Pandemic in Restaurant Sector

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**Abstract:** At the end of the first quarter of 2020, there were signs that the year would be with many difficult challenges. The emergence of a new pandemic, a coronavirus (SARS-CoV-2), known as COVID-19, shivered the planet, in many ways, from personal to professional, economic and financial, affecting everything and everyone, causing a general quarantine around the world. The restaurant sector was no exception and following this unexpected situation, this study aims to

understand how information and communication technology (ICT) is being used in the sector and how it can help to respond to its current needs, without neglecting public health and avoiding insolvencies or dismissals, looking for digital solutions that can guarantee the efficiency of the sector, always respecting the customer's experience. Therefore, a study is proposed to analyze how ICT can contribute to the recovery of the restaurant sector and how it can be incorporated, having as the main question "How can technology be used to minimize the impact of the Covid-19 pandemic on the restaurant sector?". A qualitative methodology was applied to the present study, having as sample several restaurants, in the north of Portugal of different types, to better understand how the introduction of technologies has been done, the impact of COVID-19 in ICT adoption and the actual needs on digitalization and technology, both in service and delivery and in internal and external communication. As preliminary results, we can identify some reluctance to introduce technologies and digitalization in the sector, with much to be explored in the sense of digitalization. We also verified that the biggest investments in this direction are on billing and on Enterprise Resource Planning systems. Furthermore, this study also presents some proposals for digital solutions that can assist this sector.

**Keywords:** Technology Innovation, Restaurant, Digital Transformation, Restaurant Digitalization, Covid-19

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## **Sustainable Tourism and Female Empowerment: The Case of Marine Tourism**

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**Abstract:** Marine tourism represents an innovative tourism typology that, responding to the diversification needs of professional fishing activity, provides a new alternative tourism product. The objective of this communication is to analyze the innovative entrepreneurship of women in the framework of marine tourism as a territorial development initiative that in turn promotes a sustainable economy based on blue growth and the development of endogenous resources. This

exploratory-descriptive research aims to give visibility to the work carried out by women in coastal areas as well as their contribution to tourism innovation and social and economic development. To achieve the objectives, secondary information has been collected with qualitative-quantitative data and primary information through a qualitative study through in-depth interviews with 10 women entrepreneurs in the tourism field in Galicia (Spain).

**Keywords:** marine tourism, female entrepreneurship, fishing sector, local development, Galicia

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## **Investigating the Emerging COVID-19 Research Trends in Tourism: A Systematic Literature Review Approach**

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**Abstract:** COVID-19 is a health crisis of incalculable proportions and never comparable, so it will, according to forecasts, be responsible for the most serious global economic crisis in recent decades (IMF, 2020). Projections state that economies that are more dependent on tourism will be more susceptible to escalating unemployment (OECD, 2020). Tourism is the set of lawful activities developed by visitors due to their travels, the attractions and the means that originate them, the facilities created to satisfy their needs and the phenomena and relationships resulting from both (Cunha, 2010). We conduct a systematic literature review using an integrative synthesis of published peer-reviewed literature on tourism and leadership. Our search in web of science databases identified 122 publications on this topic of several research areas. Our review of these articles addresses the following 2 questions: (1) What kind of studies have been developed on the topic? (2) What is the possible relationship between the literature review about tourism and COVID-19? (3) what are the most used words in studies that address the impact or effect of covid-19? To answer these questions, we use a systematic literature review with bibliometric methods of co-word analysis. We conclude that relationship between tourism and COVID-19 seems to be on the

research agenda, particularly, studies about the impact of COVID-19 on tourism activities.

**Keywords:** Tourism; Covid19; Sars-Cov-2; Trends; Systematic Literature Review

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## **Wine Tourism and Digital Marketing Strategies in the Vinho Verde Region**

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**Abstract:** Wine tourism has assumed an important role in the increase of the tourism sector and in the development of wine regions in Portugal and around the world, becoming a strategic segment to reach a target motivated by the wine and gastronomy in a rural environment. This exploratory study aims at defining wine tourism and digital marketing strategies, for the elaboration of a proposal of actions to manage the development of the wine tourism segment in a rural tourism accommodation, in the category of agritourism, located in the Demarcated Region of Vinho Verde, in the north of Portugal. In a first moment, a characterization of the rural tourism accommodation was made. Through the application of semi-structured interviews, a qualitative and exploratory study was carried out on 12 companies adhering to the Vinho Verde route with activities similar to the rural tourism accommodation in study. This study enabled the knowledge of demand and supply, before and after the pandemic declaration by COVID-19, as well as the current and future challenges of the sector in the Vinho Verde Region. The results show us that there is still a long work to be developed in the Vinho Verde Region, with half of the interviewees only providing wine tasting activities and visits to the vineyards and winery, showing that there is a big lack in differentiating activities. According to the results, the importance of the contribution of the wine tourism segment is emphasized as a strategy to reduce seasonality and consecutively it is becoming an important source of revenue. This study resulted in the elaboration of a strategic plan, composed by a set of wine tourism activities, creation and adherence to new sales channels, communication and dissemination channels

(offline and online), with the objective of decreasing the tourism seasonality all over the year and as a consequence increase the revenues and the reputation of the rural tourism accommodation in the region where it operates, also making a positive contribution to the development of wine tourism in the Region of Vinho Verde.

**Keywords:** agrotourism; wine tourism; digital marketing; rural tourism; Vinho Verde Region.

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## **Hotel Distribution: The influence of Online Travel Agencies on Porto and Northern Portugal Hotels**

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**Abstract:** This research aims to understand the influence factors of Online Travel Agencies (OTAs) to book accommodation in four- and five-star hotels in Porto and Northern Portugal, as well as to understand their role in the profitability of each hotel. Online distribution is a necessity for hotels, either to reach higher clients' numbers or to give visibility to the brand. The presence of OTAs can cause a dependency of the hotels on these intermediaries, so it is necessary to understand the influence that OTAs have on hoteliers, as well as to understand if they have strategies to capture direct reservations. In this present research, the quantitative methodology was chosen, and the data collection instrument was the questionnaire survey. In a universe of 150 hotel units, 55 valid questionnaires were obtained. Exploratory factor analysis was used to define the weights and to construct the index of the influence of OTAs on hotel units. Data collection confirms the influence of OTAs on hotels and the hotels consider OTAs to be essential for maximising occupancy and revenue and as a way of reaching more customers.

**Keywords:** Online distribution, OTA, four- and five- star hotels, Porto and Northern Portugal

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## **Nanny, Laissez-Faire and Somewhere in Between: P2P Hosts in Jamaica**

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**Abstract:** Peer to Peer hosting uses the home as the site of commerce and has grown in popularity in Jamaica. While the value proposition seems to be simple, it requires hosts to make choices about the roles that they will play in the guest experience. This study of 10 Jamaican hosts determined that most were opportunistic – seizing upon the prospect of entering the tourism sector with minimal investment. As P2P platforms have few rules or requirements, hosts had significant flexibility in how they chose to offer their accommodation space and two distinct types of hosts were identified. Nanny hosts were very involved in the lives of their guests and were often proactive in establishing friendly relationships with them and helping to shape their stay. At the other end of the continuum was the laissez-faire host who had minimum involvement in the guests' stay. Many chose to become quite engaged out of a desire for self-validation and to safeguard their guests, and did so at the expense of their financial wellbeing.

**Keywords:** P2P; Hosts; Airbnb; Jamaica

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# Representing Film Elements Everywhere': The Place Branding Campaign in Film-related Tourism Destinations

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**Abstract:** The journey that people undertake when visiting film-related locations in person can be generally described and defined as 'film-related tourism' (Hudson and Ritchie, 2006, p.256; Connell, 2012, p.1009; Beeton, 2015, p.9). With the popularity of film-related tourism and the boost of film locations around all over the world, an increasing number of film-related tourism destinations highlight local film elements in their place branding and marketing campaigns, which can also inject new vitality in their place images and attract more tourists to visit. Scholars in media, cultural, and tourism studies are also exploring the relationship between media tourism management and destinations' place branding campaign in order to examine the ways media tourism can be utilized to enhance brand destinations' place images. This paper will use the Chinese town of Hengdian, location of the world's largest film & TV shooting base Hengdian World Studios where media crews are allowed to film their screen works and tourists are allowed to experience film-related tourism, as a case to show how the film-related tourism destination integrates local film elements into its place branding and marketing campaign. Applying ethnographic approaches and interview techniques, in this paper, the author's personal experience and observations in Hengdian and the results from a face-to-face interview with Hengdian's governmental destination branding institute, will be drawn upon for discussing as to (a) what tourists can see and experience at a film-related tourism destination; (b) how local film elements are represented to tourists; and (c) how, as a film-related tourism destination, Hengdian utilizes film elements to manage its place images and further develop its tourism industry. Discussions in this paper can show the interrelationship and inter-relevance between media tourism industries and tourism destinations' place branding campaigns and strategies. This paper is committed to contributing to the academic researches about how media tourism destinations brand and market themselves with the local media elements.

**Keywords:** Film-related tourism, film tourist, tourism industry, destination branding campaign, Hengdian World Studios, ethnography

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# Leisure Practices of Portuguese University Students in Confinement Caused by the COVID-19 Pandemic

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**Abstract:** Leisure and tourism practices have been receiving more and more attention due to their importance in postmodern society. The present study aims to understand the leisure activities of Portuguese university students during the period of confinement caused by COVID-19 pandemic. This context gives relevance to the analysis of the impacts and changes regarding leisure activities that, in some way, also suffered conditioning. There is no doubt that social isolation has had an influence on people's ability to manage their emotions, their routines and, consequently, there were also some effects on physical and mental health. As a result of the objectives and characteristics of our study, we chose a non-probabilistic "snowball" sampling modality, with the application of an online survey. The responses of the participants (n = 313) were studied from a quantitative approach, investigating leisure practices during the defined period and their sociodemographic characteristics. The results show that most of those who responded do, with some regularity, practice physical exercise in their homes (36.1%). Regarding their free time, the inquisitees watch movies or series (53.4%), listen to music (67.7%), and are busy with domestic tasks (44.4%). Shopping (32.6%) and bricolage activities (50.8%) are, however, not a considerable part of the occupation of their free time. These results may be related to the fact that our sample is composed by university students and these activities are not part of their daily routines. The actuality of this topic makes it even more relevant at this time, when tourism and leisure activities were largely limited. By analysing and knowing the behaviour trends in these types of contexts, you can predict options regarding well-being in future situations.

**Keywords:** active life, COVID-19, leisure, well-being, behaviour,

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# Human Resources in the Housekeeping Department: A Case Study

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**Abstract:** This study is focussed on the human resources of the housekeeping department in the hospitality industry. Our aim is to understand what are the main characteristics and aspects of the housekeeping department that affect the most their workers. The main goal is to acknowledge their feelings, difficulties, needs and main battles during their working hours. Their motivation and wellbeing have a major impact in their productivity and efficiency, that consequently impacts quality of service, guest's satisfaction, and company profitability. Having this kind of information, provides to the companies the opportunity to define better operative strategies and human resources programmes. Although its importance, the deserved attention is not often given to this department, even academically there is not so much information. In this sense, a qualitative study was done, through a semi-structured interview with 5 employees from different hierarchical levels related to the department. The results of this study suggest that, the lack of a leader in the department impacts the quality of service and the working environment among employees. Even though housekeepers recognize their importance, they feel that they are not given the material and conditions to provide a better performance with less sacrifice. It is a very demanding department, physically and psychologically, which impacts workers motivation and health.

**Keywords:** Human Resources; Housekeeping; Continuous improvement; Hospitality

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# Reengineering the way Tourists Interact with Heritage: A Conceptual IoT Based Model

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**Abstract:** Tourism is an information-intensive sector and today's tourist is hungry for information about everything that surrounds him and is increasingly demanding about the mechanisms that are made available for access and interaction with information. This new reality requires rethinking many of the existing solutions. In this context, the Internet of Things (IoT) is revolutionizing the way we think, design and implement Information and Communication Technologies (ICT) solutions for the tourism sector, opening up unprecedented opportunities in terms of how we can provide information and services. This new reality is enabling reengineering the interaction-process between tourists and its surrounding space. For heritage spaces, typically visited by countless tourists, there is an opportunity to rethink the entire process of supporting the interpretation and fruition of heritage, carried out by tourists. In order to understand how this reengineering can be carried out, a review of the state of the art is carried out with regard to how the IoT has been applied in the context of tourism. Then, the methodology that governed the creation of a conceptual model based on IoT is clearly defined, capable of transforming the way physical spaces of tourist interest can be interpreted and how their fruition can be improved. Particular importance is given to the contextualization of the experience, since the information provided must be adjusted to the visitor, according to their profile, which may necessarily reflect different types of interest or prior knowledge about the space. Finally, this article presents a conceptual model where its components are described and where it is discussed how the model can transform the experience of visiting touristic spaces and how tourists can access information and services that entities promoters of these spaces wish to make available. In the dissertation carried out, important aspects of the model and the gains it may generate for the revitalization and promotion of heritage are discussed.

**Keywords:** Tourism, Heritage interpretation, IoT, Cultural consumer, Model

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## **Clustering the Sharing Economy in the Philippines: The Gaussian Graphical Approach**

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**Abstract:** The study utilizes robust neural network mechanisms to analyse and predict Filipinos' sharing tendencies of capacity-constrained resources on sharing economy platforms. Specifically, it underscores insights that supplement marketers' efforts in the peer-to-peer accommodation sector by clustering various groups with their preferred choice of shared resources. The literature answers market related gaps in the implementation of sharing economy enterprises in the tourism industry by advising possible avenues of consolidation. The investigation leads to further discourse by experimenting with demographic level data to split the market into groups for service design and delivery. The paper attempts to contribute to the existing corpus of knowledge by introducing machine learning algorithms in the sharing economy perspective.

**Keywords:** L83, C45, M31, Z31

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# Thematic and Spatial Synergies in the Culinary Tourism in Poland

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**Abstract:** The focus of this paper is on the spatial and thematic synergies within the area of culinary tourism. The method adopted is based on secondary sources and includes in its first phase recognition of traditional basic culinary products certified by the European Union for Polish provinces. Then it is followed by the research on other culinary tourism products in the relevant regions such as: traditional receipts, certified shops, events, museums, and routes. Two basic assumptions are made. Firstly, the research focus on the area officially recognised in the certification process of the Protected Designation of Origin and Protected Geographical Indication labelling (spatial synergy). Secondly, all the products are linked thematically to the certified product identified in phase one (thematic synergy). As a result, the list of such assemblies is obtained, presenting their spatial distribution in Poland. To recognise both the degree of the formality of the process of cooperation and the stakeholders involved, the method of case study is used for the most advanced assemblies of products selected from the list. The results prove that although the process of creating such thematic-spatial assemblies among culinary products is already on its way since only one certified product from 34 identified was lacking any sort of linkages, still it is not very advanced. Only three primary products display a range of at least four or five types of secondary products linked thematically, while another group of nine proves to have at least three of the types connected. Moreover, the leadership is most often provided either by the group of certified producers (horizontal linkages prevailing) or local governments, and the cooperation among stakeholders is rather informal in character. In the process of especially event creation, these are also local or regional tourist organisations that play a supportive role.

**Keywords:** culinary tourism, assemblies of culinary tourism products, PDO, PGI, spatial and thematic synergies

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# Lecturer Perceptions of Secondary Vocational Tourism Education: A case for South Africa

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**Abstract:** This paper will build on previous research done at Masters level on the relevance of the National Certificate Vocational (NCV) tourism programme, secondary education, for the South African tourism industry in terms of the employability and skills required by tourism students to work in the tourism industry. It incorporates the NCV lecturer-perceptions on the success of the NCV tourism programme, using data from 2017. The NCV tourism programme was introduced in 2007 at Technical, Vocational Education, and Training colleges (TVET) in South Africa. This TVET College sector has a growing role to play in the provision of the intermediate-to higher-level skills required to support economic growth and development: both Portugal and South Africa need to use this specific secondary vocational system to respond to identified shortages of occupational skills within the South African, labour markets. Data collected from South African NCV lecturers, will address the main objective of this study, to identify current problems facing secondary vocational lecturers, and how these problems can be overcome, in order to make all students employable. Further objectives of this paper are to determine the perceptions of South African Secondary vocational educators, of their respective vocational programmes, as well as to determine possible changes needed to improve these secondary vocational programmes. This paper supports the notion that the South African NCV tourism lecturers could learn from other countries' vocational systems on how to apply vocational tourism education affectively. The original research on the NCV tourism programme was conducted in the Western Cape (South Africa) in 2017, in the form of an empirical survey to gather information using research questionnaires, and this paper proposes the use of both quantitative and qualitative methodologies, and primary as well as secondary data will be incorporated into this paper.

**Keywords:** Secondary education, South Africa, Tourism, Vocational

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# Determinants of User Satisfaction of Online Travel Agency Platforms: A Proposal From Peru

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**Abstract:** *Objective* - The research focuses on the constructs that determine the satisfaction of tourist services through online travel agency platforms. Specifically, the aim of this research is to test whether online travel agency user satisfaction is influenced by the availability and accuracy of information, perceived risk, the quality of the web platform and the consumer's habits and routines. *Design - methodology* - An online survey of users of online travel agency platforms was conducted with a sample of 124 respondents. The instrument was divided into two parts. The first one included questions regarding the demographic profile of the individuals. The second group of questions were focused on assess satisfaction, perceive risk, platform quality, availability of information and users' habit and routines. The constructs were measured using a Likert five points scale. The results were analysed by performing a multiple linear regression using IBM-SPSS-26 software. *Results* - The results show that the quality of the web-platform, the availability and accuracy of information, as well as the habits and routines of users contribute to obtaining the satisfaction of online travel agency users. It was also found that perceived risk has neither a negative nor a positive relationship with satisfaction. *Originality / value* - The results contribute to increasing the knowledge of e-commerce in the tourism sector, allowing the recognition of the key points that online travel agencies should focus on in order to strengthen and increase their level of user satisfaction. Moreover, the results show that online travel agencies should focus on reinforcing the platform quality, availability of information and consider the user's habits and routines to increase the users' satisfaction. In addition, the findings extend knowledge about the relevant constructs for achieving satisfaction. As a result, the perceived risk does not have a negative effect on the user's satisfaction as previous researches showed.

**Keywords:** Perceived risk, satisfaction, web-platform quality, information availability and accuracy, habits and routines, online travel agencies, online-platforms, e-commerce, Latin America

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# Tourism and Short-term Rentals: Spatial Analysis in Portugal and Lisbon Municipality

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**Abstract:** This paper aims to analyze the growth of tourism in Portugal and Lisbon municipality in the past decade, with a focus on short-term rentals. The paper begins with the statistical background on the tourism boom that occurred in Portugal in the 2010s. The central part of the paper is focused on the spatial distribution of short-term rental properties, consisting of two parts: i) observation of the spatial patterns in Portugal, by NUTS II region; ii) analysis of the municipality of Lisbon, which accounts for 22% of all short-term rentals units registered in Portugal. The spatial analysis was carried out in the context of geographical information systems (GIS), in an approach based on spatial statistics and spatial modelling, with research that involves geographic data and big data. Assuming Lisbon municipality as empirical scope, the paper ends with some reflections on the excessive concentration of short-term rentals in urban areas and their positive and negative externalities on urban life. The results suggest that the concentration of short-term rental units in some urban areas may be excessive and cause serious negative externalities that affect the quality of life in multiple dimensions. In the end, this research paper opens a debate about the sustainability of tourism and how to achieve a balance between the positive and negative externalities without affecting the quality of urban life for those who live, work and use their city for everyday life activities.

**Keywords:** Urban tourism; Short-term rentals; GIS; Portugal; Lisbon

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# Tourism in Historic Districts: How do Residents Perceive it?

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**Abstract:** Tourism in the city of Porto, the second largest city of Portugal, has grown mainly in the last decade, which has been accompanied by a growing number of hotel establishments and local accommodation. If, on the one hand, this phenomenon has instigated a rehabilitation of buildings in the historic centre of the city, on the other hand, it may have created pressures on residents, especially in terms of housing. Tourists and residents are actors involved in the tourism sector whose relationship must be studied to achieve a balance between the two to avoid conflict. As a result, this study aims to analyse the social impact of tourism and housing abandonment in the historic centre of Porto, as well as the economic and environmental impacts. To analyse how tourism impacts residents, a quantitative methodology (survey) was followed, which allowed us to understand the residents' point of view. Based on the survey results, indexes of residents' perception of economic, social and environmental impacts were constructed and related to housing abandonment. The results obtained suggest that the abandonment of housing in the historic centre of Porto can be explained by the negative effects of social and environmental impacts of tourism, but not by the economic impact.

**Keywords:** Tourism impacts, residents, local accommodation, housing, abandonment, historic centre of Porto

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# Quality Competition, Environmental Policies and Reputation of Restaurants

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**Abstract:** In this paper, we incorporate environment issues into a quality and quantity competition between two asymmetric restaurants. We apply Game Theory (Game Theory is the study of mathematical models of strategic interaction between rational decision-makers) to study a competition of restaurant industry, defining a three-stage model. We compute the subgame perfect equilibrium, and we analyse the effects of the effects of difference of restaurants' reputation on the equilibrium outputs. As a result, we get that the increase in the reputation difference between restaurants reduces the quality and output of the small restaurant, and increases the quality and output of the large restaurant, being the overall effect an increase in the total quality and the aggregate quantity in the market. Moreover, the increase in the reputation difference between restaurants decreases profits of the small restaurant and raises both social welfare and profits of the large restaurant. In conclusion, restaurants' reputation has an important impact on the environmental deterioration. The effects of the valuation of the environment by the government are also investigated. We show that as the government values more the environment, emission standards are reduced, as well as quality and quantity of meals produced by both small and large restaurants. Furthermore, the increase in the valuation of the environment by the government raises social welfare and decreases profits of the large restaurant, while it is ambiguous for the small restaurant's profits. So, governments have tools they can use to control environmental degradation.

**Keywords:** Game theory; duopoly market; slow food; green environment; restaurant sustainability

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# The Employee Brand Behaviour as a Driver to Convey the Museum Brand Identity

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**Abstract:** The aim of this study is to analyse the behaviour and attitude of museum employees when interacting with visitors to determine the transmission of the museum brand identity through such interaction. To achieve this objective, a qualitative methodology based on participant observation has been used in seven museums and monographic centres of the artist Pablo Picasso in Spain and France. The application of this technique has made it possible to deduce three types of brand behaviour: visual, verbal and emotional brand behaviour. The results highlight the need for explicit brand behaviour in the museums analysed so that the organisation's mission and values reach visitors through employee-visitor interaction. This is particularly important for an increasingly changing and dynamic sector whose management is still in a transition phase between the conservative and the business.

**Keywords:** Museum branding, Employee brand behaviour, Brand Identity, Picasso Museum

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# Porto and New York: Different Expectations for Climate Change and Wine Tourism

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**Abstract:** This paper examines current research into the impact of climate change on wine production and wine tourism, as well as reporting on a set of interviews with wine professionals in the Douro valley of Portugal and the Finger Lakes region of the United States. The literature review and interviews are used to assess the likely impact of climate change on wine production in each region and the expected ability of wine makers to maintain traditional wine styles and grape choices in the face of changing climate. It also explores the possible relationship between traditional wine styles and wine tourism in new and old-world regions. This paper's conclusions suggest the possibility that changes in a traditional wine style would affect wine tourism in a given region. They also conclude that climate change is already affecting traditional wine styles, particularly in Old-world regions of Europe and that wine makers may eventually be unable to sustain a wine style in any region.

**Keywords:** climate change, wine tourism, regional brands, wine reputation, destination choices

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# The Influence of Admiration on Intentions to Visit and Recommend a Destination: The Moderating Role of Negative Basic Emotions

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**Abstract:** This paper analyzes the moderating role of negative emotions triggered during the COVID-19 crisis on intentions to visit and willingness to recommend a destination in order to extend theoretical knowledge on emotions in the tourism field and to offer practical recommendations for tourism marketing managers. It is argued that the negative basic emotions automatically triggered by the crisis will moderate the effect of emotions elicited by cognitive evaluations about a destination. Specifically, we empirically found that anger moderates the effect of admiration on both intentions to visit and intentions to engage in positive word-of-mouth. By analyzing the different appraisal tendency and type of emotions, we provide specific recommendations for marketing strategies and market segmentation. The paper opts for an experimental method conducted in a developing country assessing basic emotions using facial recognition. It is further recommended that managers take into account individual emotional states of their target audiences in order to specify the type of message in tourism marketing campaigns. Future research should empirically investigate the moderating role of consumer predispositions or personality characteristics in order to provide more specific patterns of the effects of emotions in tourists' behavior.

**Keywords:** Basic Emotions, Tourism, intentions-to-visit, WOM-intentions

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# Perception of Local Actors About Tourism Indicator System for Destination Management. Loja Case Study.

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**Abstract:** Indicator systems are tools that allow knowing the actual situation of destinations and create a reference to promote public policies focused on sustainable development. In destination management, the indicator system helps direct and indirect actors in decision-making. In this context, we present the research done in the city of Loja-Ecuador, whose objective is to analyse the perception that local actors have on the system of tourism indicators for its management. Actors representing public and private institutions in the sector held an experts panel to achieve this aim. We used a questionnaire to collect information about three aspects: the system of indicators, the multi-sectoral organisation, and the associativity. The results show that the perception of the actors is favourable towards the system of indicators as a tool to establish strategies and improve management. The actors also state that the sector's organisational structure will contribute to the strengthening of companies and local development and will bring them business and business-to-business profits.

**Keywords:** tourism indicators, associativity, local development, tourism management

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## Hotel Management Curricular Internships – Students' Perspective

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**Abstract:** The importance of Internships in Hotel Management has been a basilar stone in allowing students to access the professional environment they will

embrace after finishing their degree in hotel Management, as well as experiment working positions that may become their career path. Also, as there are sometimes sector drop-outs subsequent to achieving their degree, it allows students to gather if hotel management is their true professional call. To better understand this, a survey was performed to 136 Last Year Students among 22 Hotel Management courses of Higher Education Institutions in Portugal, in order to assess their perspective of the importance given to internships. The results were adjusted to sex, age group and education level and the data observations were assumed to be independent. A significance level of 5% was considered. The findings lead to (i) the students' expectations vs. their actual experience in the curricular internships, (ii) the importance students attribute to internships towards their education consolidation, (iii) students' opinion on internship importance on their CV for employment opportunities, and (iv) their perspective on the internship monitoring and evaluation processes. Internships are open doors allowing hotels to assess students' personal and professional skills, opportunities to post-degree employment, and the implications for hotel managers are that these nearly cost-free internships allow shortening the selection process and cutting costs with wrongful casting. Two principal stakeholders are yet to be consulted, and this will allow insights on each stakeholders' perspective and gaps that may be observed among them, to be further studied and published upon.

**Keywords:** Internship, Hotel Management, Higher Educations Institutions

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## **New Forms of Tourism: A Matter of Neologism Formation or a Reality in the Tourism Practice**

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**Abstract:** The main forms of modern tourism are closely relevant to economic growth of a destination, connection to local and national policies, impact on the environment and interaction with local communities and even with specific social groups. In the same time tourism offers various opportunities to experience many new roles (Lapps and Gibson 2003; Stankov and Gretzel 2021) by adding new ones

like exotic adventures, knowledge sharing, social responsibility, etc. These roles can be performed by each tourist, at different locations and through different tourism forms. In this context, new roles, like any new experience, are result of new patterns. At the same time, they may lead to the establishment of new tourism forms. Today, more than ever, the tourism industry, leisure and hospitality are in a condition of hitherto unknown rapid changes (Sindiga 2018; Gössling, Scott and Hall 2020) and they are threatened by a real risk of collapse. They have to survive in spite of local and national lockdowns. Now, it is the time when tourism suffers the blows of social distancing and unpredictable anti-epidemiological measures. Also, it is a question of survival, which tourism forms shall remain popular and which shall not remain the same. The focus of the present study is on the neologization as a starting point when new forms of tourism are being discussed. The authors apply a parallel approach to the process of new words formation and the establishment of new tourism forms. In both cases, there is time needed for them to turn from a sporadic phenomenon into a common practice. This study dwells on an analysis of some main factors, defined as primary and secondary factors, which the authors relate to the which the authors relate to the major dichotomy present and future of tourism. Thus, this research focuses on the possibility of differentiating the following types of tourism: wedding tourism, glamping tourism and tourism based on local creative industries. The research findings could be of use to academics' investigations on the topic as well as for practical implications and new entrepreneurial activities related to less popular forms of tourism.

**Keywords:** neologization, new tourism forms, wedding tourism, creative tourism, entrepreneurship activities

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# Audience Segmentation and Communicating Towards a Music Festival – The NOS Primavera Sound

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**Abstract:** The purpose of this paper is to highlight the main communication channels to promote a music festival. Music festivals are one of the central drivers for the promotion of cultural tourism and are highly significant for local economies. Understanding the main marketing communication channels, and the most effective way to reach different segments of public, is an essential feature for festival management. To explore this theme, data were collected during the 2018 edition of the NOS Primavera Sound music festival, and then analysed through non-parametric tests. The methodology used was based on audience segmentation considering sociodemographic characteristics and participation engagement. Thus, this paper aims to contribute to this field of research identifying the diverse potential communication channels across different segments of music festival audiences, contemplating also their motivation and global satisfaction levels with the event.

**Keywords:** Music Festival Audience Segmentation, Marketing Communication, Music Festivals, NOS Primavera Sounds, Oporto

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# Hotel Workers' Perceptions on Soft Skills During the Covid-19 Pandemic

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**Abstract:** The hospitality industry was particularly affected by the COVID-19 pandemic, and the hotels that managed to stay in business are striving to remain competitive. Along with the evident economic impacts for the industry, this situation increases the demand on the competencies of hotels' staff, as it caused not only a significant decrease in demand, but also a shift in the needs and expected benefits of the remaining consumers. In this context, to maintain competitiveness, hotels need to not only provide excellent services, but also learn from the situation and adapt, so they can offer a safe, flexible, and enjoyable experience to their customers. This highlights the importance of competencies such as fluency in different languages, digital literacy, communication, interpersonal relationships, conflict management, teamwork, and flexibility. In this context, the present study aims to assess the perceptions of hospitality workers regarding their own competencies. To this end, data was collected through a survey with a sample of four and five-star hotel workers in the Historical Centre of Porto (HCP), Portugal. The number of hotels in the area had been increasing exponentially before the pandemic, which makes this setting an ideal habitat for the research. The data collection procedures took place between April and May 2020. The results point out that workers are generally confident in their own competencies. Digital competencies however, present the lowest level of confidence. The data also shows that essential competencies are rarely provided by the employer. Moreover, the evaluation of workers with a higher education degree only differs significantly regarding linguistic competencies. Therefore, to maximise competitiveness in these times of crisis, hotels need to actively develop their staff's competencies. Additionally, a closer relationship between hotels and higher education institutions is advisable.

**Keywords:** Hospitality, competencies, Human Resources, competitiveness, covid-19

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# Ecotourism Development and its Regional Monitoring. Insights from Slovakia

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**Abstract:** The changing consumer behaviour and growing preferences for purchasing and using environmentally friendly products are influencing destinations to include ecotourism products in their offer. Monitoring and evaluation are essential processes in the long-term development of ecotourism in the destination. The comprehensive set of indicators is an inevitable managerial tool to assess the impact of tourism on destination development. Therefore, the aim of the research is to present a methodology for monitoring the development of ecotourism in a region. The methodology proposed in the case study is derived from the European Tourism Indicators System (ETIS), adapted to the availability of input data at a regional level. The proposed methodology was tested in the Košice region in Slovakia. The article provides recommendation on how and which data need to be collected at the regional level to assess the ecotourism development.

**Keywords:** ecotourism, indicators, sustainable tourism development, regional monitoring, European Tourism Indicators System

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# Innovation and Dynamic Capabilities to Face the Threat of COVID-19: Spain's Hotel Sector Study

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**Abstract:** The aim of this research is to explore the effect of dynamic capabilities on firm performance in Spanish hotels to further expand our current knowledge of management strategies in a turbulent environment. It also embraces novel aspects by linking uncertain changes with the current literature on the COVID-19 pandemic. This research also emphasizes the mediation effect of innovation capability as a key hotel strategy in today's world. The final sample is composed of 212 hotels in Spain. The results reveal a positive and significant relationship between dynamic capabilities and hotel performance, which is mediated by innovation capability (partial mediation effect). The practical implications of this research can help navigate the economic consequences of the COVID-19 pandemic.

**Keywords:** Dynamic capabilities, Innovation capability, performance, hospitality sector, environmental change.

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# Tourism and Covid-19: Figures and Challenges for Spain

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**Abstract:** Tourism is one of the largest and fastest growing economic sectors in the world contributing to economic growth and development in many regions and providing income through job creation. Spain, of course, is not an exception.

Moreover, mankind has a need to travel in order to explore and discover and to live new experiences that, all together, give a new meaning to life. However, the recent Covid-19 outbreak has plunged both national and, specially, international travel. Countries and regions have taken steps towards the reopening of the sector starting in July 2020 but there is no doubt that we are merged in a global tourism crisis. Policy measures to aid and give relief to this situation are put into place by governments and international and regional institutions. Measures are diverse and have worked with more or less success to improve the situation; all of them are aimed to restart tourism supporting travel and, along with promotion campaigns, to boost both national and international demand. In this paper we analyse the situation of the tourism sector in Spain and, specifically, in the Galician region before March 2020 and we compare results and figures with the situation during the pandemic lockdown. In this sense, we analyse the situation of demand, offer and employment before the pandemic and compare it to the situation lived during the Covid-19 outbreak. This paper describes the situation in Spain and Galicia; it provides a descriptive analysis of data and preliminary insights through in-depth semi-structured interviews with different experts belonging to the tourism sector; it is part of a broader project we are working on. The paper is structured as follows. After an introduction, we describe the situation of the sector before the pandemic lockdown in Galicia. Next, section three makes reference to the methodology. Section four presents some of the consequences of the Covid-19 disruption and, lastly, section five highlights the mayor conclusions.

**Keywords:** tourism demand, Covid-19, Spain, statistics, in-depth interviews.

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# Effects of COVID-19 on Academic Conferences and Scientific Events: A Systematic Review

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**Abstract:** The purpose of this article is to theoretically address the theme of conference tourism, to identify the main challenges that this sector faces. It is part of a more comprehensive work that includes studying the impact of COVID-19 on academic conferences and scientific events and the future of face-to-face events. Therefore, in this paper, we present a literature review to support the theoretical basis of the ongoing research work. In the current context, remote communication technologies have replaced physical participation in events. However, it is expected that in the future, as mobility restrictions end and the pandemic is controlled, physical presence at events will also increase. Not only for the character of socialization and personal interaction that is irreplaceable, but also for the opportunities to discover new tourist destinations and to develop leisure activities that physical participation allows.

**Keywords:** Conference tourism; Face-to-face; Remote communication technologies; Destination attractiveness; COVID-19

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# Supply-side Perspectives on Outdoor Tourism in the North of Portugal

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**Abstract:** Nowadays, the tourism sector presents many opportunities and challenges. Outdoor Tourism (OT), due to the unusual situation experienced by the pandemic caused by COVID-19, maybe one of the main opportunities to promote the local development of tourist destinations. Most of the literature developed in this context has focused the demand side. Therefore, the investigation intended to fill this gap, considering the perspective of the supply side, taking into account a vision of sustainable development. To meet this gap, the main objective is to contribute to the characterization of Outdoor Tourism (OT) in the North of Portugal, and understand the potential of OT in the perspective of supply., thirty-eight tourist entertainment companies (TEC) were interviewed to assess supply and perceived customers' motivations. Of the seven Nomenclature of Territorial Units for Statistical Purposes (NUTS), the Northern region was considered to be an area with enormous potential for Nature-related tourist). For the supply side, seasonality and climate were identified as important factors supporting environment preservation. Radical experiences, adventure and getting out of the routine were identified as motivating demand factors, as well as the contact with Nature and the landscape. We have also observed that if we consider the stimulation of the local economy by OT, there is still a lot to do. The evidence pointed to some social imbalance, namely related to employability. Employees were hired according to the evolution of demand, which favours unemployment

and social instability. Also, the tourists/costumers are the main channels of communication of the activities; the word-of-mouth (WOM) of costumers' experiences, personally or through online social media, takes on a prominent role. In this sense, tourists' online reviews, testimonies and word-of-mouth can be optimized through social networks and digital marketing. Finally, to evaluate the region's potential for the OT, the interviewees suggested integrating the players involved with the OT into a single network, supporting the activities and promoting the region.

**Keywords:** Outdoor Tourism, Word-of-mouth, Tourist Entertainment Companies, North of Portugal, Sustainable Development

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## **Virtual Accessibility in European Cultural Heritage: Analysis of the Major Tourist Destinations Websites**

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**Abstract:** In this article, it is evaluated the problem of accessibility to digital information on several websites, and its importance to the promotion of cultural heritage on European countries. The main objective is to understand how institutional web content related to European Cultural Heritage meets the accessibility requirements of the World Consortium Web Content Accessibility Guidelines WCAG 2.0. Through the analysis of fourteen European institutional cultural heritage websites, it was possible to identify strengths, weakness and improvements of each one, from the perspective of any user and those who have, permanently or temporary, limitations. The final analysis revealed several weaknesses that affect the interest and motivations of tourists and other users regarding the diversified cultural heritage and cultural heritage products. Several governmental institutions need a greater effort to make universal accessibility a reality. Failing to comply with the basic principles of universal accessibility will negatively affect the sustainability of cultural goods.

**Keywords:** Digital accessibility, accessible tourism, innovation, institutional websites, cultural heritage, cultural tourism

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# Oscillating Hotel Business-to-Business (B2B) Sales: A Hegelian Dialectic Approach to Understanding the Post-Covid-19 Next Normal

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**Abstract:** Over the last 20 years, total global hotel sales – both B2B and B2C – oscillated. Total hotel sales experienced highs in the 1990s, collapsed on 9/11/2001 and recovered, and collapsed again with a global financial crisis in 2008 and recovered. For approximately the last 12 recovery years, the ascendancy of go-to-market technological sophistication and domination by USA based mega-hotel corporation mergers suggested an ebullient, but ultimately deceptive, permanent era. Then the global Covid-19 devastation struck in early 2020. Given these changes, the purpose of our study is to investigate changes in a specific segment of total hotel sales: B2B corporate *group* meeting sales (i.e. *hotel B2B sales*). Our research question is: “What is the next oscillating change in hotel B2B sales?” One approach in understanding cataclysmic changes in the fortunes of corporate hotel B2B sales may be addressed by the Hegelian dialectic: *Thesis* assailed by *antithesis* and stabilizing into *synthesis*. This resultant *synthesis* becomes the (new) *thesis* and the process repeats itself with a, hopefully, improving spiraling oscillation through successive cycles. The findings of our study can be summarized as: (1) *Thesis* (Stasis) – Pre-Covid-19, hotel B2B sales boomed and had become a highly evolved collaborating and partnering process which linked primary supply and demand including complementary services. Major hotel corporations facilitated these partnerships with relatively high-paid Strategic Account Sales Executives (SASE) and their teams who managed a select key 20% of buyer accounts. The remaining targeted 80% of potential customers were addressed by a less expensive and disaggregated salesforce who were augmented by digital technologies; (2) *Antithesis* (Disruption) – Covid-19 fears and subsequent governmental responses forced hotel occupancies below break-even 50% while virtual meeting technologies became accepted as an economical substitute for face-to-face engagements; and (3) *Synthesis* (Next Normal/Regeneration of a New Thesis) – We predict a shrinking quantity of hotel B2B sales that focus on content-purposed meetings. On the other hand, we predict an ascendancy of hotel B2B sales networking-purposed meetings

that emphasize quality relationship-building experiences. The value/contribution of this study is that it provides a better understanding of changing hotel B2B sales, in view of the evolving body of knowledge, which is the foundation for continued rigorous research. The limitation of the study is that it focuses on USA based hotel corporations selected by the authors due to their global dominance. This study provides a potential guide for future empirical studies.

**Keywords:** hotel B2B sales, Hegelian dialectic, strategic account sales; relational exchange; co-opetition

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## **Academic Training for Adventure Tourism Professionals in Valencia, Spain**

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**Abstract:** In adventure tourism sector, one of the aspects that most concerns the collective is to offer a complete and quality service. For this, human resources are a fundamental component, since a company is defined based on the quality of its workers. This study attempts to analyse the current situation of training in adventure tourism in the “Comunidad Valenciana”. This region is one of the regions of Spain that promotes nature tourism the most. The research analyses the existing training possessed by workers in this sector in order to see if the real needs of the sector are met. In Spain, there are some official qualifications that try to cover the legal requirements requested within the adventure tourism sector. These are sports training (sports technicians and higher sports technicians) and educational training (Degree in Physical Activity and Sports Sciences, Technician in Conducting Physical Activities in the Natural Environment and Higher Technician in Physical-Sports Animation). The priority qualification that guides have is Sports Technician; however, these qualifications do not cover all the existing offer. Of the 67 activities recognised by Valencian legislation, only 26 have a recognised sports qualification. This produces a legal gap in the training of many activities. Besides, the professional training of "Technician in Conducting Physical Activities in the Natural Environment" is the qualification that includes a greater number of modalities within its competences (cycling, trekking, horse riding). So, this qualification offers

greater versatility and allows to act as a guide in more activities. However, this qualification is not common among the group of workers in adventure tourism. This is due to the guides who have this qualification are usually young, with little experience and little training to carry out the functions of an adventure tourism guide. In Europe, professional training is regulated from the field of tourism and outdoor leisure. The aim is to make the training much more specific and acquire skills in line with the real needs of the sector.

**Keywords:** adventure tourism, professional training, activities, Spain

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## **The Azores and Solo Travel: A Segment to bet on**

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**Abstract:** This paper is a case study and aims to study the tourism market segment of Solo Travel, to understand its main characteristics, practices and travel destinations, and how it could be a segment of interest for the Portuguese National market. The mainly purpose for Solo Travel is known different places and have a unique adventure, so the Azores archipelago possesses a plethora of characteristics that are capable of pleasing lovers of this tourism modality. Therefore, the main focus of this work is to demonstrate, through a case study, how the Solo Travel segment can be a bet for the Azores archipelago, exploring the motivations and some benchmarking providing information that can be applied in the field. To achieve the main objectives, namely if the Solo Travel segment is an investment to consider for the Azores, was conducted a literature review and also a comparative analysis between the potential of the Azores and other destinations, which are generally appreciated by Solo Traveller. One of the main conclusions is that the Solo Travel is growing fast, a segment that with the globalization and mass tourism may originate even more participants, being a solitary way of travelling and not looking for an area that is already much explored. The Azores has the natural, social, and cultural resources and the authenticity that the Solo Travellers seek. It is a destination little explored by tourism with numerous areas untouched by human activity, where visitors can experience a contact with nature in its purest state.

## **The Way of St. James: Food Consumption Patterns of Pilgrims**

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**Abstract:** The Way of St. James is in full growth in Portugal, and the pilgrimage route along the Portuguese North Coast has aroused the interest of several tourist agents. The city of Porto is the location chosen by most pilgrims to start this route. The aim of this study is to know the pilgrims' eating habits along the Way of St. James and its economic impact on the territory. A quantitative methodology was used and a questionnaire about the pilgrims' eating habits was applied regarding three different moments of the day - Breakfast, Lunch and Dinner, in three pilgrim hostels ("albergues") of the Way (Porto, Vila do Conde and Caminha) and in a F&B spot. The convenience sample consists of 225 individuals aged between 18 and 73, 70.2% being female. 36.9% of respondents are German and 86.22% are European. 50% of the respondents have a university degree and 61.8% are Christian. The study shows that pilgrims seek to enrich their gastronomic culture by consuming local products. Despite preferring carbohydrate-rich foods with high protein levels, they also worry about eating healthy and choosing vegetarian food. At the beginning and end of each stage, the pilgrims usually ask the Albergue's host for information about spots close to the accommodation, whenever they need to eat. During each stage, they are guided by a pilgrim guidebook, they ask local people and follow street advertising, rarely distancing themselves from the Way. The results show that, on average, pilgrims spend €4.53 on breakfast, €6.46 on lunch and €9.57 on dinner. The total average daily expenditure is estimated at €31.08, meals included. We can conclude that the average daily expenditure of the pilgrims is low, and that the amount spent on food represents about 2/3 of the total average expenditure, emphasising the importance of this topic. According to the sample collected, the pilgrims' food consumption has little impact on local economies. Considering the

growing demand for this route, F&B businesses could take advantage of this study's findings to increasing their turnover.

**Keywords:** The Way of St. James; Pilgrims' profiles; food consumption

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## **Managers' Perception of the Effects of Creative and Industrial Tourism on Industrial Companies**

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**Abstract:** This research aims to understand how industrial managers perceive the entry of tourists into the productive space of companies. More specifically, it aims to analyse the managers' perception of the advantages and disadvantages, in the daily activities of industrial companies and the emergence of new opportunities, of tourists entering the factories. This subject is very little studied, as literature on industrial and creative tourism tends to focus on tourists (their characteristics and preferences) and the impacts of tourism initiatives on local development. The effects for businesses that "open their doors" are still little explored. The article uses a qualitative methodology grounded on case studies, in an exploratory logic, based on semi-structured interviews with managers of two Portuguese industrial companies. The results reveal that industrial and creative tourism can be an enriching experience for both parties - company and visitor. They also reveal that the scale of the impact on the company will be related to its Culture and Strategy. Indeed, the results suggest that the positive impacts of this relationship are greater when the opening of businesses to tourists is aligned with the principles of open innovation and the company creates mechanisms to collect and take advantage of all the added value that this relationship can bring. Otherwise, as industrial and creative tourism is not the core activity of industrial enterprises and it is not aligned with their strategy, it may be seen as a source of "noise" and "disruption" to industrial daily life.

**Keywords:** Creative Industrial Tourism, Open Innovation, Industrial Companies

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# Community-based Avitourism as a tool for Environmental Appropriation

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**Abstract:** Colombia is the country with the largest number of birds in the world, with approximately 1909 species, it also has 83 endemic species. However, the accelerated transformation of natural vegetation cover in Bogotá has affected native biodiversity in some cases irreversibly, originating development of agricultural and industrial activities and the growth of urban areas. Therefore, this research implements community-based avitourism strategies for the appropriation of environmental knowledge in the rural community of Ciudad Bolívar in Bogotá. Community-based avitourism is the activity carried out by bird watchers in the communities, where the communities have the opportunity to appropriate the knowledge of ornithological species and thus develop and provide touristic services as a complementary income to their local economy. To do this, there must be integration and distribution, as well as having trained personnel. This strategy contributes to local development, to achieve social benefits that help to preserve the habitat and biodiversity of its territory. This article has a qualitative approach, through participatory action with members of the community, its development was carried out in three phases, first the recognition of the ornithological species of the territory, second a participatory action research process, and finally, provide actions for the environmental appropriation of the community through a bird course. This allows the community to strengthen tourism based on environmental and sustainable practices, which achieves an ecological transformation for the communities and a greater social appropriation of knowledge.

**Keywords:** Community-based tourism, Environmental appropriation, Birdwatching

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# Green Co-Creation Process in Music Festivals: The Case of NOS Primavera Sound

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**Abstract:** The co-creation process in tourism reflects the way the visitors interact with the product or service, to achieve the desired value. In this participated and active interaction, where a close contact with the reality in question is promoted, the tourist is an actor and a creative agent of his own experience. Touristic activities and, in particular, events, have answered to the appeal of the United Nations Environment Program, concerning developing strategies in order to anticipate possible negative impacts. The objective of this study is to analyse the perceptions of the participants in the NOS Primavera Sound festival regarding the environmental and sustainable proposals and initiatives of the organizers during the event. The data were collected in the event area (Parque da Cidade do Porto) during the three days of the festival, using non-probabilistic sampling technique for convenience. The questionnaires were applied directly and personally by the researchers. The sample analysis (n = 977) was studied using descriptive and inferential statistics, using a non-parametric test to define the characterization of the public's profile concerning the degree of importance attributed to the event's environmental practices. The results suggest that the main reasons for participating in the event (assessed on a scale of 1 to 5) were the festival's reputation (4.25), fun / socializing (4.13), previous experience (4.08) and promoted environmental practices (4.01). About environmental sustainability, the participants had an average value of 4.27 points, showing that the label of the green festival is acknowledged by the public. As a limitation to be overcome in future research, the environmental practices and the relevance / evaluation attributed to each one were not identified. The results obtained in the present study are very relevant for the preparation of this event's future editions. The knowledge of the motivations,

expectations and perspectives of the public of music festivals allows an adaptation, namely, in the communication and differentiation strategies of the event itself.

**Keywords:** tourism, sustainability, music festivals, co-creation.

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## **Cape Town's Township Tourism: A Case Study of Langa**

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**Abstract:** The quest for authentic experiences has become a key expectation by tourists engaging in township tourism. Authentic local culture, lifestyles and customs combine to form part of what the contemporary tourist is looking for, thus becoming a valuable commodity in the tourism industry. However, the notion of 'authenticity' in township tourism is a complex phenomenon because of the subjectivities associated with it. Slum tourism has been widely recognised in many countries as it stimulates economic activity, assists to alleviate poverty, and raise the living standards. Conversely, for host communities to continue benefiting from these tours, the principles of sustainability need to be embraced. The study sought to investigate scheduled tours in a selected township in Cape Town to determine how tourism impacts can be sustained, and offer visitor authentic experiences. To achieve this, in-depth face-to-face, structured interviews were conducted with twenty purposively and conveniently selected residents. The qualitative data was analysed using the constant comparative method approach. The findings revealed that township tours can be sustained when local municipalities, together with the relevant attractions, such as museums, consider exhibiting authentic township life, artefacts and images in the museums. It also notes the importance of training, and support in the form of funding as interventions to transform the tourism industry, and to achieve the targets set by government. This study informs tourism developers to develop policies that will allow for sustainable township tourism.

**Keywords:** authentic tours, authenticity, slum tourism, sustainability, township tourism

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# The Competences in the Digital Era in the Tourism and Hospitality Sector

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**Abstract:** Currently, due to the Fourth Industrial Revolution, the world has been witnessing several changes at the technological level, which have been reflected in the way a society should operate, namely those organizations in the Tourism and Hospitality sector. Thus, these organizations are facing challenges, both in terms of their professionals' skills and in terms of the products and services offered. The main objective of this study is to characterize the changes in the level of skills needed by professionals in the Tourism and Hospitality sector, while bearing in mind their perception of the new challenges brought by the actual Industrial Revolution. More specifically, to characterize the strategies used, and technical and relational challenges that organizations face in this new Era. In this study, the qualitative methodology was assumed, through the realization of semi-structured interviews, to twelve hospitality professionals in the north of Portugal. The interviews were transcribed verbatim and analysed according to Grounded Theory principles. The results of the study indicate that this Digital Era has brought changes to the skills needed by professionals in this sector. In addition to the necessary technical skills to perform each function, personal and interpersonal skills are becoming increasingly important. These skills, compared to technology, add more value, which in turn allows the hotel establishments to differentiate from one another. These findings are really relevant for both professionals in this sector and professionals in education systems. For the former, they can support the management of the business, as well as define the way the organizations operate. Concerning the educational professionals, they can adapt to the needs the sector has, regarding the skills that should be learned and developed throughout the students' academic path.

**Keywords:** Industry 4.0, Human Resources, Skills, Tourism, Hospitality

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# Wellness Tourism: Motivation, Satisfaction and Customer Engagement Factors

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**Abstract:** Wellness tourism is a branch of health tourism that goes beyond traditional tourism by seeking to make a holistic journey through the mind, body and spirit. The objective of this study is to know the relationship between the motivation to choose this type of service, the satisfaction when performing it and its relationship with Customer Engagement. For data collection, a questionnaire divided into four sections was designed and applied to 308 people online. Pearson's correlation coefficient was applied to analyze the results, and it was identified that motivation is related to satisfaction, the latter being also related to Customer Engagement.

**Keywords:** Wellness tourism, feelings, motivation, satisfaction, Costumer Engagement, customers, service

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## A Review on the Development of Hospitality Management Education in Relation to Industry Core Competencies

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**Abstract:** This paper provides a review on the development of hospitality management educational programmes in relation to their capability to cultivate key core competencies for the hospitality industry. Following an extensive literature review on the views of educators, students and hospitality industry professionals, the implications of core competencies development is discussed considering the perspective of effective hospitality management. This study

reveals that there is a need for a paradigm shift in hospitality education to catch up with the rapidly changing world of tourism and properly support hospitality management in their endeavor to develop the right core competencies for the hospitality industry. A new approach is demanded to educate hospitality management students that incorporates current and future trends in the social and technological environment and cultivates the core competencies that are needed by the industry. Moreover, experiential approaches should be used to help students to develop core competencies and skills on embracing a digitally interconnected world.

**Keywords:** Management Education, Hospitality Management, Core Competencies, Vocational Training

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## **The role of Big Data in Monitoring Sustainability of Tourism Destinations: The case of North Portugal Region**

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**Abstract:** Tourist destinations are increasingly aware that achieving sustainability is a demanding, continuous process, which requires constant monitoring of tourism flows and activities. As such, worldwide public and private organizations and institutions have put significant efforts in the development of monitoring systems, aiming at helping destinations to measure their performance and progress over time. Although, applied to cities or destinations, traditional approaches, as statistical data analysis and surveys, are still privileged sources of information, recent approaches to sustainability have adopted the smart concept, focusing on technologies and integration of multiple data sources. Solutions as big data and open data (e.g., IoT, RFID, and NFC), are extremely relevant in the analysis of Tourism, contributing to decision making. However, in spite of the acknowledge opportunities these data sources represent, and some successful experiences can be identified, most destinations still have not attained the desired level of maturity

in this regard. Using a methodology based on literature review, secondary data, and benchmarking of sustainability monitoring systems at European regional level, this paper will identify and analyse sustainable tourism indicators systems and data sources that are at present being used for monitoring tourism in the North of Portugal. Limitations and opportunities for improvement within a sustainability and smart destination strategy will be discussed.

**Keywords:** Smart Regional Destinations, Sustainable Tourism, Monitoring Indicators, Open Data and Big Data, North Portugal region

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## **Landscape Smells and Intangible Heritage: The Porto city**

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**Abstract:** Protecting the urban landscape and heritage in historic cities has enormous value, as well as preserving local memories. Furthermore, it is a crucial tool in planning the territory and in the social and economic development of urban sites with a special focus on cultural heritage. In the context of cultural heritage, the smells related to the component of the visitor's experience plays a key role in marketing strategies and as a booster in the sector tourism. In this sense, the idea of the present work is to consider Portuguese and international students as vehicles of perception of historical sites in the process of monitoring and safeguarding the landscape of the Porto city, in particular the perception of city smells.

**Keywords:** smell, places, landscape, students, Porto

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# The Impact of Tourism in the Restaurant Business: A Case Study in the City of Oporto

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**Abstract:** The evolution of the restaurant business has always been strongly associated with the evolution of the tourism sector. In fact, several authors have identified and described the relationship between these two sectors. Restaurants and gastronomy are a significant part of the local culture and can work as a major touristic attraction. At the same time, restaurants profit from the increase in tourists in a particular market. However, there is few information on how the tourism sector impacts the restaurant business. This study aims to shed some light on how restaurants are influenced by the growth of tourism and how they adapt themselves to this “new” customers. For that, a quantitative study was conducted in the city of Oporto which has been considered for the past years on of the best destinations in Europe and in the world, and that recognition has led to a steady increase in tourism, making it an excellent case study. A sample of 69 restaurants located in the city answered an online questionnaire with questions about restaurant location and characteristics, business growth and response to the increase in tourists at three specific periods in time – 2012, 2015 and 2018. Statistical analyses were performed with IBM SPSS 25.0. The preliminary results showed that most (n=53, 78,1%) of the restaurants were small or medium enterprises, 82,4% were located nearby touristic enterprises, 89,7% were nearby public transport stop and nearby touristic monuments. Regarding the number of foreign clients, there is a significant increase between 2012 and 2015, and a slight increase for 2018. There is also an increase in average selling price of a meal for 2012 and 2018. Regarding seasonality, results showed a higher distribution of customers across the year. The results valued the changes made in the restaurants namely hiring new collaborators with foreign languages abilities. Regarding the differences between historical and non-historical city centre restaurants there were statistical differences in the number of tourists in 2015, the number of tourists and the selling price of a meal in 2018. The restaurants in historical city centre had

more tourists and a higher price. Thus, we can conclude that the characteristics of the restaurants customers has changed overtime and there is a decrease of seasonality associated to this business. The increase in the average selling price of a meal suggest that there is room for restaurants to upgrade their value proposition. Therefore, it is important the business sector follow this evolution and the specific needs of the customers related to this changes.

**Keywords:** tourism, restaurant business, Oporto

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## **Tourism and Nature. An Exploratory Study of the Vale do Guadiana Nature Park 25 Years Later**

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**Abstract:** This article intends to highlight the relationship between tourism and nature conservation, as a significant competitive advantage for the territory of Mértola. The 25 years since the creation of the Protected Area of the Vale do Guadiana Nature Park and the exponential growth in demand for nature tourism in regions of low population density both serve as a line of research that aims to find a future strategy within the themes of sustainability and territorial development. The goal is to clarify how these territorial dynamics can be incorporated in a local development strategy based on the tourism industry, which aims to achieve economic growth through proper structuring, involving all development agents and entities, and the local community. The work herein presented can be classified as descriptive research, insofar as it provides the description of several facts, but also analytical and explanatory research. The knowledge arising from this exploratory study aims to encourage a responsible participation in the strategy that may be created, and facilitate the establishment of an information distribution network focused on the promotion of all nature and landscape richness of the PNVG (Nature Park of Vale do Guadiana). Through this work, it was possible to verify the importance that the PNVG has been acquiring throughout the years regarding the protection of biodiversity and landscape preservation. It has shown that it is

possible to reconcile nature conservation with economic activities, such as tourism, in a low-density territory, as is the case of Mértola.

**Keywords:** Tourism, Protected Areas, Sustainable Development, Planning

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## **The Steps Towards Responsible Tourism: Innovative Digital Education Model Developed in Co-Creation**

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**Abstract:** This paper introduces research about the benefits of co-creation for tourism developers. Taking sustainable development into account, the current situation in the tourism industry and the increasingly rapidly changing work life require flexibility and renewal of education. The competence of tourism professionals is not necessarily being developed and updated at the pace required by the industry. In many cases, tourism employees cannot combine their work schedule with studying. The opposite needs to be done – education needs to be brought closer to work life. In 2019 this was the background for launching a collaborative development of a new education model for responsible tourism as an empirical study. COVID-19 pandemic has increased the value of flexible learning even more. “The steps towards responsible tourism” project is a collaboration between five universities in Finland, co-funded by the European Social Fund. The five partnering organizations formed its formal network with more than 20 tourism-related experts. In the progress of the development work also several less committed actors were involved in the co-creation process. The research question of this study is: What is the value of co-creation for the actors participating in the production of the new digital education model? For this purpose, a case study was conducted. The data collection methods were participative observation by the participating experts, narratives of participants, and project documentation. The research aims at solutions for better support of the co-creation processes. The findings showed three different role perspectives: tourism industry representatives, service providers, and experts participating in the project. Transformative learning was evident in each of the roles. The phenomenon of swarming was also observed,

which suggests openness for several views, self-directed periods and a social interaction period between the participants. It appeared that creativity in performance can be enhanced by facilitators encouraging the development of shared vision and understanding.

**Keywords:** responsible tourism, co-creation, online education model, work-integrated tourism education

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## Motivation as a Lever for Service Excellence

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**Abstract:** In recent years, we have seen a change in mentalities in the way organisations are managed. Day by day, we realize that an organization's human resources are the key to success. In this sense, human resources management assumes an essential position that will allow to achieve levels of motivation and satisfaction of employees central to the performance of the organization. In the hotel sector, we still observe organizations with little focus on human resources management. However, it is from the sectors where this management becomes vital. The satisfaction and motivation of employees are directly reflected in customer satisfaction, compromising the future of the hotel unit. This work aims to understand the impact of the employee's motivation on their performance, according to their perspective. Thus, the method used was the questionnaire survey, addressed to all employees of the InterContinental Porto – Palácio das Cardosas hotel. Data analysis was performed through descriptive and statistical analysis, with resources to the SPSS (Statistical Package for Social Sciences) program. The results obtained did not allow us to observe any direct relationship between employee motivation and performance, according to their perspective.

**Keywords:** Hospitality, Motivation, Human Resources, Customer Satisfaction

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# Assessing Trails and Potential for Hiking Tourism in Northern Portugal

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DOI: 10.34190/IRT.21.060

**Abstract:** Outdoor activities, and in particular hiking activities, are amongst most significant tourism offer in many destinations, becoming even more relevant as COVID-19 pandemic hits Europe. Tourists are increasingly keen to travel to natural, rural and *undertourism* destinations, with a particular interest on Protected Areas (PAs). In order to provide extraordinary outdoor experiences, as hiking, a diversity of trails with certain infrastructure and general conditions, is critical. Yet, little research has focused on evaluating the existing conditions on a systematic approach, and based on specific assessment instruments. This paper aims at building upon this research gap, by proposing the assessment of the trails and the potential for hiking activities, in Northern Portugal, a tourism destination increasingly known for its natural and green landscape, especially vacationed for outdoor activities. Given their well preserved landscapes, and natural and cultural resources, protected areas lend themselves as preferred settings for outdoor activities. Therefore, a comparison of existing conditions, inside and outside PAs will be performed. The assessment matrix employed in this study is original and innovative, constructed based on the analysis of related literature, but mostly with contributions from various professionals of outdoor tourism activities. The results of the assessment process are discussed and opportunities for improvement are identified.

**Keywords:** assessment matrix; outdoor tourism; hiking tourism; Northern Portugal, Protected Areas

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# The COVID-19 Aftermath: A Multidimensional Study on Hospitality Managers' Perceptions

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DOI: 10.34190/IRT.21.062

**Abstract:** The COVID-19 pandemic has brought many constraints to several industries, including tourism and hospitality. Despite its resilience, the socio-economic implications arising from this sanitary crisis have exposed the industry's vulnerabilities and prompted swift reactions from policymakers, stakeholders and managers. This exploratory study aims to determine which dimensions of the hospitality business were most affected by this pandemic and how they responded to this outbreak. Considering dimensions such as "Decision-making", "Health & Safety", "Operations", "Marketing & Sales", "Human Resources" and "Customer Relationship Management", this study is supported by semi-structured interviews with hotel managers, putting forward an analysis based on the perceptions and realities of different hotel categories and operational contexts. Aiming to complement previous and ongoing research concerning the coping mechanisms hotel managers have had to implement when confronted with this unprecedented crisis, it succeeds in identifying key strategic areas and concerns, that are relevant for understanding the current situation, as well as preparing future emergencies and crisis affecting the hospitality business, paving the way for future research within this scope.

**Keywords:** COVID-19, Crisis Management, Decision-making, Hospitality Operations Managem, Portugal

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# Analysis and Assessment of the Tourist Experience in the Peneda-Gerês National Park

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**Abstract:** This article aims to analyse and evaluate the tourism experience in the Peneda-Gerês National Park (PGNP), taking into account four explanatory dimensions of the formation tourist destinations (Identity with Destination, Image of Destination, Competitiveness of Destination, and Loyalty to Destination). This approach introduces the multidimensional concept of a tourist destination, as a relationship between tourists and the places they visit. As a methodology, we prepared an online survey, obtaining a sample of 245 visitors or tourists, submitted to statist analysis that confirmed the interpretation of these four factors in the perception of the formation of this tourist destination. The assessment of the tourist destination and the experience of PGNP is, in global terms, very positive and satisfactory. The reasons for the visit are mostly related to nature, with tourists expressing interest in returning to visit the PGNP. The quality of services, the organization and the structure of the tourist offer was positively evaluated. The results suggested that some demographic variables have a statistically significant effect on the perception of the PGNP, as well as, aspects relevant to the perception and strategic planning of the destination brand. This academic research brought to the discussion four explanatory factors of tourist destinations and contributions to the identification of a set of tourist profiles associated with these endogenous factors.

**Keyword:** Marketing, Tourist Destination, Image, Identity, Loyalty, Competitiveness

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# Strategic Approaches to the Management of Sustainable Tourism Development: The Russian and German Experience

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DOI: 10.34190/IRT.21.050

**Abstract:** Tourism in the modern world is becoming a force that has a significant impact on the environment, economy, and local communities. In many countries, there is growing attention to the issue of organizing recreation and tourism based on the principles of sustainable development. Russia and Germany are at different stages of tourism development; these two countries have approached the awareness of the need for sustainable development in different ways. The purpose of the scientific article is to reflect the experience and identify the features of organizational and managerial support for sustainable tourism development on the example of Germany as a country with an established model of a tourist and recreational system. The research methodology is based on a systemic and structural approach and includes methods of economic and statistical analysis, content analysis of scientific literature and materials posted on the official websites of tourism organizations. The analytical and expert assessment methods applied for definition of the features in the strategic planning of the tourism sector as well. Approaches to solving the problems of sustainable tourism development and fundamental differences have revealed during the research. The main recommendations for improving methods to the organization of sustainable tourism development in Russia presented at the end of this article. The value of the study lies in analyzing the experience of Germany, identifying main differences in planning, financing, and implementing projects in the field of tourism. Based on the example of tourism development in the Altmühl-Donau region, the leading role of the LEADER program and initiative groups (LAG) in the implementation of the principles of sustainable development is determined. The focus of projects, their content, and funding features are analyzed. The research results are possible to

apply for improving the efficiency of tourism management in Russia on the principles of sustainable development at the national, regional, and municipal levels.

**Keywords:** sustainable development, tourism, the model of sustainable tourism development, regional development, sustainable tourism development

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## Meaning of Work Across Different Generations of Tourism and Hospitality Employees

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DOI: 10.34190/IRT.21.031

**Abstract:** This research aims to understand the meaning of work for four generations of employees in the tourism and hospitality sector. A quantitative survey study based on open-ended questions was conducted in 2019. The generations were divided into Generation Z born in 1999 and after, Generation Y born in the period 1980-1998, Generation X born in the period 1965-1979 and the Baby Boomer generation born in the period 1946-1964. The questionnaire was sent to employees of companies participating in an ESF-funded project. The data includes 15 (9.1%) Generation Z, 92 (56.1%) Generation Y, 42 (25.6%) Generation X and 15 Baby Boomer (9.1%) employees in Finnish tourism and food sector SMEs. According to the results of a content analysis, the responses were categorized into four categories, which were self, other, work context and spiritual life. These categories were divided into sub-categories based on the responses. The findings from the Generation Z answers were divided between getting work experience and a regular income as the main sources of meaning of the work. Generation Y, Generation X, and the Baby Boomers reported a balance of work and non-work domains, and the way work improves the quality of their life as the main sources of meaning of work. The social significance of work was an important part of the meaning of work for Generation Y and Generation X. All other generations, except the Baby Boomers, also valued monetary rewards. By taking into account the views of different generations, tools and operating models can be developed to support management, invest in employee engagement and commitment and also enhance well-being at work. In the long term, this will improve customer satisfaction and companies' profitability.

**Keywords:** tourism industry, hospitality industry, workforce, generation, meaning of work, work value

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## **Consumer Behaviour: A Case Study of Crowne Plaza Qurum Hotel, Oman**

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**Abstract:** Over the last few decades, Oman, like other Arab states in the Persian Gulf, has undergone a shift from an oil-based economy to a service-based economy. In order to compete in the international market, one of the signature hotels of the country i.e. Crowne Plaza Qurum Hotel has been increasing its service provision through the integration of modern concepts of business management. The data collection process was based on a qualitative research design and relevant information was gathered through interviews with 10 guests who had stayed at Crowne Plaza Qurum Hotel, Oman. Thematic analysis was used for analysing the gathered information, in order to reach a valid conclusion. The study found that guest loyalty is of utmost importance as it is the base of Crowne Plaza's revenue because modern hotels greatly emphasize on maintaining guest loyalty. The post-purchase attitude of customers was also identified as a core element for building a long-lasting image and brand loyalty.

**Keywords:** Customer Behaviour, Customer Attitude, Customer Intention, Customer Loyalty

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# Tourist Experience and Identity Construction in China's Middle Class

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DOI: 10.34190/IRT.21.006

**Abstract:** Since the implementation of the reform and opening-up policy over 40 years ago, China's growing middle class has become the driving force of the Chinese tourism market. As part of the lifestyle of the middle class, tourist experiences are an effective mode of identity construction. This study conducted semi-structured interviews to analyse the relationship between tourist experience and identity construction within the middle class in present day China, and to explore the Chinese middle-class tourist experience, including sensational experiences, self-discovery through travel and online presentations. The results suggest that the travel motivation of Chinese middle-class tourists comes from the identity crisis they face in daily urban life. Through the experience of travelling, Chinese middle-class tourists can temporarily escape from reality and reflect on themselves more intently. They can also strengthen their understanding of self through interactions with others in exotic places. When appreciating natural, cultural, or historical landscapes, then can pursue inner freedom. During and after travel, Chinese middle-class tourists often present themselves through the Internet, through which they can also construct an 'imaginary community' for interacting with others in the online world. This study supplements research on tourism and China's middle class with an empirical analysis and has practical significance for understanding the behaviour and consciousness of China's middle class and the related development and optimisation of tourist products and experiences.

**Keywords:** Middle class, tourist experience, identity construction, semi-structured interview, network narrative, China

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# **PhD Research Papers**



# Neutralising Responsibility: A Critical Analysis of an Airline's Climate Disclosures

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DOI: 10.34190/IRT.21.114

**Abstract:** Sustainability reporting provides companies with a medium through which they can communicate their non-financial impacts to stakeholders. The airline industry has been much at the centre of the climate change debate in recent years, which is why it is hardly surprising that airlines seek to take a proactive stance in such reporting. This study critically assesses how an airline based in the Scandinavian region constructs sustainability discourse in relation to climate impact in its corporate reporting to stakeholders. The paper uniquely approaches this question by drawing upon thematic analysis combined with an examination of the text's grammatical meanings. Overall, the findings demonstrate that the company's climate discourse is characterised by optimistic forward-looking statements and justifications, realised by techniques of neutralisation, whose purpose is to rationalise and legitimise the company's adverse climate impact. This short paper contributes to the still relatively underexamined research area of airline sustainability reporting by concentrating on the climate disclosures and responding to the lack of latent analysis in this context. This paper's findings are intended to stimulate the discussion amongst academics and practitioners on how sustainability is communicated in corporate annual reporting to make it more meaningful.

**Keywords:** Aviation, Climate change, Neutralisation techniques, Sustainability reporting, Thematic analysis, Transitivity

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# Sustainable Marketing Strategy and the Case of Museums

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**Abstract:** Museums and science centres can be conduits of sustainability knowledge to visitors, employees and the wider community. From a marketing perspective, sustainability has been investigated in the museum context in terms of attracting more visitors, ensuring the preservation of heritage sites and communicating sustainable messages. This project investigates how sustainability can be embedded throughout the museum's service marketing landscape, exploring how museums educate and raise awareness about sustainability issues to internal and external customers. The Sustainability Service Marketing Matrix (SSMM) (Pomeroy and Johnson, 2018) was developed conceptually to offer a framework for organisations to implement sustainability across their marketing and operations. The study investigates the applicability of the SSMM framework, however the focus of this paper empirically investigates if museums and science centres implement sustainable marketing at a strategic or operational level using a qualitative case study method. The organisations investigated are museums and science centres in the United Kingdom that have demonstrated willingness to operate more sustainably via their public documents. Early insights from the data collected from three case studies show that museum marketing practitioners are less involved in the development of the museum strategic direction and are more focused on delivering the messages of those strategies to attract visitors and revenue. This relates to the promotion construct of the SSMM and is important as it demonstrates that these settings don't place high strategic value on Marketing with respect to sustainability. The relevance of this matrix in the context of museums and science centres would depend on the level of cross-function managerial support or increased responsibility for the marketing team to be actively involved in strategic decision making.

**Keywords:** Sustainable Marketing, Service Marketing, Strategic Marketing, Museum Marketing, Sustainability, Museums

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# Integrating the Irish Language into Tourism Experiences: A Study of Linguistic Sustainability

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**Abstract:** Tourism in the west of Ireland has thrived in recent years, attributable to the development of the 2,500 km long Wild Atlantic Way driving route. Gaeltacht areas, defined as regional speech communities where the Irish language is, or was until recently, the vernacular of a significant proportion of the local population, make up 25% of this route. Tourism is a key industry in these communities and is heavily relied upon for local employment, however many significant challenges exist for stakeholders. One of the greatest challenges is the further development of differentiated, place-based tourism experiences that draw tourists into rural regions, inspiring them to stay longer and spend more. A parallel challenge for these regions is that of the language and its maintenance. The current study, which is part funded by Údarás na Gaeltachta, the national authority for the development of the Gaeltacht areas, explores the potential of a simultaneous solution to these challenges in the form of an integrated, sustainably developed cultural tourism product. The Irish language is the key differentiator between the Gaeltacht areas and the rest of Ireland and represents a unique selling point for tourism. Recent government policies have encouraged a bottom-up approach to the language's preservation. However, current national language and tourism development policies fail to recognise the value of integration and their plans rarely reference the Irish language as part of the tourism product. Research exploring tourism development specifically in Gaeltacht areas and the reciprocal relationship between tourism and the Irish language is scarce. Addressing the knowledge gap, this paper aims to examine the potential of a mutual beneficial relationship between tourism development and Irish language maintenance and the interventions required to ensure the future sustainability of both. Data was collected in two phases using a mixed methods approach. The findings highlight the need to clarify the value of the Irish language amongst community and tourism stakeholders, and to employ a holistic approach to language tourism development.

Údarás na Gaeltachta, the semi-state body for the development of Gaeltacht communities will consider the findings of this research in future policy and development plans.

**Keywords:** Language Planning, Language Tourism, Sociocultural Sustainability, Community Tourism, Cultural Tourism

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## The Importance of Learning English for Global Tourism

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DOI: 10.34190/IRT.21.008

**Abstract:** English has long established itself as a global language. In fact, there is an increasing number of individuals who seek to learn this language, particularly in areas associated with tourism in the context of globalization. English has acquired an undeniable importance in what concerns tourism-related areas. In fact, not only in countries where this language is spoken as a mother tongue, but also in many others where it is a foreign language, it is certain that it will be primarily used in communication. This way, all areas focusing tourism should take into consideration that individuals somehow connected to them need to live up to what is expected of them whether being tourists or working in the area sectors, both in Portugal or abroad. Therefore, the fluency in the English language is fundamental, specifically in what concerns spoken and written communication. In fact, having a comprehensive knowledge of English means an investment in a professional and even social position. In fact, it is even considered that, nowadays, in the global market, speaking good English is a skill as essential as using a computer. The present work intends to demonstrate that English continues to be essential in all areas of tourism on a global scale, presenting an analysis of this reality, based on a comprehensive literature review. The learning of this language must be based on a good dose of motivation, requiring a lot of effort to master it. The tourism sector includes several professional activities in various areas: aviation, consultancy; hospitality; event organization; catering; transport; among others. Indeed, in all these functions, English is fundamental, since those who perform them deal directly or indirectly with the public, hence the need for fluent English. In this context, learning this language in an effective way becomes essential for global tourism.

**Keywords:** English; Global Tourism; Global Language; Globalization; Communication; English as a foreign language

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## **Cultural Heritage Tourism and Local Communities: A Multi-Dimensional Influence**

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DOI: 10.34190/IRT.21.109

**Abstract:** In recent years, whether it is archaeological sites or local cultural experience tourism, cultural heritage tourism has become a mainstream tourism method. Not only do people tend to this tourism method, but the tourism market has also launched this kind of plan. However, this has also brought many impacts to the local community, such as the antagonism between economic interests and ruin destruction, changes in local community life and community development, government policies and community adaptability, etc. This article hopes to explore the relationship between cultural heritage tourism and local communities from multiple perspectives and explore the possibility of cultural heritage tourism from an interdisciplinary perspective.

**Keywords:** Cultural heritage, heritage tourism, tourism economy, tourism influence, critical tourism

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# **Masters Papers**



# Can South Africa's Apartheid Past Promote a new Niche Tourism Market?

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**Abstract:** South Africa has traditionally been a 'visiting friends and family', and nature-based tourist destination, with vast vistas of mountain scenery and lush rolling plains, pristine beaches, and an abundance of wildlife, including the 'Big Five.' The Cape Floral Kingdom, covering an area of less than 0.25% of South Africa, boasts over 8 000 plant species, more than any combination of plants in the world, and the wine produced in the Cape Winelands is of an international standard. Since 1994, after the country's first general election, international visitors re-discovered the country of Nelson Mandela, with all its warts and rainbows. But, the country needed to expand its tourism-base from just the 'sun, sand and sea' perception, to include social and cultural attractions previously discounted by both local (white) and international visitors. Numerous studies have been conducted about the tourism potential of all South Africa's assets, including the opening of the historical black residential areas, or the so-called 'townships'. This article reports on the research conducted among visitors and residents in a Cape Town township, to determine the authenticity and sustainability of township tourism, with links to the dark tourism-attraction theme, resulting in tourist's fascination with historical apartheid structures, post 1994 South Africa. The study was undertaken in the Langa township, using a mixed methods approach, where primary data was collected from questionnaire surveys completed by 220 participants in the township, using an on-site intercept (convenience selection) method. The key research findings revealed motives for tourist's engagement with township tourism, which include the desire for authentic cultural experiences, and addresses factors such as safety and community involvement, which could contribute to the understanding of township tourism development.

**Keywords:** Authenticity, sustainability, tourists, township tourism

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# Extracting Sightseeing-Related Information from Social Networking Service (SNS) Data

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DOI: 10.34190/IRT.21.020

**Abstract:** Technological advancements now allow potential tourists to view sightseeing locations virtually. Virtual sightseeing can be particularly useful in areas where there are multiple or lesser-known sightseeing locations as they help tourists make informed decisions before traveling. Therefore, we are trying to build a system that will help them to find those locations. In this research, we aimed to build a system that can provide a list of data about sightseeing locations by analysing social networking service (SNS) posts. First, posts about sightseeing are acquired from social networking services. If the post contains an image, then objects are detected from the image. Thereafter, the objects are captioned to identify the overall description of that image. If the post contains the textual description, the text is summarized using text mining to identify the overall outline of the text. If a certain post contains both image and textual description, then object detection and text mining processes will be conducted for that post. Global Positioning System (GPS) is used to obtain the location information (longitude and latitude) of the posts. Finally, image captions, textual summary are combining with the location information. Moreover, provide a list (generate automatically by the system) of data in a particular post about sightseeing-related information.

**Keywords:** Objects detection, image captioning, detecting location, text mining, deep learning process

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# Satisfaction, Loyalty and Profile of *Chaves* Thermal Spa Customers

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**Abstract:** Thermalism has increasingly been an option for tourists to the detriment of 'sun and beach' tourism, due to the growing importance given to customers' physical and mental well-being; in addition, thermalism has contributed to mitigate regional imbalances and asymmetries. Chaves thermal spa is one of the essential elements for the economy of the northeast region of Portugal, as well as a strategic agent for regional development. The main goal of this study was to outline the profile of the customers who visit Chaves thermal spa, as well as analyse their satisfaction and loyalty to this spa. To that end, a quantitative research was performed using the primary data collection method by applying a questionnaire. An exploratory descriptive analysis was used for characterising the customers, and inferential analysis for the validation of the research hypotheses, by means of parametric tests, whenever possible. The main results obtained from the descriptive analysis indicated that the customers who visited Chaves thermal spa had an average age of 58 years, coming from the northern region. They had visited this space mainly for therapeutic reasons in the summer months, and for an average time of 12 days. In addition, it was found that customers who visited this spa were globally satisfied, expressing the conviction that they would revisit and recommend the thermal spa. In addition, there was a weak relationship between global loyalty (recommending and revisiting the place) and the degree of satisfaction.

**Keywords:** tourism, thermalism, customer, satisfaction, loyalty

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# **Work in Progress Paper**



# Future Prospectives for Sustainable Tourism

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**Abstract:** The world will face the challenges of sustainable development in the terms of social, environmental and economic sustainability in all sectors (e.g. Bruntland, 1987). In these days of Covid19 tourism will be in focus because of the restrictions in mobility and traveling. Already before Covid the responsible tourism was arising and the negative consequences of global tourism got attention. This paper presents the results of the web survey consisting of political, economic, social, technological and ecological factors affecting the future of tourism in European context. We received altogether 46 replies to the survey. We have used methods from futures studies (see Bell, 1997; Masini, 1993). According to the results, sustainability concerning tourism is not only environmental issues, but also health and safety dimensions. Virtual reality offers opportunities in the time of uncertainties. It will also create new challenges and threats. In the worst case scenario people travel and cause overtourism and damages to the nature and to the culture. In the best case scenario tourists find a sustainable way of living, staying longer and respecting people living there.

**Keywords:** Future; sustainable development; tourism; scenario

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# **Late Submissions**



# Galician Hotel Client Satisfaction Drivers

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**Abstract:** This research is focused on the human and structural capital drivers of Client Satisfaction of 93 hotels situated in Galicia (Northern Spain). Specifically, we analyze the influence of Human Capital Engagement in Hotels Customer Oriented practices (Structural Capital). Then, we analyze the relation between Skills and Knowledge (Human Capital) and Customer Oriented (structural Capital) on Customer Satisfaction. To do so, a survey carry out to those 93 hotels was used and the Booking classification of those same hotels, regarding Comfort, People and Quality/Price items. The data was threatred using PLS-SEM statistic methodology to analyze those relations and we concluded that 41% of Customer Oriented practices are explained by Human Capital Engagement. Additionally we verify that 25% of Customer Satisfaction is explained by Customer Oriented practices, and 28% by Skills and Knowledge. Both aspects explain 52% of Customer Satisfaction. These results provide several implications for the actors and organizational responsible in the hospitality industry as it give light about some important aspects to consider in order to improve customer satisfaction.

**Keywords:** Spain, Galicia, Hotel, Client satisfaction, Customer orientation, engagement.

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# The role of Tourist Experience in the Relationship Between Satisfaction and Intention to Re-Visit: A Case Study of Hue City

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**Abstract:** This paper aims to develop a behavioral intention theoretical model using destination image, tourist motivation, tourist satisfaction, tourist experience, and re-visit behavioral intention constructs. The research analyzes and measures the direct impact of destination image, tourist motivation, and tourist satisfaction to re-visit visitors and the role of tourist experience as a moderator variable. These relationships will be investigated for a sample of international tourists visiting Hue city in Vietnam. A total of 421 questionnaires were returned, and the data were analyzed using Structural Equation Modeling (SEM). A path analysis results indicated that destination image and tourist satisfaction get affected to re-visit tourist sites, and tourist experience has significantly affected behavioral intention to re-visit visitors. The implications and limitations of the study would be discussed and presented in conclusion. The outcomes of the study have a significant impact on destination managers.

**Keywords:** Destination image, motivation, satisfaction, tourist experience, re-visit, behavior intention

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# **Abstracts Only**



## Donors on tour: Philanthrotourism in Africa

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**Abstract:** article explores the growing phenomenon via which NGOs organize trips for their ‘major donors’ to visit and ‘enjoy’ development projects with the aim to increase funding streams and fortify donor relations. Building on growing discussions of ‘philanthrocapitalism’ as a novel form of international development financing, we analyze such ‘donor trips’ as a unique tourism niche termed ‘philanthrotourism’. Via empirical research concerning two such trips, we argue that philanthrotourism allows donors to experience *jouissance*—a particular type of ambivalent enjoyment that includes fascination with dark and horrific elements—as a core motivation to engage in development, including through tourism. Our analysis of the *jouissance* of philanthrotourism highlights the importance of investigating the dark side of do-good tourism more generally.

**Keywords:** donors, philanthropy, *jouissance* (enjoyment), development, philanthrocapitalism

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## The Meaning of Circular Economy Trend and Its Sustainability in Small Town Tourism: A Case of the Northern Minnesota Region of the United States

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**Abstract:** Tourism plays an important role in the United States and the top 3 countries to lead the worldwide travel and tourism industry (Wright, 2020), and in

many rural communities' tourism is an economic lifeline because of its employment potential as well as its social, cultural, and environmental implications. However, our environment is in a constant state of decline that necessitates transformation in how activities are conducted (Panwar, 2020), including tourism-related activities. One proposed approach that has risen in prominence and can be applied to tourism, is the circular economy (Lacy & Rutqvist, 2015). The transformation to sustainable tourism requires a cross-disciplinary approach (Falcone, 2019) with the application of circular principles: new models of production and consumption; using biodegradable products for guests; creation of cultural values; and greening the tourism industry (Pan et al., 2018). This article contributes to recent literature on tourism and the circular economy, and implications for sustainable tourism in the northern Minnesota region of the United States. The purpose of the study was to capture resident and visitor perceptions around four pillars developed by the Global Sustainable Tourism Council (GSTC) used as a basic guideline for rural destinations like Bemidji, Minnesota, USA to become a sustainable tourism destination: (1) sustainable management, (2) socioeconomic impacts, (4) cultural impacts, and (5) environmental impacts. An attractions inventory of natural attractions, cultural attractions, historic and heritage attractions, and recreational activities were also conducted, with findings from this study presented within the circular economy and tourism framework.

**Keywords:** Tourism, sustainability, circular economy, sustainable tourism

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## **Development of a Related Tourism Information Provision System Using Traveler's Gaze Information**

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**Abstract:** In recent years, the gaze interface and eye-tracking system have attracted attention due to the appearance of low-priced non-contact devices and VR head-mounted displays with gaze detection devices. The gaze input device was very expensive, but the cost reduction of the gaze input device has made it easier for consumers to use high-performance devices. Here, we attempt to develop of related travel information provision system using a contactless and low-cost gaze-input device. Our system automatically extracts a sentence from an HTML web page based on the gazing point. The extracted sentence is analyzed to judge

selection of important words that describe the core information of the topic to estimate the page topic and to make a search query that can be used to find additional information. This system automatically derives search queries that can help to find related or additional information just by looking at the screen. The search query created will display as a pop-up on user's screen. When the user clicks on this pop-up, the search query will be automatically searched by Google. Therefore, it is possible to support the user's web browsing by the gaze information, such as presenting further related information about the tourist page that the user is browsing. Now that the Internet has become widespread, tourist information is often collected by web search. Therefore, it can be said that a support system that makes the collection of tourist information by browsing web pages more comfortable is a valuable theme for many users. This is a basic research to consider an interactive system that can obtain additional tourist information just by browsing a web page using a low-cost gaze input device for consumers. Since there are still few reports on such research and systems, we believe that the development of a gaze interaction system using a gaze interface is of great significance in supporting the comfortable gathering of information by users.

**Keywords:** Gaze information, Web, Tourism information, User interaction

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## **Senior Traveller Market as a Competitive Advantage for the Hotel Post-Covid19 Pandemic**

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**Abstract:** Over the last few years, the senior travel market has been noted for its potential in the wider tourism industry. The tourism sector includes the hotel and hospitality, travel, transportation, and several other subdivisions to make it economically viable. In particular, the hotel subdivision attracts a substantial part of the expenditure in tourism activities as when people plan to travel, suitable accommodation for relaxation, dining, entertainment among others, and so on is paramount to their decision-making. The global retail value of hotels as of 2018 was significant for tourism. In fact, a recent report by Statistical shows that the global retail value of the hotel in 2018 was US dollars 600.49 billion. Despite the contribution of hotels to the tourism industry at large, only a few empirical studies are available to establish how this sector can leverage on the senior demographic to achieve competitive advantage. Predominantly, studies on the senior market

have focussed on destination tourism, with a limited investigation on the overall contribution of hotels. Also, several scholarly studies have demonstrated the importance of the senior travel market to the hotel yet there is very little empirical research in the field which has explored the driving factors that will become the accepted new normal for this niche segment post-covid 19 pandemic. Giving that the hotel sector already operates in a highly saturated business environment, the ongoing covid 19 pandemics has further put the sector in a vulnerable position. Therefore, the hotel, especially the full-service luxury category must evolve rapidly for it to survive in the current business environment. The hotel can no longer rely on corporate travellers to generate higher revenue. Since the unprecedented wake of the pandemic in 2020, many organisations have devised different approaches to conducting their businesses online, therefore, the hotel needs to anticipate a significant drop in business travellers. However, the rooms and the rest of the facilities must be occupied to keep their business operating. The way forward for the hotel lies in the leisure sector, but the question now is to focus on the potential demographics of travellers, in this case, the seniors who have been repeatedly recognised as the lucrative market because of increased discretionary income, availability of time and the global population trends.

**Keywords:** competitive advantage, post-covid-19 pandemic, full-service hotel, senior travellers, UK market

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## **Employment Opportunities for NEETs in Short-Term Rentals Across the Mediterranean EU Regions**

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**Abstract:** The paper evaluates the employment opportunities that the short-term rentals (STRs) industry creates for young people that are Not in Employment, Education and Training (NEETs). In particular, it focuses on low-skilled women and migrants between 25-29 years old, who are either unemployed or economically inactive, and assesses the employment potential that STRs operated through sharing platforms offer. The research is geographically bound to four countries which constitute a large part of the Mediterranean European Economic Area (Med EEA) while being core countries of the EU South, namely Greece, Italy, Spain and

Cyprus. The main objective of the study is to explore whether STRs can provide employment opportunities to the specific group of NEETs and whether such opportunities can comprise a realistic and viable solution to their unemployment. Methodologically, the research is based on the analysis of questionnaires and script-based interviews conducted with both NEETs and owners or managers of STRs. Our analysis finds that owners with a limited number of properties are not in a position to offer sustainable long-term employment, due to obstacles related to their current mode of operation. Such obstacles may not be surpassed, unless: a) a mediator is set in place, to perform a spatially-sensitive matching between demand for services by the STRs firms and supply of labour from NEETs, b) the NEETs receive external support, mostly training and mentorship, so as to become employable in the industry, and c) policies that tackle widespread practices towards cheap precarious labour are implemented. Those firms that own or manage a large number of properties as well as property management companies can offer more solid employment opportunities. However, these jobs would require skills, the kind and spectrum of which needs to be further investigated.

**Keywords:** NEETs, employment; short-term rentals; sharing platforms, Mediterranean

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## **Commitment to Sustainable Tourism Through Smart Tourist Destinations**

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**Abstract:** Commitment to sustainable tourism through Smart Tourist Destinations Tourism sustainability must be considered as a transversal tool for the continuity of tourism activity in the future, with all quality and well-being standards for both tourists and residents. Sustainability within the smart tourist destination model must be able to contribute to ensuring the existence of viable long-term economic activities that provide all agents with well-distributed socio-economic benefits (stable employment opportunities, income earning and social services for residents, poverty reduction ...). Respect sociocultural authenticity, adequately valuing cultural assets as a resource and tourist attraction. Make optimal use of environmental resources, maintaining essential ecological processes and helping to

conserve the natural resources and biological diversity of the destination. And to achieve a high degree of social and economic well-being for the local population, without the pressure of tourist flows having a negative impact on the use of public services. To meet the definition of sustainable tourism, the destination must adopt transversal, interdisciplinary and integrative approaches, as reflected in the 4 areas of analysis: • Sustainable and responsible tourism policy. • Conservation and improvement of cultural heritage. • Environmental conservation and improvement. • Social and economic development of the destination. The path to sustainability is understood as a dynamic and continuous process. And from the DTI model it is committed to sustainability as the fundamental key to the intelligence of a tourist destination: A destination is intelligent if it is sustainable. All this is directly linked to the definition of Smart Tourist Destination (DTI), which is an innovative tourist destination, consolidated on a cutting-edge technological infrastructure, which guarantees the sustainable development of the tourist territory, which promotes accessibility for all, which facilitates interaction and integration of the visitor with the environment and increases the quality of their experience in the destination and improves the quality of life of the residents. The DTI model revolves around 5 axes: Governance, innovation, Technology, accessibility and Sustainability. Cases of good practices collected from the destinations evaluated in their conversion to DTI will be presented.

**Keywords:** Smart Tourist Destinations

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# **Additional Materials**



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Our mission is to facilitate the creation of global academic research communities by providing all the administrative and management functions required to deliver a comprehensive academic conference experience.

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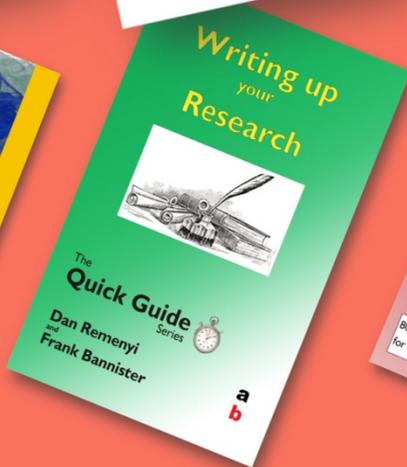
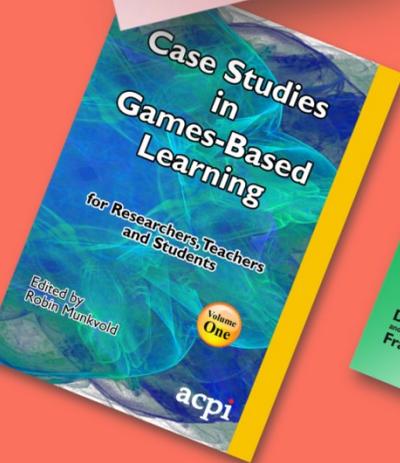
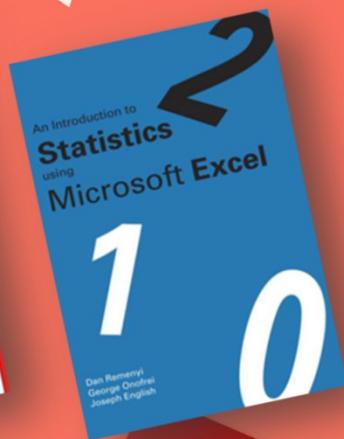
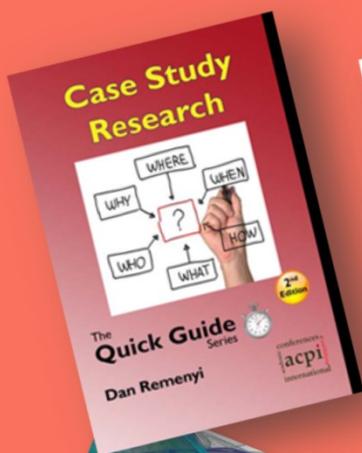
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