

Thursday, 17 May

08:00-09:00	Conference Registration Desk Open
09:00-09:30	Local Organizing Committee Welcome
	Sergio Moreno Gil, Universidad de las Palmas de Gran Canaria, Spain Lanzarote Tourism Board, Spain
09:30-09:50	Common Ground Research Networks Welcome
	Phillip Kalantzis-Cope, Common Ground Research Networks, USA
09:50-10:20	Plenary Session
	Simon Hudson, Endowed Chair, Hotel, Restaurant and Tourism / Center Director, Smartstate, School of Hotel, Restaurant, and Tourism Management, University of South Carolina, USA
	"From MAMILS to Millennials. Keeping up with the Evolving Sport Tourist"
10:20-10:50	Plenary Session
	María Mendez Castro, Economist, Managing Director, Promotur Turismo de Canarias, Spain
	"Canary Islands. The Strategy Behind a Brand. "
10:50-11:20	Plenary Session
	Don Getz, Professor Emeritus of Tourism, Tourism Department, University of Calgary, Canada
	"Creating and Managing Event Portfolios: The Example of Food and Wine Events"
11:20-11:50	Garden Conversation
11:50-12:35	Talking Circles
	Room 1- 2018 Special Focus: Building Bridges to Sustainability—Tourism, Culture, Gastronomy, and Sport Room 2- Changing Dimensions of Contemporary Tourism / Changing Dimensions of Contemporary Leisure Room 3- Tourism and Leisure Industries / Critical Issues in Tourism and Leisure Studies
12:35-13:50	PARALLEL SESSIONS
Room 1	<p>Impacts of Leisure on Tourism</p> <p>Small-scale Sport Event Tourism and Sustainability: A Case Study in Torres del Paine National Park, Chile Jennifer Velarde, University of the Pacific, Stockton, United Kingdom</p> <p>Small-scale sport events have been argued to be a sustainable form of tourism development for communities (Gibson, 1999). This study analyzes four small-scale sport events all operated by NIGSA (Nómadas International Group SA) in the Magallanes region of Chile. The four events at the core of this study were: Patagonian Expedition Race, Patagonian International Marathon, Ultra Trail Torres del Paine, and the Ultra Fiord which operate partially or completely inside the Torres del Paine National Park. As a biosphere reserve established by the United Nations, Torres del Paine National Park requires a sustainable perspective of event sport tourism. A 2011 alteration of biosphere reserve qualification criteria from the United Nations Educational, Scientific, and Cultural Organization (UNESCO) has heightened the need for protection, preservation, and responsible management of Torres del Paine National Park and the small-scale sport events being studied. This document includes sustainability and event sport tourism literature, a detailed methodology, findings and discussion from the data collected, and a few suggestions for the industry and event organizers. This study reveals development potential or lack thereof as a result of small-scale event sport tourism in the Torres del Paine National Park.</p> <p><i>Changing Dimensions of Contemporary Tourism, Tourism and Leisure Industries, Critical Issues in Tourism and Leisure Studies</i></p>

Thursday, 17 May

12:35-13:50

PARALLEL SESSIONS

Leisure Attributes of the Destination Product: Importance for Tourists and Impact on Their Feelings at a Destination

Lina Anastassova, Bourgas Free University

Defining leisure is not an easy task and the efforts of academia in this research field reveal that it can not be reduced to a simple definition. The research field of leisure has therefore become more integrated with other fields of research (Hederson, Presley, and Bialeschski, 2004; Blackshaw, 2010). This empirical study conducts a literature and research review of preferred leisure activities at summer resorts in different countries in order to compose a list of leisure attributes of summer destination product, examines and defines the importance of various leisure attributes of the destination product according to the holiday makers in the destination, identifies the leisure attributes' impact on the tourists' feelings with regard to their social-economic, national, gender, and age characteristics. For the purposes of operationalization of destination product leisure attributes, a list of leisure activities is developed which concerns only the augmented product of the destination without the basic components of the tourist product, the accommodation and eating facilities of the hotels. The sample type constructed for the purposes of this empirical study is a random sample from six countries, Germany, UK, Russia, Finland, Hungary, and Poland, which represent nearly 90% of the tourists coming to Sunny beach resort in Bulgaria. The data collection methods are descriptive, including personal written questionnaires collected from the respondents and tourist diaries completed in two seasons by eighty tourists from four countries. They had to describe experiences with various leisure attributes of the destination product extracted from the questionnaire and to relate every experience with different emotions. The paper encompasses survey results and the main practical implication of the study is that the destination management can change its marketing strategy according to the survey results and namely to put stress in its branding strategy on shift from promotion based on physical attributes of destination product towards a strategy based on promotion of leisure attributes of the destination product which are provoking strong positive feelings in tourists, like happiness and excitement. This kind of destination branding strategy will contribute to the stimulation of active holiday behavior beyond the 3S-holiday model and will add more emotional benefits to the destination brand loyalty.

Changing Dimensions of Contemporary Tourism

Lanzarote's Art, Cultural and Tourism Visitor Centres and Their Links to Sustainable Tourism Marketing

Magdalena Carballo Fuentes, Universidad de Las Palmas de Gran Canaria, Spain

Rita Carballo, Universidad de Las Palmas de Gran Canaria, Lanzarote, Spain

Carmelo J. León,

Can distinctive natural assets in tourist destinations be artistically recreated and used to improve destination image and attract more visitors? This paper analyses the formation of the tourist image based on artistically recreated local nature icons, and shows how those images can enhance the overall destination image. It focuses on the island of Lanzarote, a destination with its development based on promoting an environmental image founded on the creation of a network of multifunctional, high quality art, culture and tourism centres exhibiting artistic recreation of its unique environmental assets. The methodology utilizes a questionnaire (n=453) structural equations modelling approach in which the overall image of the destination is directly dependent on the image of the environmental conditions and indirectly influenced by the image of the artistically recreated centres. Results show that the destination's image is significantly grounded on the image of the art, culture and tourism centres using art based on Lanzarote's natural assets. They suggest that destinations have relevant opportunities to artistically enhance natural assets to improve their tourist image and marketing, that quality multi-functional visitor centres can be important within a sustainable tourism policy, and part of the emerging breadth of approaches taken by sustainable tourism marketing.

2018 Special Focus: Building Bridges to Sustainability

Room 2 Tourist Experience

Reconstructing the Tourist Experience: Editing Experience and Mediating Memories of Learning to Dive

Dr. Stephanie Merchant, University of Bath, Bath, United Kingdom

Through an analysis of the mediative techniques involved in the production of videographic tourist memorabilia (specifically souvenir DVDs of learning to SCUBA dive), in this paper I render visible the often unconsidered aspects of visual media production that result in, not only visual images themselves, but also by extension, the construction of alternate realities of leisure space, tourist performance, and gap-year identity by young tourists and tourism operators. A connectionist approach to the study of memory is advocated highlighting that mediatory technologies, whilst acting as stimulants for recollection, actually inform and construct memories rather than transmitting realistic snippets of past experience. In the paper it is questioned whether "authenticity" is a relevant frame of reference bearing in mind that the "post-tourist" is often perfectly aware of the lack of authenticity in many tourist activities and happy to go along with a pretence. With this in mind, the paper concludes by stating that "reality" is arguably being edited-out of memories concerning tourism's places and practices through the production of commercially driven and produced "souvenirs."

Changing Dimensions of Contemporary Tourism, Changing Dimensions of Contemporary Leisure

Investigating Memorable Experiences with Robotics in Hospitality

Vincent Tung, The Hong Kong Polytechnic University, Hong Kong

Norman Au,

There are growing applications of robotics in tourism and hospitality. However, few studies have examined what tourists remember and share after their experiences with robots. To address this gap, this working paper captures tourists' memorable experiences with robotics in hospitality settings based on consumer-generated reviews. These reviews are analyzed across five dimensions: embodiment, emotions, human-oriented perceptions, feeling of security, and co-experience. Excerpts are extracted from the reviews to provide insights into the role of robotics in these travel remarks.

Tourism and Leisure Industries

Thursday, 17 May

12:35-13:50

PARALLEL SESSIONS

Managing Overtourism at UNESCO Sites: A Focus on Angkor, Cambodia

Dr. Claudia G Green, Pace University, New York City, United States

Sofia Vaschetto,

After Angkor Wat was given the distinction of being among Trip Advisor's Top 10 Tourists Landmarks in 2016, many stakeholders acknowledged this recognition as a mixed blessing. The entire Angkor site is an area of 400 square kilometers. It is also called a "living site" which means within the area, there are over 300 villages of local residents living their daily lives and farming. In many cases, the local residents have lived there for centuries and the numbers of people living within the borders of Angkor continues to increase. To complicate matters, the site now receives two million tourists per year. That number is expected to grow to four million by 2020. Teams of Cambodia cultural heritage, tourism, archeology, and destination management professionals and temple guides are engaged in focus groups, brainstorming, benchmarking, and mapping to develop a tactical plan to address these challenges. Through this exercise, we developed a process for evaluating visitor flow, re-designing processes, and taking steps to mitigate the potential negative environmental, social, and economic impacts. The outcome of this process can be used as a guide for other UNESCO sites being challenged by increases in visitation.

2018 Special Focus: Building Bridges to Sustainability

Room 3

Imagining Destinations

Satisfaction with a Destination and Recommendation: Differences between Relatives, Friends, and Other Travelers

Laurentina Vareiro, Coordinating professor of Economics, School of Management, Polytechnic Institute of Cávado and Ave, São Martinho, Portugal
 Recommendation from family and friends are considered to be the most credible source in the travel decision-making process. Since destination loyalty focuses on this variable, this study investigates tourists' motivations and perceived attributes of the city comparing the following two groups: those who indicated that they obtained travel information from relatives/friends (n = 120) and those who obtained information from other sources (n = 186). The research methodology consists of a quantitative approach based on a self-administered survey applied to travellers who visited Braga (Portugal) during 2017. The results indicated that there were some significant differences across the two groups with respect to demographic characteristics, tourists' motivations, and perceived attributes of the city. However, the groups did not differ in their global image of the destination and intention to recommend it to relatives and friends.

Changing Dimensions of Contemporary Tourism

American College Students: Perceptions of and Travel Motivations for Visiting Costa Rica

Pavlina Latkova, San Francisco State University, Bath, United Kingdom

Rachelle Wilson, San Francisco State University, San Francisco, United States

The study explored Costa Rica's pre- and post-trip image using Echtner and Ritchie's (1991, 1993) destination holistic and unique image framework. Participants included fourteen students enrolled in a faculty-led international service-learning class that traveled to Costa Rica in spring 2016. Semi-structured interviews were conducted via Skype prior and after the trip. Two independent researchers conducted verbatim transcription of interviews, coded data, and identified emergent themes. Participants' perception of Costa Rica as an ecotourism destination and the opportunity to learn and to get involved with local communities were the main travel motivators. Media portrayed Costa Rica's "Pura Vida" was reflected in students' pre-trip interview responses. Participants expected to experience rich and unique biodiversity and happy people enjoying their life. Costa Rica's image of a prime ecotourism destination was confirmed in the post-trip interviews. Similarly to the pre-trip interviews, participants reported experiencing the pristine natural beauty and kind and hospitable people. In addition, they recalled a strong sense of community, cultural heritage, and environmental stewardship among minority cultures (i.e., Afro-Caribbean, indigenous Indians), and feeling safe while traveling. Costa Rica's image held by American college students suggests there is an increased awareness and demand for environmentally and socially responsible travel in this market.

Changing Dimensions of Contemporary Tourism

Public Opinion and Tourism in Spanish Destinations: The Cases of Gran Canaria, Andalusia, and Malaga

Pedro Ernesto Moreira Gregori, Universidad de Las Palmas de Gran Canaria, Las Palmas de Gran Canaria, Las Palmas, Spain

Juan Carlos Martín,

Concepción Román,

In this article we analyze the positive and negative impacts of tourism according to the opinion of residents of Gran Canaria, Andalusia, and Malaga, we compare similarities and differences. The methodology is based on surveys carried out in different periods of time and years. In Gran Canaria, the survey was administered by telephone to 504 residents. While in Andalusia the survey was based on face-to-face interviews with 1781 residents in the eight andalusian provinces. The unequal characteristics of both territories, both in extension and in population density, deserved to limit the Andalusian sample to its study. This is the motive we focus on comparing the views of residents in Malaga. For being also the most tourist province of the Autonomous Community (receives more than 30% of the total of the tourists). Both Malaga and Gran Canaria are mature and consolidated sun and beach tourist destinations.

Critical Issues in Tourism and Leisure Studies

13:50-14:30

Lunch

14:30-15:45

PARALLEL SESSIONS

Room 1

Building Bridges to Sustainability: Sustainable Development

Thursday, 17 May

14:30-15:45

PARALLEL SESSIONS

Role of Community Museums in Rural Tourism, Manitoba, Canada

Dr. Christopher D. Malcolm, Brandon University, Manitoba, Canada

Dr. Doug Ramsey,

Rural tourism development is increasingly seen as a source for economic diversification in regions facing loss and restructuring of their traditional rural resource industries. One initiative in the pursuit of tourism economies are community museums, which often already exist in many communities. This paper introduces the results of a survey of visitors and interviews with museum directors, at eighteen community museums in southwestern Manitoba, Canada, conducted between June and September, 2015 and 2016. The questionnaire collected data regarding visitor demographics, purpose for visit, expectations, and satisfaction. Interviews with museum directors obtained information about museum operations. Visitors were primarily tourists (75.8%), many of whom planned their museum visit, illustrating that the museums are a touristic draw. Further, 30% of respondents indicated they would be visiting other museums in the region within the next few days, and 48.1% sometime in the future. Visitors reported high satisfaction for viewing and learning about museum displays. However, open-ended comments included statements that reflect difficulties in operations, such as desires for better lighting, air flow, labeling, and display organization. Museum directors elucidated these issues: the museums are run by an aging, volunteer staff, with little training in museum curation, that list a lack of volunteers, local interest, space, and operating capital as major difficulties. Some directors fear their museums will not exist within five to ten years. This paper argues that community museums, as sources of community identity and pride, should be recognized as an important and supported segment of sustainable rural tourism development.

Critical Issues in Tourism and Leisure Studies

Understanding Innovation in the Gastronomic Industry: Variety and Effectiveness of Innovative Practices in Touristic Restaurants in Cusco, Peru

Maria Elena Sanchez Zambrano, Pontificia Universidad Catolica del Peru, San Miguel, Peru

Prof. Mario Pasco, Academic Department of Management Sciences, Pontifical Catholic University of Peru, Lima, Lima, Peru

Maria Elena Esparza, Pontificia Universidad Catolica del Peru, Lima, Peru

In the last few years, the Peruvian gastronomy has experienced an unprecedented success. Hundreds of new restaurants have emerged across the country, offering creative combinations of food and service. Surprisingly, there are very few systematic studies on practices of innovation within the sector, and research adopting a customer-based approach is practically nonexistent. In this regard, this paper has two purposes. First, it provides a detailed account of the variety of innovative practices along the dimensions of product, service, infrastructure, and socio-environmental issues. Second, it assesses the effectiveness of those practices in terms of cost-efficiency, clientele, and customer satisfaction. The study will focus on 120 touristic restaurants in Cusco, Peru, which is the main touristic destination in the country. The research methodology will include structured observation of restaurants as well as in-depth interviews with local experts. In this way, this research makes a contribution to the understanding of innovative practices in the gastronomic industry. In addition, it expects to provide a new tool for researchers interested in measuring sectoral innovations in developing countries.

Tourism and Leisure Industries

Room 2

Tourism and Technology

Use of Internet Platforms by Tourists: A Social Network Analysis

Tatiana David Negre, Lanzarote, Spain

Dr. Arminda Almeida Santana, Lanzarote, Spain

Juan M. Hernández, Lanzarote, Spain

Dr. Sergio Moreno Gil,

This study analyses the structure of links amongst the main e-tourism platforms used by tourists in nineteen European countries, identifying the existence of a pattern known as core-periphery. This study is based on a computer-aided Web interview (CAWI) carried out on 13,243 tourists. The analyses were performed by means of the UCINET software, which is specialized in Social Network Analysis (SNA) focused on detecting key network players (social media, OTAs, etc.). Through this methodology, a number of 473 platforms were analysed, calculating degree centrality and betweenness centrality. The results reveal the specific characteristics of the networks by country. To better understand the e-tourism network, four examples of platforms with predominant role are studied and visually represented through ego-networks. The results are also shown by countries to better comprehend the e-tourism network. This study helps understand from an innovative methodological approach the behaviour of European tourists when using e-tourism information sources for choosing their travel destination, and how platforms are connected modelling a complex network. The results helps to improving the segmentation and promotion strategy through e-tourism platforms.

Critical Issues in Tourism and Leisure Studies

Cultural Tourism's Convergence-Divergence in Europe: Social Media

Dr. Arminda Almeida Santana, Lanzarote, Spain

Dr. Sergio Moreno Gil,

Dr. José Boza-Chirino, Universidad de Las Palmas de Gran Canaria, Lanzarote, Spain

The globalisation of markets has led destination marketing organisations to question whether their marketing strategies should appeal to cultural convergence or divergence, both in the media to be used and in the content to be communicated. This study investigates the following phenomena: "cultural-convergence" and "media-convergence." Understanding the relationship between them will serve as a tool for destination marketing organisations in the development of their communication strategies, as they will be able to know what social media to use to best reach each culture. The results of this study, which uses data from seventeen European countries, add interesting conclusions to the discussion on cultural divergence in tourism and "marketing-convergence."

Critical Issues in Tourism and Leisure Studies

Thursday, 17 May

14:30-15:45

PARALLEL SESSIONS

Exploring Opportunities and Challenges of Applying Educational Robotics to Hospitality and Tourism Education

Anne Tang, The Hong Kong Polytechnic University, Hong Kong

Vincent Tung, The Hong Kong Polytechnic University, Hong Kong

Research in robotics is progressing rapidly, diffusing beyond the traditional domains of engineering and computer science, and opening new possibilities for education. Educational robotics refer to the application of robotic equipment as a teaching resource, often through design, programming, building, and/or implementation, to facilitate students' learning and development in an (inter)disciplinary manner. Despite increasing research into this area, the pedagogical implications of applying educational robotics in hospitality and tourism education remain under-studied. To address this gap, this working paper first reviews select applications of educational robotics from different disciplines within higher education, and then considers the range of salient opportunities and challenges that may affect the deployment of educational robotics in tourism and hospitality. In doing so, this paper contributes to hospitality and tourism education by highlighting experiences from outside of the field that could inspire potential applications for our field.

Tourism and Leisure Industries

Room 3

Cultures of Food

Fan Tourism and the Search for the Authentic Celebrity Chef Dining Experience

Carina Jane Mansey,

Research has highlighted that major cultural, political, and economic shifts have led food to be consumed in a new way. The social system of dining out has changed and dishes are no longer revered simply because of the culinary skills used to create them. Indeed, it was culinary skill that once led chefs to gain and retain stardom. Yet, while modern chefs do require some culinary ability in order to traverse the tightrope of "celebritisation," a form of tourism has transformed the dining industry and those who have obtained celebrity status need to work with cultural intermediaries to be skilled in staging authentic dining experiences that remain true to their personas. Many fans frequent restaurants associated with these celebrity chefs in order to acquire a slice of their essence, rather than because of the actual food served or the mastery that has gone into making it. Thus, drawing on MacCannell's (1973, 1976) theories concerning "staged authenticity" and Goffman's (1956) ideas about "the presentation of the self," the reasons behind this will be explored, as will the constructed tourist attractions.

Changing Dimensions of Contemporary Leisure

A Study of Coffee Tourism

María José Polo Bueno, Universidad de Las Palmas de Gran Canaria

The interests of tourists have been changing, and they are increasingly becoming more knowledgeable. Nowadays they know more about culture and other matters that in tourism are considerate important and related to the local identity. The objective of this work is conducting a literature review on the study of coffee tourism. The analysis of this situation confirms that food and drinks hold much potential to reinforce sustainability in tourism; and reaffirms the authenticity of the destination; collaborating to protect the environment and foster the local economy. The role of food and drinks in the marketing area has received very little attention. The study of this topic will serve as an aid to build an adequate strategy in the coffee tourism industry, implementing marketing activities taking advantage of technology, together with the support of the main stakeholders. This paper will highlight the key findings of the literature on Coffee Tourism in order to improve the competitiveness of this specific type of tourism.

Tourism and Leisure Industries

Transforming a Region's Food and Drink Brand Profile Using a City-Based Festival

Mr. Seth Kirby, PhD Student, Marketing, Enterprise, and Tourism, Anglia Ruskin University, Cambridge, United Kingdom

In the context of a grassroots urban food and drinks festival, the purpose of the study is to explore the potential linkages between both stakeholders (festivals and producers) for enhancing a more diverse, authentic slower cultural visitor offer, and destination image across the visitor economy. This analysis discusses how grassroots festivals can support small business and play a wider role in the placemaking of touristic-historic cities, like Cambridge, UK. The study emphasises the importance of city festivals and bottom-up strategies in enhancing the slow tourism and slow food agendas. In this case, Cambridgeshire's largest food and drink festival contributed towards an alternative idea of place and destination, more vibrant and authentic connectivity with localities and slower visitor experiences. Using the empirical setting of EAT Cambridge several in-depth interviews (10+) were undertaken, coupled with survey data collected during 2014 and 2015. Drawing on key stakeholder perspectives including participating micro and small producers, tourism management and policy stakeholders at the regional destination management organisation (DMO): 'Visit Cambridge and Beyond'. Evidence from small food and drink festival traders illustrated how EAT Cambridge heightened interest in the locality. A strong food and drink scene in Cambridge was considered to be the single greatest prospect for the city, in addition to creating further demand for visitors and establishing 'new events' and fringe events. The study concludes by providing managerial recommendations for the organisers in integrating the festival and fringe events into the host destination's brand using tactics aligned with the regional DMO.

Changing Dimensions of Contemporary Tourism

15:45-16:00

Coffee Break

16:00-17:15

PARALLEL SESSIONS

Room 1

Performing Tourism

Thursday, 17 May

16:00-17:15

PARALLEL SESSIONS

Events as Re-creation of Identities: The Rituals of the Redhead Days

Ilja Simons, NHTV Breda University of Applied Sciences, Breda, Netherlands

Every year, thousands of people with red hair travel to the city of Breda, The Netherlands, to attend an event that is specifically organised for redheads, the Redhead Days. The event was created in 2005 by a Dutch artist, who placed an advertisement asking for redheaded women for an photo-shoot. He aimed for approximately fifteen, but, instead 150 showed up. Since then, the event has grown into the largest gathering of redheads in the world, attracting visitors from more than eighty different countries, which makes it the most international event of the city of Breda. Following Goffman's dramaturgical principles, this paper examines the performance of identities during this event. According to Goffman (1959), in any setting, a person is both actor and audience. He describes an individual's performance as the presentation of the self. This performance includes costumes, props, and manner. The Redhead Days provide an extraordinary setting, in which the attendees, who usually see themselves as a minority, are now part of the majority. The study is based on ethnographic methods. Participant observation took place during three editions of the event, focusing on performance and interaction rituals chains (Collins, 2004). Semi-structured interviews were conducted with twenty event attendees. The data were analysed using the qualitative data analysis program MAXQDA. The analysis shows how the event provides a change in setting, creating a new and different stage for people to interact. This allows the participants to act out new plots in their performances, resulting in a change in self-narratives and feelings of empowerment.

Critical Issues in Tourism and Leisure Studies

Conflicting Discourses: Michel Houellebecq's Ambiguous Vision of Tourism in "Lanzarote"

Carole Delaitre, Yale University

Critics often consider Michel Houellebecq's novel "Lanzarote" to be a condemnation of mass tourism and see his narrator as the epitome of the tourist unable to appreciate the beauty of the island. A close literary analysis, however, provides a more complex picture of the narrator as he intertwines several conflicting discourses, which ultimately create an ambiguous and paradoxical vision of tourism. His praise of mass tourism is weakened by irony, his description of the island appears as a parody of tourist guides, and his ethnological discourse aims at ridiculing travelers. Such complexity also invites the reader to wonder about the narrator's dishonesty, as he disregards the specificity of Lanzarote's tourism. Why claim that tourism is insufficiently developed when it is precisely the island's first source of revenue? Why barely mention César Manrique's heritage and the status of the island as a UNESCO biosphere protected site, and reduce them to their mere economic aspect? My hypothesis is that Lanzarote can be read as a "tourist narrative," whose aim is to represent the reality of mass tourism and to denounce its destructiveness through a complex narration that subverts the codes of both travel writing and promotional literature.

Tourism and Leisure Industries

Impacts of Festivals

Sinem Kurtural, masters student, Museum Studies, Dokuz Eylul University

Festivals are binding bridges between communities, residents, and tourism destinations. Collective perceptions and experiences lived through a festival in a certain city generate knowledge. Therefore, festivals demonstrate local themes and city identity, defined as place icons which contribute to audience memories and experiences that make the place unique in their memories and urge guests to come and visit again. In the global tourism industry with cities competing for tourists, festivals are often placed among the first dynamics of competition. Certain cities sell their festivals through social media in a most competitive ways. Many tourists seek the festivals and buy their tickets a head of time. It is a win-win situation. Both the end user and the city stakeholders win. Perhaps hoteliers, travel agents, and airlines gain both the experience and capital. Izmir's culture, art, and festivals may affect the city's identity. This study explores five unique questions. Can a city festival be performed in a central place where everyone can attend easily? Is the weather suitable for the festival? Are the musicians happy with the marketing? Are the musicians satisfied and will they tell their colleagues to attend Izmir Festival? Is there a potential for negative social impacts to result from hosting a festival sitting area? With perceptions of audiences and artists answers the social capital income of the city and artists will increase. Sustainable tourism efforts will increase rapidly.

2018 Special Focus: Building Bridges to Sustainability

Room 2

Tourism Destinations

Beyond Cognitive Dissonance: Sustainability and Kindness in Culinary Tourism

Adrian Guachalla, Senior Lecturer in Aviation & Tourism, Buckinghamshire New University, High Wycombe, United Kingdom

Little attention has been geared towards the environmental implications of the mass consumption of the types of food that account for significant impacts on the planet in terms of waste generation, land use, water consumption, and greenhouse gas emissions. This paper focuses on tourist flows and travel to EU destinations given the relative level of comparability that EU frameworks and legislations provide to these areas. In terms of nutrition, both the American and British Dietetic Associations conclude that diets free from animal products are adequate and wholesome to address the nutritional needs of humans and can be used in the treatment or prevention of health conditions. Given this framework, this paper argues to support a shift towards plant-based diets and integrate them into a destination's culinary offer. However, the concept of cognitive dissonance may play a strong counterpart considering the physical, emotional, and cognitive attachment that many tourists may have with the food they consume and its role on their tourist experience of place. This paper discusses the challenges of conducting research applied to understanding a tourist's willingness to make adjustments in their diets for environmental, ethical, and/or health reasons. The influence of a tourist's own cultural values on their consumer behaviour applied to food choices will be discussed from a theoretical perspective. Finally, different methodological approaches that could be used to measure their degree of knowledge of the environment/ethics/health framework are introduced to capture different views and generate debates on how to best inform this novel area of study.

2018 Special Focus: Building Bridges to Sustainability

Thursday, 17 May

16:00-17:15

PARALLEL SESSIONS

Forecasting German and British Tourist Arrivals on the Canary Islands

Elisa Jorge González, Investigator, Mathematics, Statistics and Operations Research, Universidad de La Laguna, Santa Cruz de Tenerife, Spain
Enrique González-Dávila,
Raquel Martín Rivero,

Domingo Jesús Lorenzo Díaz, Economic statistics, Economic statistics, ISTAC

The volume of visitations in the Canary Islands has made the tourism business the most important determinant for their economic development, playing a fundamental role in the generation of employment and income. Since 2011, tourist arrivals in the Canary Islands have been increasing, reaching a contribution of 34.3% in the islands' productive system in 2016, with an average annual growth of 7.0% in the Tourist Gross Domestic Product (IMPACTUR 2016). Knowing the tourism demand depending on the origin countries would enable the structuration of service and cultural and leisure activities that the tourism market would offer with higher quality. Canary Islands inbound tourism market is diverse, with arrivals from United Kingdom (27%) and Germany (19%) dominating the market representing a 46% of the total arrivals and a 62% of the international arrivals. The aim of this paper is to provide a model for predicting Germany and British passenger arrivals to the Canary Islands one year ahead. Structural models will be used in this case through the univariate and multivariate state-space method incorporating seasonality and exogenous variables.

Tourism and Leisure Industries

Do Lifestyle Choices Influence the Tourist Destination Selection?: Tourist Destination Selections Shaped from Lifestyle Aspirations

Eric Zvaniga,

Prior research has investigated the potential effect of a tourist lifestyle on the destination choice. This paper will outline the objective of the proposed study, why it is important to the industry, and discuss some of the measurements criteria considered. The study identifies presumed causes or influences for a tourist attachment to a destination. The method proposed will use a three location case investigation, utilizing using survey data and global secondary data, to investigate participants across some North American wine regions which also have world class scenic attractions. This study proposal looks to extend the current body of knowledge that identifies influences of tourist destinations choice driven by their lifestyle aspirations. The study looks to create new value propositions for Country Tourism Organizations (CTO's) to manage market messaging, creating sustainable tourism growth. Investigating the potential or likelihood of a tourist reason for visiting a region, should allow CTO's to address predictability of success when marketing efforts could positively or negatively impact sustainable growth in tourism. Overall research objectives for the study consist of measurement relationships between the identified regions, tourist choices from lifestyle aspirations, and types of attractions available. Variables, controlled by age and gender, while also identified other factors including country of origin, a length of stay, seasonality information, and re-occurrence potential.

Changing Dimensions of Contemporary Tourism

Room 3

Social Considerations

Overtourism and Local Concerns in Barcelona

Claudio Milano,

Over the past four decades, a number of tourism studies, theories, and models have emerged concerning host and guest antagonism (Doxey, 1975), tourism area life cycle (Butler, 1980), and carrying capacity (O'Reilly, 1986). Over the last decade, while many scholars have maintained their interest in the classical debate concerning the impacts of tourism, some have converged with the increased number of social movements and the subsequent protest against overtourism. Prominent cases demonstrating overtourism include Hong Kong, Rio de Janeiro, Malta, Barcelona, Dubrovnik, and Venice (Boissevain, 1996; Colomb and Novy, 2016). While the overtourism debate dates back over four decades with the study of the "pleasure periphery" and the so-called "golden hordes" (Turner and Ash, 1975), tourism "monoculture" and the impact of mass tourism has been the key point in Spanish tourism destinations including Barcelona and Palma de Mallorca. Based on the qualitative field research in Barcelona from 2016, this paper contributes to the comprehension of this discussion and to the effects that this phenomenon may have on the tourism field of one of the most visited European tourist destination.

Critical Issues in Tourism and Leisure Studies

Healthcare and Wellness Tourism in Gran Canaria

Mónica Santana García, Universidad de Las Palmas de Gran Canaria, Lanzarote, Spain

Goretti García, Universidad de Las Palmas de Gran Canaria, Lanzarote, Spain

Healthcare and wellness tourism has existed in the Canary Islands for a long time. According to Nicolás González Lemus (2007), the latter part of the XX century saw an increase in the number of foreign patients who used to visit Tenerife and Gran Canaria to relief their rheumatic, skin-related and respiratory diseases. Those were the years when the healthy qualities of sea water and breeze were widely recommended as a therapy. Nowadays, health tourism also includes visitors who come to the Islands due to its weather and social security system. Apart from those, there are certain foreigners who need to make use of health services during their holidays or short stays of any kind (Carmen Toledano Buendía, 2006). The lack of an interpreting service to assist foreigners, who are in the country, makes it difficult for staff to communicate with patients and overcome linguistic and cultural barriers. In the light of previous studies, we have researched some of the possible solutions that the public hospitals on the island of Gran Canaria have come up with. We have noticed that at the public hospitals a volunteer interpreter is in charge of not only translating but also helping the patients' family with their accommodation, plane tickets and some other tasks. We have also interviewed health and administrative professionals to know how they communicate with foreign patients. Our results and conclusions regarding the current situation of public health service will be presented in this conference.

Changing Dimensions of Contemporary Tourism

Thursday, 17 May

16:00-17:15

PARALLEL SESSIONS

Formula to Measure a Resource in Health Tourism

Gomariz Rodrigo Ana María, College student, Escuela Universitaria de Turismo de Lanzarote, Universidad de Las Palmas de Gran Canaria
Oscar Luis Amador García,

Being sustainable is not an option but a moral obligation and a vital necessity because it is from nature that we take all the resources that support us every day, and our companies. There is a great increase in the health's demand by the client and tourist, with the corresponding increase to the subsector of health tourism. It is suggested the concepts of health tourism and wellness are tools that favor the regeneration of resources through the performance of daily functions, sustainable health tourism is a way to approach the needs of the client and the planet simultaneously. The division of the concept of sustainability has been considered in four dimensions: environmental, social, economic and tourism, there are represented in a cycle. Are considered four basic elements for health and have been treated globally: water, food, energy and development. The combination of the dimensions of sustainability with the four basic elements considered provides a matrix where, if the maximum score of each box is sought, we approach the ideal of sustainability and at the same time maximize the total quality in our company and in the environment, helping us to foresee the environmental footprint of our resources before putting them into practice. The research that is being proposed will focus on working the formula mainly with the following sustainable development goals: good health and well-being, clean water and sanitation, affordable and clean energy, partnerships for the goals, we are building the measurement scale of tourism sustainability.

Critical Issues in Tourism and Leisure Studies

Friday, 18 May

08:30-09:00	Conference Registration Desk Open
09:00-09:15	Daily Update
09:15-09:45	Plenary Session
	Maria Gravari-Barbas, Director, Institute for Research and High Studies on Tourism, and Coordinator, UNESCO Chair "Tourism, Culture, Development," Paris 1 – Sorbonne University
09:45-10:15	Plenary Session
	Hector Fernández, CEO, Sociedad de Promoción Exterior de Lanzarote, Spain "Lanzarote: Strategic Planning for the Sustainable Development in a Destination"
10:15-10:45	Plenary Session
	Carmelo J. León, Professor, University of Las Palmas de Gran Canaria, Spain "Tourism Beyond Sustainability: The Consumer, the Society, and the World"
10:45-11:15	Garden Conversation
11:15-11:25	Transition Break
11:25-12:40	PARALLEL SESSIONS

Room 1	<p>Evolution of Tourism Practices</p> <p>Losing the Center: Madrid, Flamenco, and Tourism Theresa Goldbach, University of California, Riverside, Riverside, United States In this paper I will examine the evolution of the network of flamenco venues (both formal and informal) in Madrid, Spain from the later years of the Franco dictatorship through the more recent economic crisis, tracing shifts in audience (tourist versus locals) and kinds of outlets (formal performance venues versus informal community gathering spots) for what these shifts reveal about both preservation of performing arts communities and influence of tourism. Especially in the wake of cuts in arts funding, tourism represents the largest economic support base for working flamenco artists in Madrid with tablao performances and instruction in flamenco schools as two primary sources of income. However, Madrid houses various professional and semi-professional levels of flamenco artists, who represent a distinct portion not only of the music and dance communities but of the art community in general of the city. In addition to the arts community, other groups like local residents, property owners, and municipal authorities often come into conflict over the urban spaces utilized in tourist related industries. I will also point to the distinct different tourist groups targeted by flamenco venues and propose potential compromises between catering to perceived tourist desires and local community needs. <i>Critical Issues in Tourism and Leisure Studies</i></p> <p>Are We Still Eating, Praying, and Loving?: The Evolution of Culinary, Spiritual, and Romance Tourism Dr. Leslie Scamacca, Assistant Professor, The City University of New York/ LaGuardia Community College, United States Over ten years ago, Elizabeth Gilbert wrote the novel "Eat, Pray, Love: One Woman's Search for Everything Across Italy, India and Indonesia." After divorcing her husband, Gilbert chronicles her journey of recovery through personal stories of her travels through Italy, India, and Bali. Gilbert's book inspired wanderlust in travelers eager to "find themselves" and launched a desire to experience global cuisine, spirituality, and romance through travel. In fact, googling "romance tourism" returned "Visit Indonesia" as the first result. These themes shaped into vital areas of tourism known as culinary tourism, spiritual tourism, and romance tourism. This paper explores the three special interest tourism niches of culinary tourism, spiritual tourism, and romance tourism. First, we will discuss the history of these specific fields of tourism. Next, we'll discuss the initial impact of Gilbert's book, and the subsequent 2010 release of the movie by the same name, on these fields. We'll continue the discussion with the changes and evolution of these tourism niches through present day; and finally, look at trends and predictions for the future. <i>Changing Dimensions of Contemporary Tourism</i></p> <p>Personality and Traveling Behaviour Noelia Medina, Universidad de Las Palmas de Gran Canaria, Lanzarote, Spain Josefa D. Martín Santana, Universidad de Las Palmas de Gran Canaria, Lanzarote, Spain Diego R. Medina Muñoz, Universidad de Las Palmas de Gran Canaria, Lanzarote, United States The purpose of this study is to examine the influence of tourist personality on travel behavior in order to define communication strategies for each personality trait. The theory used to describe personality is the "Big 5" with its five broad personality dimensions—extraversion, agreeableness, openness, conscientiousness, and neuroticism, and the personality trait referred to as sensation seeking. The travel behavior was explained with the variables travel arrangements, traveling companions, type of accommodation, type of board, tourist expenditure, number of leisure trips, selection of tourist destination, repetition of leisure trip destination and leisure trip length. The research has been carried out using a sample of 450 tourists on Gran Canaria, one sun and beach destination of Spain. According to the results, personality traits influence on travel behavior, and this may explain the necessity of using personality as segmentation criteria besides socio-demographic characteristics traditionally used in touristic studies. This global comprehension of our tourists' personality traits and their influence on their tourist behavior could be of interest for destination managers and touristic suppliers who provide tourist leisure activities. <i>Critical Issues in Tourism and Leisure Studies</i></p>
Room 2	Changing Dimensions

Friday, 18 May

11:25-12:40

PARALLEL SESSIONS

Home Gardens as Leisure Spaces

Assistant Professor Jette Lykke Jensen, Assistant Professor, Department of Design, University of Southern Denmark, Denmark

This paper explores gardening as an aspect of domestic recreation and investigates the role gardening plays as a contemporary leisure activity. A qualitative study will be conducted in the city of Kolding to understand the meanings of gardening as a form of outdoor recreation taking place at home. By walking with, talking with, and photographing participants in their home gardens, I explore their motivations and experiences with gardening and/or other forms of leisure in gardens. Writers debate the potential of gardening, in the sense of cultivating plants and growing food, to encourage more eco-conscious and sustainable lifestyles. However, engagement in gardening activities today seem challenged by various factors such as work hours, changing leisure patterns, and shifts toward the domestic garden as an outdoor living room. Based on the empirical findings, the paper discusses how gardening and the home garden as a leisure space is influenced and transformed by the material culture of gardening, changing social norms, and environmental debates.

Changing Dimensions of Contemporary Leisure

The Influence of Perceived Risk on Terrorism in Destination Image and Tourist Behaviour

Rita Carballo, Universidad de Las Palmas de Gran Canaria, Lanzarote, Spain

Carmelo J. León,

Magdalena Carballo Fuentes, Universidad de Las Palmas de Gran Canaria, Spain

Peace and security are crucial conditions for economic development of any region or country. In the case of tourism, it becomes even more important for attracting tourists to the destination and to promote sustainable tourism development. This paper analyzes how the perceived risk of terrorism affects the image of the destination and the behavior of the visitor, all in the scenario of European destinations. For this purpose, it first performs a multiple regression analysis with structural equation model (SEM) to establish the causal relationships between terrorism risk, image and behavior. Next, it is analyzed if there are significant differences in the causal relationships due to the moderated effect of the variable destination. The results obtained help the implementation of recommendations marketing strategies in order to reduce the perceived risk in terrorism.

Changing Dimensions of Contemporary Tourism

Does the Bestial Sports Event Make You a Happy Human?: Happiness (SWB) and Sport Event Participation

Tommy Andersson, University of Gothenburg, Gothenburg, Sweden

Dr. Arminda Almeida Santana, Lanzarote, Spain

Dr. Sergio Moreno Gil,

One may wonder why there has been such a tremendous growth in amateur sport event participation. Does it make participants happier? One line of happiness research has focused on Subjective Well-Being (SWB) as a measure of an individual's subjective evaluation of his/her own state of happiness. Previous research has paid attention to factors that positively influence an individual's happiness. Health and personal growth have been found to be empirically significant factors (Delle Fave et al., 2011). These factors may also be related to participation in amateur sport events. Bestial is an obstacle competition and a running event held in Arucas on Gran Canaria. The race is organized in four different classes including one class for disabled. A sample of 700 participants answered questions about behavior, attitudes and SWB. Most research on SWB and events has been on cultural events but more research is needed in a sport event context (Richards, 2014a). The main research questions addressed by this study center around SWB and to what extent the individual's SWB is related to the individual's need for personal growth and frequency of race participation. The results show significant relations between SWB and attitudes towards personal growth and between SWB and frequency of sport event participation. There are no significant relations between SWB and sex, income, age or disabilities. In the conclusions, the trend towards more active tourism is discussed in relation to the importance of personal growth for a happy life.

Changing Dimensions of Contemporary Leisure

Room 3

Managing Sustainability

Measuring the Impact of Green Management in Marinas on Yachtsmen's Satisfaction and Expenditure

Yen E. Lam Gonzalez, Universidad de Las Palmas de Gran Canaria, Las Palmas, Canarias, Spain

The yachting tourism industry is believed to have sufficient social and environmental significance to justify academic attention. This paper studies the impact of responsible environmental care in marinas on yachtsmen's individual expenditure and satisfaction with nautical installations. In this regard, a theoretical model of structural equations is proposed and empirically estimated, using data collected from 402 sailors mooring their vessels in nine different ports of call of diverse destinations across the Atlantic. The study confirms that sailors' impressions and opinions about the environmental management of marinas has the largest potential to impact their satisfaction with the port and is the only factor with direct and positive influence on their expenditure during the call. This demonstrates that there exists a significant environmental awareness among port users and a need to warrant that their activity generates a positive impact on those places they visit. Consequently, industry and destinations need to adopt a more responsible position, with clean and green technologies and solutions for the nautical environment, to ensure higher satisfaction levels and economic impact. Findings further contribute to the scarce academic literature of this area and provide the opportunity for developing recommendations for nautical destinations managers and policy-makers, in relation to the design of more efficient incentives for the industry, to promote the adoption of eco-friendly strategies. Finally, this research allows a better understanding of the importance of the mitigation and adaptation to climate change, in an attempt to contribute to the wellbeing of future generations.

2018 Special Focus: Building Bridges to Sustainability

Friday, 18 May

11:25-12:40

PARALLEL SESSIONS

Individual and Community-level Impacts and Effects of Tourism by Systematic Review of the Resident Attitude Research

Dr. Tina Segota, Lecturer in Advertising and Marketing Communications, Department of Marketing, Events and Tourism, University of Greenwich
This paper summarizes an extensive literature review addressing the question, in which way the impacts and effects of tourism development have been both conceptualized and measured vis-à-vis the distinction between individuals and communities? It considers both conceptualisation and construction of the existing theoretical/empirical models of resident attitudes towards tourism published from 1990 to 2015. The discussion of findings is structured through perceptions of tourism impacts, and their antecedent and dependent variables. To stimulate future research and debate, this paper suggests rethinking resident reactions to tourism in terms of perceived tourism impacts that affect residents directly at an individual level vs. indirectly at a community level.

2018 Special Focus: Building Bridges to Sustainability

Air Pollution and Tourism Demand: A Case Study of Beijing, China

Xiaoge Zhou, Lecturer, Tourism Department of Business School, Shandong University at Weihai, Weihai, Shandong Province, China

Yolanda Santana Jiménez,

Juan M. Hernández, Lanzarote, Spain

Jorge Vicente Pérez Rodríguez,

Study on environmental impacts of tourism industry has long been a research focus under the background of promoting a more sustainable tourism growth. However, empirical study on the impact of air pollution on tourism has been relatively limited, especially for developing countries where tourism has been growing rapidly due to economic growth and facing an increasingly challenging air pollution issue. China's tourism industry has witnessed a steady growth largely due to the nation's steady economic growth and opening-up policy ever since 1980s, and has continued its rapid growth pace despite of a slowing-down economic growth in the last few years. Meanwhile, a worsening environmental pollution, the heavy smog, has become a threatening issue for sustainable tourism growth in heavily polluted regions such as the capital city, Beijing. As some media have reported, the smog is "choking China's inbound tourism and "creating a tide of smog refugees. But existing research has mainly focused on impact of air pollution on inbound tourism, while its impact on the domestic tourism has been relatively neglected. Taking Beijing as the study case, this paper assesses the interrelationship between air pollution and domestic tourist arrivals from 31 mainland Chinese provinces and municipal cities based on panel data analysis. For this purpose, a gravity model has been applied incorporating air quality variables into the tourism demand model. Results show evidence in favor of the existence of relationship between air pollution and tourism growth.

2018 Special Focus: Building Bridges to Sustainability

12:40-13:20

Lunch

13:20-14:35

PARALLEL SESSIONS

Room 1 Tourism Dynamics: Attracting Visitors and Emerging Markets

Circular Mozzarella : Projecting a Thematic Cycle Path for New Tourists in Northern Italy

Dr Francesco Buscemi, IUAV University Venice

The shift from the industrial to the digital way of producing goods has led to a crisis in many factories. However, digital society has also increased tourism, cultural interests, and fragmented lifestyles. The one-year overall project, carried out by five researchers, has analysed how to design tourist paths for the "new tourist" (Poon, 1993) in the non-tourist Veneto's region called Pedemontana. Drawing on theories on the circular society (Lacy and Rutqvist, 2015; Masiero, 2016), and combining interviews, storytelling, and political economy, I have focused on how food (producers, shoppers, chefs, restaurateurs, and tellers) can become the engine of the network and drive the tourist experience. An old mozzarella plant, for example, makes mozzarella again but is also connected to a restaurant, a B&B, a theatre, a storytelling tour, and an old hydro-electric turbine which shows how energy was produced before the centralization. In doing so, these food companies, apart from cheese and meat, in line with the circular society, also deliver immaterial goods such as knowledge, trust, respect for nature and wellbeing, and the new tourist may experience a "different" Veneto, far from the mass-consumed Venice.

Changing Dimensions of Contemporary Tourism

Identifying a Suitable Profile for Tourism: The Colombian Case of Pereira's Cultural Cluster

Prof. Beatriz Bedoya, Colombia

Prof. Paola Podestá, Universidad EAFIT, Medellín, Colombia

Willy Henao,

Jaime Espinal,

This study comprises a series of strategies based on playful learning as a method for the co-creation of the profile of Pereira's Cultural Cluster. Through discussions and interactive workshops, the basic profile for the consolidation and future operation of a cluster of cultural industries was established. The methodology involved different actors from the cluster, and resulted in identifying the potential for cultural tourism to enhance the city's privileged geographic location and rich cultural heritage. The study revealed that focusing only on producing cultural events would be to neglect the main strength that Pereira has when it comes to building a cluster of cultural and creative industries: its infrastructure for tourism. Pereira, axis of the "Paisaje Cultural Cafetero," with all the history of coffee production farming in its idiosyncrasy, in its roots and traditions, has tourism as an element that supports its identity, founded on this heritage, as well as on its modern industrial capacity. Thus, the city's Master Plan of Culture aims to build upon the pillar of tourism for the cultural development of the city. Tourism then becomes a framework that encompasses, gathers, welcomes, and disseminates cultural events that have yet to be more frequent in Pereira.

Changing Dimensions of Contemporary Tourism

Friday, 18 May

13:20-14:35

PARALLEL SESSIONS

A Multi-tourism Paradigm Scale of Winescape

Asli Tasci, University of Central Florida, Orlando, United States

Robin Back, University of Central Florida, Orlando, United States

Winescape is a concept similar to wine tourism destination image, where attributes of a wine tourism destination forms a landscape in tourists minds (Bruwer and Lesschaeve, 2012; Bruwer et al., 2015; Quintal et al., 2015; Thomas et al., 2016). The dimensions of wine tourism includes physical and socio-cultural quality regarding the rural character of the landscape (Mitchell, Chraters, and Albrecht, 2012). This study investigates the attributes of Florida winescape with its multidimensional attributes from different tourism paradigms, in relation to tourist motivation, decision-making, and visit experience. Different attributes of winescape may play varying levels of importance in tourists' motivations and decisions to choose to visit wineries and their experiences with the wineries they visit. A comprehensive content analysis of the wine tourism, destination image, and winescape related articles to identify the common attributes of winescape and winescape attributes specific to Florida. A through list of winescape attributes was developed and pilot tested on a sample of tourists. The results were used to purify the scales. In the main study, the scales were tested for reliability and validity by using exploratory factor analysis and confirmatory factor analysis. The results showed different factors of winescape based on the tourism paradigms as well as product category.

Changing Dimensions of Contemporary Tourism

Room 2

Ways of Knowing

Analysis of Tourism Sustainability Programs in Latin America And Spain

Daniel Celis Sosa, CEO & Founder, Tourist Advice and Training, Let's Talk Management - LTM, Lanzarote, Spain

Dr. Sergio Moreno Gil,

Carmelo J. León,

The map, or complete inventory, of tourism degrees in higher education, is 2,380 programs: 1,517 are undergraduate and 863 are postgraduate. 906 academic institutions of Latin America and Spain that offer such degrees, with 71% by private (643) institutions, suggesting important repercussions that will be discussed in this presentation. In addition, the talk will address the degree to which these programs have a focus on sustainability. Currently, there are 32 Degree Programs in tourism and sustainability, followed by 46 Postgraduate Programs in tourism and sustainability in academic institutions of Latin America and Spain. In undergraduate studies, sustainability is placed in the 6th position. In terms of tourism graduate programs and sustainability, it can be seen that Spain leads with 18 programs, followed by Brazil (8), Mexico (5), Costa Rica (5), Argentina (5) and other countries with a single program, such as Chile, Colombia, Ecuador, Honduras, and Uruguay. The public offer of these graduate programs reaches the 24 programs, while the private one is 22 programs. On the other hand, the Postgraduate Programs that relate tourism and culture are 52 in total, of which 36 belong to public academic institutions and 16 are taught in private academic institutions. Most postgraduate courses in Tourism and Culture are taught in Spain (45).

Critical Issues in Tourism and Leisure Studies

Immigrant Entrepreneurs' Knowledge Sources and Origin in New Restaurants of the Tourism Industry

Pedro Calero Lemes, Universidad de Las Palmas de Gran Canaria, Lanzarote, Spain

Desiderio J. García-Almeida, Universidad de Las Palmas de Gran Canaria

Immigrants are attracted to tourism destinations due to staffing problems in the local human resource markets and migration flows to regions with higher quality of life. Many of those immigrants make the decision of starting a new venture in the destination, since they identify an opportunity there or are forced out of the labour market with entrepreneurship being the only option left in the host country. These migrant entrepreneurs need knowledge to manage the new firm successfully. The knowledge these entrepreneurs require is obtained from several sources and places. More specifically, education, work experience, networks, both in the home and in the host country, as well as local institutions and Internet and written material are all knowledge sources where immigrants can learn and construct their knowledge from in order to set up their new ventures. This study attempts to analyse the immigrant entrepreneurs' knowledge sources and origins they have used to create their new ventures in the restaurant sector in a tourism context. The data for the empirical analysis were obtained from a survey to immigrant entrepreneurs who have created new restaurants in the tourism sector of Gran Canaria, Fuerteventura and Lanzarote (Canary Islands, Spain). With data from 108 immigrant entrepreneurs, interesting results are obtained. Thus, the knowledge sources and origins are described, the existence of differences in knowledge sources by origin are explored, and groups of entrepreneurs based on their knowledge are identified and analysed.

Tourism and Leisure Industries

How Representative Are User Generated Reviews: A Case Study from the Activities and Attractions Sector

Edu William,

Jacques Bulchand Gidumal, Associate Professor, University Institute of Tourism and Sustainable Economic Development, University of Las Palmas de Gran Canaria, Las Palmas, Las Palmas, Spain

Nowadays, user-generated content (UGC) has become one of the main sources of information about products and services for consumers. Due to the intangibility of services offered in the travel sector, the tourism industry has been one of the ones in which UGC has become more popular. There are some success stories of websites specifically targeted to gathering UGC, such as TripAdvisor. It is also common to find UGC in the sites in which users book services, e.g. Booking.com. However, an issue that has remained largely unsolved in the literature is that of how representative these reviews are, since it is well know that not every user is going to post a review. Who are the ones that review their experience? Is it only those that had a very good or a very bad experience? Are there differences between nationalities? And between types of services? Are those who book a long time in advance more prone to reviewing that last-minute bookers? In this research-in-progress we try to answer most of the above stated questions, by analyzing a dataset of more than 1,500 sales and more that 150 review. This data set belongs to all the bookings and reviews received by a travel distribution group in the course of one year. This group is in charge of the online representation of a large amount of activity providers. These activities are then sold in different online platforms. Our main research questions are focused on analyzing these reviews in order to understand their representativeness.

Critical Issues in Tourism and Leisure Studies

Friday, 18 May

13:20-14:35 **PARALLEL SESSIONS**

Room 3 Virtual Lightning Talks

Trends in Medical Tourism: Comments from a Nursing Perspective

Dr. Dale Mueller, California State University, Dominguez Hills, United States

This study examines the phenomenon of medical tourism, a growing segment of discretionary travel for consumers. Host countries are developing sophisticated medical infrastructure to accommodate the traveler wishing to arrange for procedures in a country other than their own at a lesser cost. The problem identified by the nurse researcher (RN) included a paucity of research in the literature regarding training of health care personnel for this tourism specialty. Training of personnel would include overseas patient transport, aftercare at the host facility, and follow-up care in the consumer's home locality. The questions driving this study included trends such as economic benefit to host countries, standards of care offered to consumers, practices of travel providers that offer packages for medical tourism, and implications for advanced practice nurses. Areas researched included skills needed to ensure patient safety during the journey, care for patients at the host locality, and identification of potential medical complications that may arise in the consumer's own locality. The issue of elective procedures not covered by local insurance, at least for American consumers, creates medical and financial risk if complications occur. Implications for consumers, health care professionals, travel industry planners and trends in global health phenomena are addressed.

Changing Dimensions of Contemporary Tourism

Climate Resilience in Tourism

Laura D. Ell, Faculty, Department of Health and Physical Education, Mount Royal University, Canada

The UN World Meteorological Organization (WMO) reports that natural disasters have tripled and the negative economic impact as a result of the weather events has increased five-fold. Following the increased tropical storm activity in the Caribbean in 2017, the tourism sector is seeking climate resilient approaches to support sustainability economically, environmentally, and socio-culturally. With major climate events come compromised tourism infrastructure, loss of hospitality jobs, strains on social-economic systems, and negative public perception for the region which potentially reduces future tourism bookings. This paper will introduce innovative approaches to climate mitigation, highlighting the relationship between the rainforest island of Dominica and UN agencies as they work towards creating the first climate resilient nation in the world. Tactics include new construction standards as well as bamboo and farming techniques to resist soil erosion. Through research of practical solutions and collaboration, susceptible tourism destinations will be more empowered to sustainably deliver quality services to visitors while protecting infrastructure and GDP.

2018 Special Focus: Building Bridges to Sustainability

Promoting Intercultural Competence in Tourism Degrees in Portugal: A Comprehensive Review

Sandra Vasconcelos, University of Aveiro, Aveiro, Portugal

Hugo Sousa,

In an increasingly globalised society, where different and often opposing worldviews proliferate, hospitality workers must often interact with different cultures and mediate the relationship between visitors and the host communities. Rated as one of the most important skills in the hospitality industry, intercultural competence (IC) is steadily making its way into the curricula and becoming a key issue in tourism education. In this paper, researchers set out to present a comprehensive and exploratory review on the role intercultural competence plays within undergraduate degrees in tourism taking place in Portuguese higher education institutions (HEI). Using both primary and secondary sources, they surveyed a total of fifty-six programs and reflect on how intercultural competence is currently integrated in the different study plans. Within this framework, they also discuss current student mobility strategies and how they can contribute towards student and institutional internationalization. In general, results indicate that most programs cover intercultural issues, being, therefore, aligned with current market and educational trends.

Critical Issues in Tourism and Leisure Studies

14:35-14:50 **Coffee Break**

14:50-16:30 **PARALLEL SESSIONS**

Room 1 Tourism Management

Tourism Management in South American Geological Areas : Case Studies in Peru and Brazil

Pedro Gonzáles Mantilla, Researcher, Instituto Universitario de Turismo y Desarrollo Sostenible - TiDES, Lanzarote, Spain

Several areas of international geological relevance use tourism as a tool for the conservation and the socioeconomic development of local communities, through dynamic initiatives such as geoparks programs and projects of the United Nations Educational, Scientific, and Cultural Organization. Within the South American context, many areas aim to be incorporated into this important network. This paper highlights the Marcahuasi Stone Forest in the central Andes of Peru and the Vila Velha State Park in the eastern part of the Paraná Basin in Brazil. Both are characterized by the singularity of their geological heritage, the scenic landscape aesthetics, and the rich source of research. This work explores the management models applied in these two South American natural spaces of high geological value regarding tourist use. A considerable flow of visitors is received there each year, however the tourist activity has been developed differently. The objective of this research is to find out whether the tourism management models applied in each area promote the socioeconomic development of the local population and the conservation of the geological heritage. In this study, different models have been analyzed, based on their management structure, public actions, and the relations between the actors, using data collection techniques such as bibliographical search, literature review, semi-structured interviews, and simple observations. The results of each management model have been compiled and analyzed comparing both models, to discuss the influence of the management of the tourism in local socioeconomic development and geoconservation in these two areas with geotourism potential.

Changing Dimensions of Contemporary Tourism

Friday, 18 May

14:50-16:30

PARALLEL SESSIONS

Employee Engagement and Talent Management: Essential Human Resource Management Practices within Hospitality and Tourism

Dr. Julia Christensen Hughes, University of Guelph, Canada

The tourism value proposition is changing. Consumers increasingly expect to be highly engaged in the tourism experience, which requires highly engaged employees. Yet, the hospitality and tourism industry is notorious for its poorly developed human resource management practices. Such practices have been associated with high rates of turnover and employee dissatisfaction. This paper will introduce a comprehensive review of empirical research on employee engagement in hospitality and tourism contexts. Dominant theoretical underpinnings, methods (including survey instruments), and results will be shared. Evidence-informed human resource management practices for enhancing employee engagement and the guest-service encounter, including talent management, will also be suggested.

Tourism and Leisure Industries

Leadership in the Hotel Industry: A Review Study

Asier Baquero, Valencia, Spain

As a consequence of globalization, the social, political, and economic transformations which have arisen over recent decades have resulted in changes to the business sector. Tourism, specifically hospitality, has also been affected by this phenomenon and has developed innovative alternatives to meet the challenges of an increasingly competitive market and the need for change. The role of leadership emerges as an example of this process and its influence in hotel management is ripe for new scientific research. This study analyzes the evidences found in scientific literature about the impact of leadership in the hotel industry. The study is carried out by reviewing relevant information in databases such as Scopus, Web of Science, or ResearchGate. National and international studies conducted in three, four, and five-star hotels are analyzed. The results show the importance of leadership in the hotel industry based on the two fundamental areas of job satisfaction and customer satisfaction.

Tourism and Leisure Industries

The Impact of Tourism on Municipal Solid Waste Generation in Islands: The Case of the Canary Island Archipelago

Eugenio Diaz Fariña, University of La Laguna, Santa Cruz de Tenerife, Spain

Juan José Díaz Hernández,

Noemi Padrón Fumero,

Municipal Solid Waste (MSW) generation has become a source of unsustainable development in touristic destinations, especially in islands such as the Canary Island archipelago. Indeed, islands usually enjoy a vulnerable biodiversity but they stand isolated from mainland recycling networks and facilities, facing an insufficient industrial scale and costly reverse logistics. Interestingly, tourism remains invisible for waste management in the region even though it is a crucial industry to be considered by any waste policy. In this paper, we model MSW generation in the island of Tenerife in order to identify socio-demographic, economic and disposal related variables and to quantify their impact using a municipal panel data from 2004 to 2015. We implement a novel approach to measure the impact of tourism sector on MSW generation by considering the level of employment of its characteristic activities (NACE 55 and 56) instead of the usual number of overnights or of tourists like studies found in the literature. In addition, we isolate tourist consumption in these activities from consumption related to residents. Results help to identify the direct net effect of characteristic tourism activities on the generation of MSW. Our contribution visualizes tourism impacts in waste generation in the island which may improve the financial mechanisms of waste management services – likely correcting cross-subsidies both among generators and municipalities. This step seems fundamental for an efficient MSW management and planning in touristic destinations.

Critical Issues in Tourism and Leisure Studies

Room 2

Institutional Challenges and Opportunities

Institutional Challenges Faced by Hospitality Industry in Developing Economies: Evidence from Morocco

Sonia M. Suárez Ortega, Universidad de Las Palmas de Gran Canaria, Lanzarote, Spain

Antonia M. García-Cabrera, Universidad de Las Palmas de Gran Canaria

Dalai Perdomo Pérez, Export manager, Sales Department, Verallia

Developing economies usually have unstable and weak institutions (Choi et al., 2010). Therefore, internationalization to these countries involves several risks (Phillips et al., 2009) that may be stronger in cases of institutional differences between the investors' home country and the host country (Cavusgil et al., 2014; Johanson and Vahlne, 1977). However, developing economies offer strong business opportunities to foreign firms, with tourism emerging as a key sector. Morocco, the main tourism destination of North Africa (OMT, 2016), can be considered a good example of it. Our work identifies institutional challenges encountered by small lodgings that operate in Morocco, and whether those challenges are faced by local and foreign entrepreneurs in the same way. For the exploratory study, we surveyed hotels, riads, and hostels on Booking.com in 2017. Out of 847 establishments with an email address or phone number, we got 50 valid replies. Sample lodgings are owned by 19 Moroccans, and 31 foreigners, mainly French (12) and Spanish (5). The main challenges encountered are: lack of expertise in tourism planning at the national level, inefficient public administration, lack of tourism promotion, corruption and unfair competition, especially by some riads and illegal guest houses. Foreigners clearly perceive more challenges than Moroccans in relation with educational system, lack of suppliers, unqualified suppliers, discriminatory taxes, unofficial dealings and cultural challenges due to religious issues. Finally, we found that the greater the institutional and cultural distances between the respondent's home country and Morocco, the greater the level of institutional challenges perceived.

Critical Issues in Tourism and Leisure Studies

Friday, 18 May

14:50-16:30

PARALLEL SESSIONS

The Revitalization of Obsolete Infrastructures into Leisure: The Case of the Portuguese Railway

Marisa P. De Brito, NHTV Breda University of Applied Sciences, Breda, Netherlands

Places are being transformed and, as competition increases between destinations, places are also in need of reinventing themselves. At the same time, there are other challenges that places, and in particularly cities, face such as to reinvent (obsolete) infrastructure and make use of these spaces. Technological evolutions have made some physical activities unnecessary and many structures have become obsolete. For instance, in many places, a portion of infrastructure has no use today. These might be historic buildings, port spaces, railway stations, or industrial complexes. This fact provoked a search for the reframing of obsolete infrastructure and its function. In particular, and in Europe, the mode of rail transport has been widely used for many years. The modernization of the stations, through the use of emerging technologies with the advancement of information technologies, has made, in many cases, its spaces unnecessary. This has happened as well in Portugal, which will be the focus of the study. In Portugal a search for the revitalization of train stations has occurred in recent years. We use examples from different stages of decision-making. This research explores how this process of reframing obsolete spaces into use happens. As theoretical background, we build on social practices, organizational and social theories of change, and on works on urban sociology and sociology of culture. In this study the data were collected through direct and participant observation, conversations, and dialogues and through photos and videos made available in the public domain, especially in digital media.

Changing Dimensions of Contemporary Leisure

Information Technology and Innovation in Hotel Industry in a Context of Change

Margarita Fernández Monroy, Associate Professor, Departamento de Economía y Dirección de Empresas, Universidad de Las Palmas de Gran Canaria
Lucía Melián-Alzola, Universidad de Las Palmas de Gran Canaria, Spain; Marisa Hidalgo-Peñate, Universidad de Las Palmas de Gran Canaria, Spain

Tourism is a dynamic industry; therefore, organizations become vulnerable and have to respond to changes, whether involving risks or opportunities. This scenario of change requires a new management model that encourages organizational agility. In this context, information technologies (IT) have an important role as providers of agility, meaning that they develop other resources and capabilities that are necessary in adapting to the environment. Furthermore, IT constitute a key element that facilitates innovation in the development of adaptation and flexibility strategies in the tourist context, particularly in the hospitality industry. Therefore, the purpose of this paper is to explore the mediating role of organizational innovation between IT and hotel agility. The model was tested on the general managers of 4- and 5-star and Great Luxury hotels on the Canary Islands using a survey method. Multiple regression analysis was conducted to test the hypotheses. Results show that the uses of IT have a direct positive effect on innovation capability and on hotel agility. Moreover, innovation mediates the relationship between IT and hotel agility. The paper identifies the different uses of IT in hotels, focusing on the relationships with the main internal and external interest groups. The proposed uses of IT make it possible to adapt products, services, and processes to tourists' changing demands. The findings of this study suggest the main uses of IT that promote innovation initiatives and make hotels agile.

Critical Issues in Tourism and Leisure Studies

Using Heritage and Tradition to Innovate in the Accommodation Sector

Prof. Angelo Presenza,

Prof. Lorn Sheehan,

Innovative hotels have been shown to outperform their less innovative competitors because of their ability to provide differentiated services that are more valued by consumers. While product, process, organizational/managerial, and market innovations are the most common types of innovations in hospitality, institutional innovations are also important to consider in terms of the practical development of competitive advantage. This research deepens the understanding of institutional innovations by exploring how heritage-related innovations might support a competitive advantage within the hospitality sector. In an attempt to add to the extant body of knowledge on the topic, this research explores the power that a relatively new and growing form of accommodation in Italy called "Albergo Diffuso" (meaning "distributed hotel" in English), has in describing innovation through heritage. The empirical analysis employs a mixed method (including desk analysis, direct interviews, and local site visits) to triangulate key findings and better comprehend the Albergo Diffuso concept as an example of institutional innovation. In hospitality (and in tourism, more generally) the ability to innovate is germane to competitive advantage and perhaps even survival in certain environments. This research will introduce challenges linked to heritage-based strategies that improve the ability of tourism firms to innovate.

Room 3

Contemporary Tourism

Relevance of Amenities of Properties in Sharing Accommodation

Jacques Bulchand Gidumal, Associate Professor, University Institute of Tourism and Sustainable Economic Development, University of Las Palmas de Gran Canaria, Las Palmas, Las Palmas, Spain

Santiago Melián-Gonzalez,

Beatriz González Lopez-Valcarcel,

Recently, the tourism sector has been subject to a significant change, due to the emergence of what has been called sharing (collaborative) economy and, by extension, the so-called sharing tourism. Due to its strong growth, it is an area that has received considerable recent attention in the literature. Nevertheless, due to the very recent nature of the phenomenon, there are many topics that have not yet been deeply analyzed. In this sense, a perspective that has received little attention so far is what amenities guests expect when they are using these type of options and how these amenities compare to when they are using more traditional accommodation options. In this research, we use a large sample of more than 100,000 active units from Spain offered through the Airbnb platform in order to analyze: i) which amenities (WiFi, heating, air conditioning, coffee maker, microwave, washing machine, dishwasher, allowing pets, iron, etc.) are most valued by guests, ii) how providing these amenities has an impact on the property price, and iii) how these amenities compare to those that are expected in traditional accommodation options, such as hotels. We will discuss implications for property managers regarding which amenities they should prioritize when preparing a unit for renting on the sharing economy based of the return on investment.

Changing Dimensions of Contemporary Tourism

Friday, 18 May

14:50-16:30

PARALLEL SESSIONS

Tourism Activities in Lanzarote Island: An Analysis through Discrete Choice Models

Hugo Padrón Ávila,
Raúl Hernández Martín,

Tourism is an activity based on the trips made by people traveling away from their usual place of residence. Therefore, understanding the movements made by visitors during their trips has been of interest for research for years. In fact, recent investigations have managed to track visitors through the destinations employed various techniques, such as GPS devices, photographs uploaded to different websites or surveys. Knowing how visitors move makes possible to know which places are really visited by tourists and the means of transport and itineraries they use to connect the visits done during a trip. However, the previous research carried out seems not to have considered the differences presented by visitors, which motivate them to travel and visit different places during their trips. In this study, we intend to know which are the determinants that motivate tourists to visit some places instead of others in Lanzarote. To carry out the analysis, the answers given by 43,301 visitors between 2010 and 2016 have been used. In these surveys, visitors were asked about various socioeconomic characteristics, their motivations to travel and characteristics of the trip made. In addition, surveys include a question regarding the visit of 12 attractions on the island. Thanks to this information, it has been possible to use discrete choice models to know which are the determining variables that motivate tourists to visit a given set of points of interest instead of others.

Changing Dimensions of Contemporary Tourism

Sixty Years of Education for Tourism in Spain

Mercedes Carreño, Director, School of Tourism, CENP, Madrid - A Coruña - Las Palmas de Gran Canaria, Spain

In 1957 started the first programme for tourism education in Spain with the aim of providing professionals capable to develop that new activity. Tourism was considered as a whole, where different industries were related to each other in order to offer an experience to travelers, already named "tourists." Sixty years later tourism has become one of the main industries in Spain but, has the education for tourism reached the same level of development? This work aims to study in Depth the evolution of tourism education in Spain and its current situation. With this purpose, an intensive literature review has been conducted and the different academic programmes have been analysed. Also, in-depth interviews have been held with people who played important roles in the evolution of the studies from the starting proposal in private specialized schools to the current university studies. The result is a snapshot of the current situation of the education for tourism in Spain, the first step to find out whether this education corresponds to the needs of the different tourism industries.

Tourism and Leisure Industries

Influence of The Secondary Information Sources on the Gap of the Tourist Image

Josefa D. Martín Santana, Universidad de Las Palmas de Gran Canaria, Lanzarote, Spain

Anunciación Beerli-Palacio, Universidad de Las Palmas de Gran Canaria, Lanzarote, Spain

Julo Rufo-Torres,

The main objective of this work is to develop and empirically validate a model that allows us to explain how the different sources of secondary information that tourist can be exposed to before visiting a tourist destination influence the gap in image (pre- and post-visit). For this, we have proposed a classification of secondary information sources according to their greater or lesser information content and whether the tourist actively searches for or is passively exposed to the information contained within these sources. Furthermore, in the model of the image gap, we have also taken into account the perceived quality of such secondary information sources. The research has been carried out using a sample of 411 tourists in Tenerife, which represents one of the most important tourist destinations in Spain. The results reflect that the greater the number of secondary information sources with high information content and the less active the search, the greater the gap in the cognitive image. In contrast, sources of low information content and passive exposure generate a greater gap in the cognitive image. Moreover, the perceived level of quality of sources of information which are actively searched for negatively influences the cognitive image gap, while the perceived level of quality of sources to which tourists are passively exposed positively influences the cognitive image gap.

Critical Issues in Tourism and Leisure Studies

16:30-16:45

Break

16:45-18:00

PARALLEL SESSIONS

Room 2 Making Meaning

Expert Consensus Versus Statistical Techniques in the Delimitation of Tourism Destinations

Yurena Rodríguez Rodríguez,
Raúl Hernández Martín,

This paper is the result of a research problem that is becoming increasingly important in the field of tourism: the measurement of tourism at the local level for decision making. The aim of this paper is to statistically contrast the results obtained by defining tourism micro-destinations in the Canary Islands, as well as proposing some changes in the delimitation of them. In order to carry out this paper, we start with the delimitation of tourism micro-destinations methodology. Micro-destinations are identified based on the consensus of experts in tourism, by applying six criteria. After that, this paper examines the degree of homogeneity of the identified micro-destinations and makes an alternative grouping proposal based on statistical tools. After the application of the methodology, 47 tourism micro-destinations have been identified in the Canary Islands. The study of the homogeneity of these new areas has revealed that they are more homogeneous than the municipalities they belong. From the application of spatial statistics tools, an alternative grouping proposal of the tourism accommodation establishments of Adeje and Arona has been obtained. Micro-destinations of Adeje and Arona are more homogeneous than the municipalities as a whole, but less than initially expected. This paper confirms that micro-destinations have a high degree of coherence, despite their heterogeneity. And finally, the use of statistical analysis techniques is a fundamental support in the process of delimitation of micro-destinations, but it is not capable of replacing the criteria of experts, at least in the case of the study used.

Critical Issues in Tourism and Leisure Studies

Friday, 18 May

16:45-18:00

PARALLEL SESSIONS

Online Destination Branding in a Fragmented Context : The case of Orvieto, Italy

Simone Splendiani,

The importance of the destination brand management has become even more relevant in relation to the growth of the experiential dimension of tourist consumption. However, it turns out to be very difficult to apply effective strategies of destination branding, especially in contexts where the tourist offer is characterized by fragmentation and lack of strategic co-operation. The aim of this research is to analyse the case of Orvieto, an Umbrian city full of history and art: it is particularly significant as the local DMO is currently working to build a brand of destination able to integrate the city with its district. This means finding a correct place brand architecture strategy, able to relate brands of individual tourist companies and brands of tourist experiences as well as those of cities, districts and regions bordering on Orvieto. The analysis focuses on web communication strategies of the municipality of Orvieto and those of tourist operators of the surrounding area, in order to examine the complex of brands and the relationships developed among them. The analysis of brand policies is developed through a desk investigation of web pages and social networks accounts. Web content analysis is significant for two reasons: - the brand reputation of a tourist destination is frequently built on-line; - the reflected image on the web and the links created in it are an off-line behaviour proxy. The exploration-type analysis is intended to understand whether the brand architecture approach can be used, even in cases of fragmented tourist destinations.

Critical Issues in Tourism and Leisure Studies

Museums in Gran Canaria: Understanding the Perception of the Cultural Product

Pablo Llinares,

Despite its importance both to the tourism industry and to destination culture, there are few studies that focus on the museum product. Although museums in recent years have given much more serious consideration to attracting tourists, there is very little understanding of what visitors expect a museum to offer and what makes them satisfied with the experience. Understanding the image formation process as it relates to museums is a key factor for the competitiveness of a destination. This study seeks to provide a deeper understanding of this product. This study introduces the cultural perspective of the destination and then develops a measurement model of the museum image formation process. The model also examines visitor motivations and information sources as conditioning variables. Finally, it studies the effect of visitor image on satisfaction with the museum visitation experience. The results of this study are helpful to improve the marketing actions developed by the destination, integrating the cultural product in the destination management. Managerial implications are discussed.

Critical Issues in Tourism and Leisure Studies