

ABSTRACT PROCEEDINGS



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Corporate Entrepreneurship and Global
Tourism Strategies after Covid-19

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TIDES Institute

Campus Universitario de Tafira, MÓDULO E (Edificio de Ciencias Económicas y Empresariales), Universidad de Las Palmas de Gran Canaria

+ 34 928 454 960

www.tides.es

tides@ulpgc.es

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Academic Proceedings

The 9th Biennial Conference *ITSA 2022 and V Gran Canaria SSTD 2022: Corporate Entrepreneurship and Tourism Strategies after Covid-19* included research from around the world. Over 70 papers and posters were included in the research program of the conference.

ITSA extends its sincere thanks to the academic committee and peer reviewers who ensured the conference incorporated the highest quality research.

Academic Committee and Reviewers

Dr Jonathon Day, Purdue University. Academic Chair

The academic committee was comprised of the ITSA leadership including the executive committee, regional vice-presidents and domain leaders.

Special Thanks to each of our reviewers:

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For more details

You can find more details about the conference proceedings by visiting our online version of the conference proceedings at our website <https://intl tourismstudies.com/conference-proceedings/>

Proceedings from previous conferences can also be found at the ITSA on that webpage.

Title: Road Tourists' Satisfaction: the case of south of Italy

Authors: Francesca Pagliara, Nicola Montesano, Giuseppina Anatriello and Elisabetta Cicchiello

Abstract:

In this paper a model has been estimated, aiming at evaluating tourist's satisfaction with respect to road infrastructures. Specifically, four are the dimensions chosen with respect to which the analysis has been carried out: road maintenance; road safety; traffic management and quality of service are. Through the support of a questionnaire, submitted to tourists along the most popular tourist destinations in Campania region, in the south of Italy, it was possible to analyse tourists' satisfaction with respect to road infrastructures. Tourists were interviewed along some roads managed by ANAS S.p.A. (Azienda Nazionale Autonoma delle Strade, National Autonomous Company of Roads). The latter is the Italian company managing road infrastructures. Among the four dimensions analysed, the highest value is recorded for the road maintenance dimension (6.2/10), which is considered the real strength of Anas S.p.A. This result was obtained through the estimation of Structural Equation Models.

Keywords: Tourists'satisfaction; Road infrastructures; Maintenance; Safety; Traffic Management; Quality of service areas; SEM

Title: Young Indigenous Entrepreneurs- Supporting Changemakers Through Entrepreneurship and Advocacy of Indigenous Issues

Authors: Anita Lakra, Emily Wang, and Shagufta Farheen

Abstract:

Indigenous youth are reclaiming their language, customs and land. They are at the forefront of Canada's fastest-growing population, yet continue to face barriers in health, education and justice systems. Indigenous tourism often exploits Indigenous communities. However, self-driven Indigenous tourism is an opportunity for Indigenous communities to strengthen their culture and economy. Many Indigenous youth aspire to start businesses. Their products are often sold not just nationally, but also to international customers. Hence, a program that provides financial literacy courses and personalized business advice can support young Indigenous entrepreneurs. Based on the experience of a young Indigenous entrepreneur who sells beadwork through social media, this case explores best business practices and strategies for success through accounting concepts. In this case, two post-secondary student consultants are tasked with supporting a young Indigenous entrepreneur by developing a business model, in an effort to contribute to Alberta's Indigenous tourism. With the development of the United Nations Declaration on the Rights of Indigenous People, Indigenous rights have become a prominent global issue and this case is relevant in the context of Indigenous socio-economic development.

Keywords: Entrepreneurship; Indigenous tourism; Strategies

Title: Destination performance evaluation: When can a destination be considered successful?

Authors: Francesca Pagliara, Massimo Aria, Giusy Brancati and Alastair Morrison.

Abstract:

Performance evaluation is crucial to effective destination management in tourism. However, the determinants of successful destinations still remain elusive and there are differing approaches to evaluation. The purpose of this research was to propose a model to evaluate the attributes that contribute to making a destination perform successfully. A set of attributes were put forward to evaluate destination performance. The model was tested in Naples in the south of Italy. A survey of 624 tourists was conducted in the city from December 2021 to January 2022. Structural equation modeling (SEM) was employed to determine a prioritization of attributes. The key attributes with the highest relevance in explaining destination success in the structural model were appearance, access, and assurance. Appearance was the only attribute for which there was a significant difference between Italian and foreign tourists

Keywords: Destination performance evaluation; structural equation modeling; performance improvement; benchmarking; accountability

Title: eWOM platforms as productivity catalyzers for travel agencies: a two-stage double bootstrap data envelopment analysis

Authors: Tomas Saralegui

Abstract:

The travel industry, and in particular travel agencies, face a severe challenge to increase productivity. In a fast-paced digitalization context, embracing ICTs to tackle this challenge should be part of COVID-19 recovery strategies. Electronic word of mouth (eWOM) could allow better learning processes, improve communication with customers, and serve as a remarkable diffusion channel. However, this channel is not yet fully embraced by the sector. This research, delimited to Spanish travel agencies in the period 2012-2019, applies a two-stage double bootstrap data envelopment analysis to assess whether eWOM and how firms manage eWOM, contributes to achieving higher levels of efficiency. Results show that firms with higher valence and volume of online reviews tend to be closer to the efficiency frontier. Moreover, results show that proactively managing eWOM, by asking customers for their online reviews, answering to negative reviews, doing so promptly, as well as investing in eWOM, positively and significantly contributes to achieving higher levels of efficiency.

Keywords: eWOM; productivity; travel agencies

Title: Measurement model of the projected and perceived image through the organizational identity of the Volvo Ocean Race stopover Itajaí Brazil Sport event

Authors: Lígia Najdzion, Sara Joana Gadotti dos Anjos and Vitor R. Kuhn

Abstract:

The success of a tourism product depends on the way it is positioned by its identity, whose reflection is translated into the perceived image, thus demanding the use of strategies that contribute to transmitting a good image. Studies on image emphasize the

importance of knowing the perceived image, as well as the image projected through communication channels. In this context, the objective of the research was to propose a model for measuring the Projected and Perceived Image through the Organizational Identity of the Volvo Ocean Race Stopover Itajaí, Brazil. The study universe includes members of the organizing committee and stakeholders with documentary analysis of the event's media and digital social networks. In-depth interviews were conducted using Collective Subject Discourse for data interpretation. Documentary analysis was by means of Deductive Content Analysis and Correspondence Analysis. The results supported the 3 secondary hypotheses of the research, leading to confirm the central hypothesis that the Constructed Organizational Identity, projected by the image, is perceived by visitors to the Event studied. It is understood as fundamental the expansion of studies regarding Identity and the possibility of its application in tourist events, as social representations, as support also to communication strategies and marketing.

Keywords: Sport events; tourism; image; content analysis

Title: Innovation and hotel management: proposition of a hotel management model of organizational innovation for value creation

Authors: Helen Rita Menezes Coutinho, Sara Joana Gadotti dos Anjos and Vitor R. Kuhn

Abstract:

In line with the effect of international competition and the maturing of customer demands, hotels face the challenges of managing their resources and remaining competitive. Therefore, reevaluating their management models, assessing their ability to innovate and consequently generate value, and maintaining their sustainable performance in the long term is vital. This paper in fact focused on organizational innovation, therefore, the objective of this research was to propose a Hotel Management Model of Organizational Innovation for Value Creation. The research is exploratory-descriptive, with a quantitative approach and procedures. A pilot study was conducted with 150 American hotel managers, while the final sample included 453 hotel managers in Europe, Asia, North and South America. The model was validated using Structural Equation Modeling techniques, and it was possible to support 8 of the 14 secondary hypotheses that support the research. In the end, it was possible to realize the importance of a management that encourages the generation of ideas, promoting work practices aligned with human resources, increasing motivation and the development of innovative behavior in individuals. This relationship between leadership and employees fosters the development of the organization's intellectual capital, leveraging the hotel's capacity for innovation and value creation.

Keywords: Innovation, value creation, hotel management model

Title: Using tourism expenditure to understand the municipal solid waste generation: application to tourist destinations of Tenerife islands

Authors: Eugenio Diaz-Farina, Noemi Padrón-Fumero and Juan José Díaz Hernández

Abstract:

The main objective of this paper is to upgrade the methodologies that estimate tourism's contribution to waste generation. To do this, we overcome the limitations of using quantitative variables, such as tourist numbers, introducing tourism expenditure to

capture consumption patterns and the influence of tourism quality variables. In doing so, this paper provides two contributions to the literature. First, we use tourist expenditure with a high disaggregation level: i) where it occurs (in the accommodation or other services at the destination) and, ii) who makes it (tourists staying at hotels or apartments). And second, unlike other studies, our analysis is implemented at the municipal level, which provides additional insights into the weakness of current waste fees in the context of economic incentives designed to internalize municipal externalities. Results show that the waste impact of the accommodation sector using tourist expenditure is lower than the one obtained using tourist quantity variables. Moreover, tourist expenditure on services outside accommodation establishments has a greater impact on mixed waste generation than the expenditure made on accommodation and food services. There are several policy implications of these results, proposals range from charging hotels higher fees than apartments to distributing mixed waste generation costs among the different tourist activities.

Keywords: Tourism expenditure; solid waste generation; destinations

Title: The satisfaction of thalassotherapy visitors and its influence of word-of-mouth

Authors: Agustín J. Sánchez-Medina, Ylenia I. Naranjo-Barrera, and Laura Romero-Domínguez

Abstract:

This work aims to contribute to the field of service quality in wellness tourism by analysing the influence of a particular kind of services, namely thalassotherapy services, on customers' overall satisfaction. Additionally, the influence of overall satisfaction on positive word-of-mouth (WOM) on said services is also examined. To fulfil these research goals, structural equation modelling was performed on a sample of 246 thalassotherapy customers. The results show that customers' satisfaction with each thalassotherapy activity (i.e. swimming pool treatments, body/face treatments, the environment and the staff) has a positive impact on overall satisfaction. Additionally, overall satisfaction positively affects WOM. These results have practical implications, since they suggest that performing well only in the provision of treatments is not enough if there are service failures in terms of environment or staff

Keywords: Satisfaction; words of mouth; tourism; service quality

Title: Creative territory and gastronomy: describing the dynamics of socio-spatial relations in historic brazilian cities

Authors: Alice Leoti and Francisco Antônio dos Anjos

Abstract:

The present work presents the results obtained in the first of three movements of the Lefebvrian dialectic, the descriptive movement.

The epistemological approach is being employed in the research that seeks to understand Tourism in the creative territories in eleven Brazilian Historic Cities and its relationship with the field of heritage, paying special attention to the understanding of gastronomy as intangible heritage.

Keywords: Creative territory; Gastronomy; Socio-spatial relations

Title: High-performance work systems (HPWS) for tourism employees' quality of life (QoL)

Authors: Daniel Dorta-Afonso, Laura Romero-Domínguez and Claudia Benítez-Núñez

Abstract:

Building on recent developments on human resource management and burnout theories, we investigate how high-performance work systems (HPWS) enhance tourism employees' quality of life (QoL). We surveyed a sample of 420 employees from the tourism industry. Through PLS-SEM, we found that HPWS are conducive for higher levels of job satisfaction, and also that they reduce employees' burnout, partly because HPWS contribute to reducing job demands.

Keywords: High-performance; work systems; quality of life; job satisfaction

Title: Public Policies for Tourism Recovery during covid 19 pandemic; a case study of Spain

Authors: Mónica Pellejero, José M. Sanabria, Teresa Aguiar, and Yazmina Araujo

Abstract:

The COVID-19 virus has caused the biggest worldwide economic crisis since the Great Depression of the 1930s and a "zero tourism" situation with catastrophic consequences. Many authors analyzed the economic impacts of the COVID-19 pandemic, but none of them have specifically examined Spain and government actions and public policies taken to fight the pandemic. Through the case study methodology, this paper presents a literature review of the most up-to-date studies on the impacts of the COVID-19 global pandemic. Secondly, we specify the different public intervention measures implemented by national, regional, and local authorities in Spain. Finally, we set out the different COVID-19-related public rescue strategies for the tourism and hospitality sector at the individual level, at the business level and at the destination level.

Keywords: Public policies; COVID-19; Tourism recovery

Title: Railway Transport Support to Tourism for a Sustainable Post-Covid-19 Recovery in Italy

Authors: Juan Carlos Martin, Mario Tartaglia and Francesca Pagliara

Abstract:

In January 2022, the COVID-19 pandemic is still affecting the tourism industry worldwide. The EU member states are still imposing tight travel restriction measures in form of restrictive quarantines, negative test requirements, or vaccine certifications. The Ferrovie dello Stato Italiane (FS), the railways incumbent company in Italy, has suffered during these two years an important contraction in demand and supply. Our study aims to provide a deep analysis of the lessons learnt during the crisis to being prepared for a sustainable post-COVID recovery in Italy having in mind six research items: (1) workforce; (2) finance and economics; (3) digitalization and teleworking; (4) new

marketing tools; (5) contactless procedures; and (6) tour-package development. The challenges ahead to return back better will be discussed.

Keywords: Railway transport; Sustainable Tourism; Post-COVID-19 Recovery

Title: A novel gastronomic model applied to foreign visitors. A Structural Equation model approach

Authors: Tomás López-Guzmán, Salvador Moral-Cuadra, Juan Carlos Martín and Concepción Román.

Abstract:

Gastronomy is a key element for the development of a cultural heritage destination. In this sense, gastronomy is also a very important motivation for a satisfactory tourist experience that results in subsequent satisfaction. The aim of this research is to carry out an analysis of different variables related to motivations, loyalty and satisfaction, all from a gastronomic point of view. The target were those foreign tourists who visited the city of Cordoba between March and September 2018 and who had tasted the local gastronomy of Cordoba. Out of a total of 723 questionnaires obtained, only 710 were finally found to be valid, after an initial filtering process. A methodology based on structural equations (partial least squares - PLS) was used and, given the explanatory nature of the research, the predictive power and effect size were addressed through the coefficient of determination and f^2 respectively. In addition, a hypothesis test was carried out in order to test the influence or not between variables. The results show a direct influence of gastronomic motivations on the gastronomic experience, gastronomic satisfaction and loyalty towards the destination. It is worth noting the moderate predictive power of the destination loyalty variable. The correct identification of gastronomic motivations is key to the creation of a good promotional strategy by public and/or private entities, since, as has become clear through the model, a correct identification of gastronomic motivations implies a satisfactory gastronomic experience that results in loyalty towards the destination visited.

keywords: tourism, gastronomy, cultural heritage, gastronomic motivations, gastronomic experience, satisfaction, loyalty.

Title: Nature-Based Destination Image: An exploratory study on the formation of the destination image of the Legal Amazon.

Authors: Paula Cristina Pereira Rodrigues Chaves, Francisco Antônio dos Anjos and Marklea da Cunha Frest Dra.

Abstract:

This study aims to measure the Nature-Based Destination Image (NBDI) of the Legal Amazon among national tourists, verifying the image successors related to satisfaction, WOM /e- WOM, recommendation and revisit. With a predominantly quantitative approach, the study presents two purification stages: 1) a group of 15 experts and 2) 151 national tourists. To test convergence and reliability, Exploratory Factor Analysis (EFA) was used, with Bartlett's sphericity and KMO and reliability by McDonald's Omega. The findings revealed that 58 variables are suitable to measure the image of the Brazilian Amazon destination, suggesting internal consistency with good convergence and reliability indexes. The successors of the image presented good performances, especially the WOM/e-WOM and Recommendation components. With theoretical, empirical and managerial contributions, the study presents as unprecedented the measurement of destination image based on nature, a theme still absent in the literature,

applying the IDBN theoretical matrix developed by Chaves, 2021, in the Legal Amazon destination, with national tourists. It is recommended that future studies test the results with international tourists with a larger sample and with estimators of psychometric properties, in order to validate a model for measuring the NBDI

Keywords: Destination Image, Nature-Based Destination Image, Legal Amazon, Behavioral Intention

Title: Destinations' Recovery Marketing Campaigns in Response to Pandemics
Authors: Eli Avraham Eli

Abstract:

The Covid-19 pandemic has altered the paradigm of risk and recovery management but it is just one of many pandemics to have impacted destinations during the last two decades. This study examines how destination officials combated the image crises that followed SARS-2003, H1N1 Swine flu 2009-10, Zika 2016-17 and Covid-19. The literature dealing with combating pandemics has focused on the actual management of either a specific pandemic or regional aspects of a pandemic and less on the recovery marketing and image repair aspect. As a result, tourism academic literature has a shortage of image repair theoretical frameworks addressing multi-case health-related crises. In this study, we use qualitative content analysis of news reports, websites and recovery campaigns taken from media outlets, tourism news websites, Google search engine and YouTube, over the past two decades. This extended abstract posits a new theoretical framework: "The six-phase image repair strategies during pandemics"

Keywords: destinations; recovery; marketing; image; crisis

Title: Tourists' preferences for energy and digital transition programs in marinas.
Authors: Yen E. Lam-González, Carmelo J. León, Javier de León Ledesma, Raquel García Revilla, and Chaitanya Suárez-Rojas

Abstract:

Little is known about yacht tourists' environmental concerns and attitudes towards sustainability management in marinas. This study assesses sailors' preferences and willingness to pay for the energy and digital transition programs that can be implemented in marinas. A discrete choice experiment is designed and empirically validated with European sailors that used to moor in the marinas of the Canary Islands. Results show that sailors have a greater preference for solid waste management, renewable energy use and energy and water-saving programs. Besides, individuals were indifferent to health security programs and environmental certifications. By identifying low carbon solutions that have the greatest potential to increase the perceived well-being of port users, incentive schemes for the industry can be designed in more efficient terms.

Keywords: nautical tourism, marina ports, environmental management, consumer behaviour, ecological transition

Title: Measuring the Emotional Impact of Climate Change Images on Tourists: a Neuromarketing Study.

Authors: Carmen Kraaijkamp, Patricia Picazo Peral, and Sergio Moreno Gil

Abstract:

Nowadays there is a lack of marketing regarding climate change and the impact of the tourist sector. This research dives into what type of images and factors create a higher emotional response to improve tourist behaviour. Neuromarketing tools like facial emotional recognition and eye tracking were used to determine the reaction of 60 participants in the lab and 30 online to 20 carefully selected images. A correlation was found between the location the stimuli presents and the subject. Moreover, independent variables were evaluated, resulting in a clear difference between females and males, and under 25 years and above 25 years old. Furthermore, the testing location of the person clearly influences the rate of reaction. Being at home allows the person to freely express the emotion felt compared to the artificial setting at the lab. This research tried to use neuromarketing to effectively spread awareness and therefore avoid risk normalization.

Keywords: Climate Change, tourism, emotions, neuromarketing, facial expressions, eye tracking and risk normalization

Title: Workaholism and the intention to abandon: The case of tourism entrepreneurs

Authors: Agustín J. Sánchez-Medina, Mónica Pellejero, and Laura Romero-Domínguez

Abstract:

Entrepreneurship plays a vital role in the development of tourism destinations, both in terms of labour creation and economic contributions. Now, the research field of entrepreneurship has traditionally focused on the key factors for success, with business failure – more precisely, the factors leading to abandonment - receiving little attention. For this reason, the aim of this work is to analyse the role of workaholism (i.e. addiction to work) as an antecedent of entrepreneurial abandonment in the tourism context, particularly in small and medium enterprises (SMEs), which have been confirmed fundamental for the tourism industry. Building on Spence and Robbins' (1992) workaholism model, the results confirm that workaholism is indeed linked to intention to abandon. Consequently, some relevant implications are offered.

Keywords: Entrepreneurship; workaholism model; SME; tourism industry

Title: Re-Tourism or Transformations of Travelling Experience in the Post-COVID-19 Era

Authors: Darius Liutikas, Donatas Burneika, Edis Kriaučiūnas, Viktorija Baranauskienė and Gintare Pociute-Sereikiene

Abstract:

The COVID-19 pandemic has an irreversible impact on the tourism sector. This is related to the transformation of tourism products and services, the supply of a new tourism services and products, and the development of tourism at the new destinations. Tourism sector will have to introduce new technological and non-technological innovations, new

products, and services. In a changed social environment, tourism stakeholders have to adapt new business models. This is inevitable in order to adapt to the new social and economic realities. The paper discusses both the management measures of the COVID-19 pandemic in tourism sector and the transformations of tourism in the post-COVID-19 period. Some examples from Lithuania are presented, where different measures were implemented to manage the crisis and to mitigate its impact on the tourism sector. Most implemented measures also had the goals to promote the tourism sector after the lockdown and pandemic, and to transform the tourism system through the development of innovative and digital tourism services. Socio-economic change, technological change and environmental change the most affects tourism and its resilience. The post-COVID-19 tourism is analysed using social, environmental, and technological factors. The re-evaluation of tourism resources and environment related to a new tourism opportunity in the context of sustainable business development, adaptation of innovations, digitalization, climate change, health situation, and social security. The authors provide examples of how future trends of tourism relate to the lessons of the COVID-19 pandemic.

Keywords: Business models, Tourism, COVID-19, crisis management

Title: The value of Community-based Tourism in sustainable local economic development

Authors: Lombuso P. Shabalala

Abstract:

The study investigated the value of Community-based tourism (CBT) in sustainable local economic development. The focus is on how to utilise Cultural Heritage Tourism as a pillar of Community-based tourism in a form of community involvement and participation, which is currently seen as minimal if not inexistent. CBT is defined as “tourism owned and/or managed by communities and intended to deliver wider community benefit, benefiting a wider group than those employed in the initiative”. In addition, it can be part of the answer to both tourism project managers and communities as it presents positive social, economic and environmental rewards by means of capacity building and empowerment in a sustainable manner. A mix-method was adopted for this study. Semi-structured interviews including a survey through questionnaires distribution to Mapungubwe World Heritage Site Descendants community. Findings revealed that communities are of the view that Cultural Heritage Tourism should be used to reinstate the connection and dignity of the communities through community involvement and participation, which is currently perceived as minimal if not inexistent. The findings further revealed that custodians of the culture that has gained universal value wish to be part of the activities that are taking place in the site, also be involved in decision making process as per the CBT definition and lastly, benefit from the proceed derived from the site. Securing a well-developed CBT project and a skilled & knowledgeable management team is highly recommended because the value of Community-based Tourism will be enhanced.

Keywords: Community-based tourism, cultural heritage, sustainable local development

Title: Waste treatment facility location for Hotel chains

Authors: Dolores R. Santos-Peñate, Rafael R. Suárez-Vega, and Carmen Florido de la Nuez

Abstract:

Tourism generates huge amounts of waste. About half of the waste generated by hotels is food and garden bio-waste. This bio-waste can be used to make compost and pellets. In turn, pellets can be used as an absorbent material in composters and as an energy source. We consider the problem of locating composting and pellet-making facilities so that the bio-waste generated by a chain of hotels can be managed at or close to the generation points. An optimization model is applied to locate the facilities and allocate the waste and products, and several scenarios are analysed. The study shows that, depending on the transportation, treatment waste and production management costs, the installation of facilities is profitable for the hotel chain.

Keywords: Waste treatment; facility location; hotel; tourism

Title: The case of Lanzarote as a sustainable tourist destination

Authors: Héctor Fernández Manchado, Sergio Moreno Gil and Patricia Picazo Peral.

Abstract:

Sustainability, in a global scope, has become in the main vector of tourist destination, searching the competitiveness and his own survival, regarding to the maintenance of the territorial, social and economic balances. In that sense, attention should be paid to the case of Lanzarote (Canary Islands) as paradigm of the combination of sustainable destination and mass tourist destination, based on a previous model promoted by the art and nature binomial, proposed by the artist César Manrique, the first visionary of the looming threats over the tourist destinations which do not have the right focus on sustainability. Despite its relevance as a pioneer destination in sustainability management, the research undertaken has been limited. Thus, this paper fill this gap by carrying a comprehensive literature review on sustainability, paying special attention to the case of Lanzarote. As a result, this paper provides a reference guide to understand the current situation of research on this topic, context, methods, and focus of previous studies on Lanzarote Island. Finally, it identifies trends and reflections on future research.

Keywords: sustainability, sustainable development, mass destination, Sustainable Development Goals (SDGs).

Title: Valuing accessibility in hospitality and the loyalty of tourists with disabilities

Authors: Marklea Da Cunha Ferst, Sara Joana Gadotti dos Anjos and Vitor Kuhn

Abstract:

The official data regarding the development of the tourist activity shows its importance and reflexes on the economy and social well-being. However, the question is whether

the countries are properly prepared to meet all tourism demands with equality, which is why the needs of people with disabilities or reduced mobility are addressed in this study. Accessibility in accommodation facilities is an essential factor, whether by seeking to understand ways to eliminate barriers and/or how to develop an environment that is conducive to tourism activity. Thus, the research aims to analyze the valuation of accessibility in the choice of the accommodation and aspects that may influence the loyalty of the tourist with disabilities or with reduced mobility (TwDMr). The study is characterized as applied descriptive, with a bibliographic survey and the use of a questionnaire with both open and closed questions. It collected results from 995 respondents, serving as a basis for quali-quantitative analyses. The results establish that having access to tourist activities positively influences people's quality of life; the importance of accessibility in the purchase of a tourism product or service was proven, highlighting the accessibility of the means of accommodation as the most important element in the TwDMr's choice of tourist destination. It was concluded that meeting the accessibility requirements in the means of accommodation influences the choice of tourist destination, generating value to the enterprise, leading to loyalty, and, as a result, the TwDMr tend to be more loyal when their needs are adequately met.

Keywords: loyalty; accessibility; accommodation; tourism

Title: Describing socially sustainable tourist behaviour development and validation of a measurement scale

Authors: Jiawei Li

Abstract:

This research considers the concept of socially sustainable tourist behaviour. It explains the critical role of this behaviour in two parts (themes and behaviours), highlighting the lack of adequate research to date on this concept and the role of the social dimensions in achieving the UN's Sustainable Development Goals (SDGs). The dimensions from previous works (academic and non-academic) attempting to articulate sustainable tourist behaviour from a social perspective are summarised and classified. A measurement framework of 19 dimensions of socially sustainable tourist behaviour is proposed. It is argued that the extant literature fails to comprehensively conceptualise and measure socially sustainable tourist behaviour, and that a new framework with an associated measurement scale is needed.

Keywords: Sustainable tourism behaviour; measurement

Title: Can air transport subsidies to residents affects tourism? Evidence from Spanish Archipelagos

Authors: Ubay Pérez-Granja, Juan Luis Jiménez and Jorge Valido

Abstract:

Air transport subsidies to residents of remote destinations is a common policy in some countries. Most of the literature analyzing the impact of subsidies has focused on overall tourism demand. However, the effects of a subsidy in the tourism sector can not be limited to number of arrivals. Our study focusses on analyzing the effect of air transport subsidy in the tourism expenditure at destination by analyzing two different dimensions, daily expenditure and length of stay. As case study we analyze the outbound tourism to mainland Spain from the two Spanish archipelagos. We provide a difference-in-difference estimation to find the causal effect of the policy in both variables in the two Spanish archipelagos. We obtained heterogeneous results where daily expenditure was

increased for Balearic tourists but there was no effect on the tourists from the Canaries. However, both types of tourist reduced on average their length of stay

Keywords: subsidies, air transport; tourism expenditure; destinations

Title: Quantifying the impact of airlines exit in tourism destinations. The cases of Monarch and Thomas Cook

Authors: Ubay Pérez-Granja and Juan Luis Eugenio-Martin

Abstract:

We analyze the impact on tourists' arrivals after the bankruptcies of Monarch Airlines and Thomas Cook. It draws on arrivals from the UK to Canary Islands and it employs a univariate and multivariate structural time series with level interventions. More interestingly, after Monarch exit, the policymakers applied a laissez faire strategy, which resulted in a 93.04% net loss of their level of traffic in Tenerife. However, after Thomas Cook exit, the policymakers intervened in the market proposing incentives to the incumbent airlines to cover the loss. It resulted in a 34.72% net loss of Thomas Cook level of traffic. Moreover, we provide details about the redistribution of the traffic among the incumbent airlines that diminished the net loss of passengers.

Keywords: airlines; tourism destination; impact; tourism's arrivals

Title: Managing E-Mindful Tourism Experiences: A Co-Creation Approach

Authors: Uglješa Stankov, Miroslav D. Vujičić and Đorđije A. Vasiljević

Abstract:

Mindfulness is increasingly recognized as a life-changing technique for achieving present-moment awareness through attention self-regulation and by adopting a specific orientation toward immediate experiences marked by curiosity, openness, and acceptance (Bishop et al., 2006; Fischer et al., 2017). Because of the widespread and widely applicable knowledge of mindfulness, a tremendous flood of technology solutions has been introduced to aid users in learning, obtaining, and keeping a mindful state (Diamond et al., 2017). This technology-assisted mindfulness idea, which is primarily supported by the use of smartphone apps, web services, and body sensing equipment, is also known as e-mindfulness (Stankov, Filimonau, Gretzel, et al., 2020; Tedder et al., 2015). App-delivered mindfulness, in particular, is now driving the trend of mindfulness commodification. Mindfulness is commonly used in the travel sector for wellbeing and luxury market reasons (Chi et al., 2019; McGroarty et al., 2019). E-mindfulness-themed-offers have lately begun to appear. They mostly provide smartphone mobile applications, multimedia material, and specialized equipment and gadgets in hotel settings and during air travel (Headspace, 2019; McGoarty et al., 2020). The sectoral application of e-mindfulness is significantly under-researched, with only a few studies shedding light on the subject (Kang & Gretzel, 2012; Stankov, Filimonau, Gretzel, et al., 2020; Stankov & Filimonau, 2019). According to current study and practice, mindfulness, defined as a state of mind theoretically accessible to all humans, is primarily viewed as an intangible potential in the tourism area (Chen et al., 2017b). However, it is not yet a viable management asset for tourist experience design (Sheldon, 2020; Stankov & Filimonau, 2020). With the increased commercialization of the general notion of mindfulness, e-mindfulness has also become a worldwide trend in the general market (Kristensen, 2018; Purser, 2019). However, this viewpoint is still not prominent in the tourism domain, and there is currently no general framework that encompasses the important e-mindfulness

components from a management standpoint. Thus, the research employs a cross-sectional method based on a multidisciplinary literature review to construct the components of the e-mindful tourist experience as part of the co-cocreation scenario. The study closes with a research agenda for e-mindful tourist experiences, to improve their designability and document their diverse benefits.

Keywords: mindfulness; e-mindfulness; tourism experiences; co-creation.

Title: Metaverse: The dissolution of the traditional concept of Tourism

Authors: Katerina Volchek and Armin Brysch

Abstract:

Metaverse is a technology-driven “virtual world” that is expected to transform human interactions. To envision the effects of metaverse on tourism, this paper aims to conceptualise the phenomenon of metaverse towards tourism. It applied deductive reasoning and a semi-systematic literature review method. The paper discusses the possible alignment between tourism and metaverse phenomena. It proposes a new definition of tourism in the reality of the metaverse

Keywords: Metaverse; Tourism; virtual word

Title: A creative perspective on the tourism industry in Romania

Authors: Alexandra Zamfirache

Abstract:

The purpose of this scientific paper is to review various aspects of the negative impact of the COVID-19 outbreak on the tourism sector in Romania. The paper is based on research that combines an analysis of economic indicators, completed a qualitative research, based on in-depth interviews conducted on the population of Brasov on assessing the travel during the pandemic. Based on the results of research and exploratory research in the literature, we have listed in a concise manner several measures to make tourism cleaner, safer and more sustainable after this famous pandemic.

Keyword: Tourism industry; qualitative research; sustainable tourism; pandemic

Title: Quality Strategies and sustainable practices implemented in rural tourism in Romania

Authors: Nicoleta Andreea Neacsu and Ileana Tache

Abstract:

For both Romanians and foreigners, rural tourism in Romania is attractive, with unique areas and products, where the human-nature-community interaction is extremely important. Accommodation units that focus on quality and sustainability tend to perform much better than competing units that do not take these aspects into account. Although the literature provides information on strategies and measures that have been taken in the tourism industry to improve the quality of products and processes, the authors did not find studies on quality strategies and sustainability measures implemented in the

rural tourism sector in Romania in the last period, which was severely affected by the pandemic. In order to highlight these strategies and the way in which their implementation is perceived by consumers, the authors conducted an exploratory research and a quantitative research. The sampling method was nonprobability and a questionnaire was used to collect the data, which was displayed on a web page (Computer Assisted Web Interviewing). The results of the research showed that Romanians do not know the significance of quality strategies and sustainability practices, but appreciate the effects of their implementation by tourism unit administrators.

Keywords: Rural tourism; quality; sustainability; pandemic

Title: In search of local indigenous dishes: an analysis of casual dining restaurants, South Africa

Authors: Sisa Ngcwangu

Abstract:

This paper explores menus of casual dining restaurants in Mbombela, Mpumalanga Province, South Africa. The focus of the paper is to search for local indigenous dishes with an aim to find out if these restaurants include local cuisine in their menus. Literature has established that food is one of the primary motivators for travellers when making a decision as to which destination to travel to. Restaurants are places where most tourists will have their meals during their stay in a destination. This creates an opportunity for a region to further entrench itself in the memory of the tourist, thus increase the opportunity for repeat patronage. A qualitative method was adopted. The researcher visited the targeted restaurants in person and reviewed the menus. The Mr D app was also utilised. The key finding indicates a lack of representation when it comes to indigenous foods. The menus reflected a more western identity. This paper advocates for an inclusive approach for menu development by restaurateurs to promote the region to a more diverse market. The paper will potentially contribute to the body of knowledge, specifically on the role of indigenous foods in restaurants as a tool for destination marketing and tourism.

Keywords: casual dining restaurants, destination marketing; tourism

Title: Guest Attitudes in the COVID Era: Does Socioeconomic Status Impact the Acceptance of Hotels' Green Practices?

Authors: Faranak Memarzadeh and Priya Raman

Abstract:

As the hotel industry is one of the sectors that is heavily affected by the pandemic, it is critical to discover which characteristics of guests' priorities have transformed due to COVID-19, including guests' mindset about hotels' green practices. To offer the most effective sustainable service in the pandemic era, hoteliers need a clear perception of guests' viewpoints on hotels' green practices. Besides the guests' demographic information, which helps in understanding their opinion about green service in the COVID-19 time, their socioeconomic status could predict the layout of their mindset and perceptions of the service in this specific period of time.

Keywords: hospitality, pandemic, sustainability

Title: Can Digital Marketing on Instagram help to promote sustainable travel?
Authors: Jacques Bulchand-Gidumal and Armin Brysch

Abstract:

The contribution of digitalization and digital platforms to tourism sustainability is a timely topic. In this research we analyze if a digital platform such as Instagram could contribute and be used as a tool to promote sustainability by destinations and by travelers. To this aim, we implement a methodology comprised of four steps: identifying the most recognized sustainable destinations in the world (i.e. Slovenia, New Zealand and Costa Rica), downloading and analyzing the last posts from the official accounts of the DMOs of these destinations, identifying the most frequently used hashtags related to sustainable tourism (#ecoturismo, #ecotourism, #sustainabletravel, #ecotravel and #sustainabletourism), and downloading and analyzing 500 posts from these accounts. Our results are mixed, and show some opportunities but also significant challenges and puzzling outcomes. In general, there does not seem to be a consistent use of sustainability concepts in the publications analyzed.

Keyword digital marketing, sustainability, travel

Title: Tourism, Hospitality, Events, and Leisure: a redefinition of an academic discipline

Authors: Xinran Lehto, Ksenia Kirillova, Dan Wang and Xiaoxiao Fu

Abstract:

This study seeks to address the convergence of boundaries in Tourism, Hospitality, Events, and Leisure (THEL) fields and shared objects of study. We offer a synthesized definition of THEL and discuss a set of meta-concepts that defines the core and boundaries of THEL. We argue that hospitality, experience, and place are three unifying constructs upon which all THEL scholarship activities and practice fields are established. This paper invites a system-wide conversation to stimulate prescient thinking regarding academic discipline reassessment and progress at a time when technological and societal forces are transforming work, life, and education. This research will engender new perspectives to structure research and scholarship. In the context of learning, this paper will impact the reassessment of curricular structures to provide a curriculum that is relevant and adaptive to the changing needs of contemporary society.

Keywords Tourism, Hospitality, events, leisure

Title: Is This True? Trader Harassment Will Not Have a Deleterious Impact on Visitors' Loyalty Intention Toward a Destination

Authors: Annmarie Nicely, Shenee Douglas, and Basil Jemmott

Abstract:

Some researchers believe visitor harassment (VH) will not affect visitors' loyalty intention toward a destination. But is this true? Are all forms of VH equal in terms of their effect on visitors' loyalty intention? The goal of the present study was to address these questions. To ascertain whether three types of trader harassment of visitors (THV) will have a negative effect on three types of visitor loyalty intentions. In particular, their intention to return to the destination, recommend a destination to others and support its micro-traders in the future. Two destinations were examined, the Dominican Republic and

Mexico. Surveys (849) were analyzed using multivariate regression analysis. One critical finding of the study was not all forms of trader harassment of visitors were equal in their effect on visitors' loyalty intention toward a destination. The findings are noteworthy as they could impact how VH is tackled at destinations.

Keywords: visitor harassment, tourist harassment, loyalty intention, vendors, traders

Title: Are daily expenditure and length of stay endogenous? The case of national tourism in Spain

Authors: Ubay Pérez-Granja and Jorge Vicente Pérez-Rodríguez

Abstract:

In this study we analyze the main factors explaining the daily tourist expenditure and overnight stays of domestic tourists in Spain using a bootstrapped simultaneous equation framework. This allows us to consider sample variability and employ instrumental variables to deal with the endogeneity present between both variables. Our results confirm the endogenous relationship between both variables, but this relationship is not bidirectional. Moreover, the analysis of the determinants can help to develop marketing campaigns, activities or policies oriented to domestic tourism.

Keywords Tourist expenditure, domestic tourism, length of stay

Title: Opaque products: an application in the air transport industry

Authors: Juana M. Alonso Déniz and M. Pilar Socorro

Abstract:

In the case of non-storable goods and uncertain or changing demand, companies may be focused on introducing pricing practices, such as opaque products. This article provides a theoretical model in order to analyze the optimality of this new pricing practice which aims to generate additional demand. We provide an application of opaque products in the air transport industry due to the nature of the goods and the market conditions of low or uncertain demand that frequently faces and that has recently increased due to the Covid-19 pandemic. Opaque selling may help companies in dealing with excess capacity and generating extra revenues. We focus on how consumers' risk attitude influences the optimality of opaque products. Moreover, we demonstrate that only if consumers are risk-averse, companies may apply an additional discount over the initial price of the opaque product. Otherwise, opaque selling is always optimal for dealing with excess capacity. However, we demonstrate, under different market conditions, the optimality of opaque selling with the mentioned discount.

Keywords Opaque products, uncertainty, pricing, capacity management

Title: Instagram travel influencers coping with covid-19 travel disruption

Authors: Andrei Kirilenko, Katarzyna Emin, and Karen Tavares

Abstract:

A significant portion of today's marketing is done through social media influencers, that is, through bloggers with established online credibility in a certain area who are recognized and followed by a sizable online audience. In the travel and hospitality

industry, the influencer marketing is primarily done through Instagram due to its emphasis on visual images rather than texts. Covid-19 related travel restrictions and shrinking social media advertisement in travel industry have heavily impacted travel influencers, reducing their income and forcing many out of business. We present the outcomes of a study of the top 150 online travel influencers. The analysis is based on 11,000 photographs and texts published in two time periods before and during COVID-19 epidemics. We found that COVID-19 has induced transformative changes in the influencers' online behavior reflected in changes in their posting frequency, themes, and expressed emotions.

Keywords: Instagram, Covid-19, influencer marketing, transformative changes

Title: Markov Models for predicting the Internet of Behaviour (IoB) of tourists: Optical Camera Communications (OCC) as a localization tool for indoor touristic scenarios

Authors: Saray Rufo Torres, Lidia Aguiar Castillo, Julio Rufo, José Rabadán, and Rafael Pérez Jiménez

Abstract:

This work proposes a simulation tool of a system aimed to predict the movements of tourists in an indoor scenario. It is based on a visible light positioning (VLP) system using LED lamps and an App in the user's mobile phone. VLP offers a dual illumination-location solution and provides highly accurate indoor positioning data of the user, able to feed Big Data analysis routines based on the Internet-of-behaviour paradigm through Markov models. The development of this tool is the first step to confirm the suitability of Markov models on behaviour predicting using VLP, with particular emphasis on the tourism and leisure industries. This work will open new research guidelines on these environments, significantly to ease the decision-making process in hospitality facilities. In the final paper, results obtained through an experimental mock-up system will be presented to validate the proposed prediction model.

Keywords: Prediction model, tourism, behaviour, big data

Title: Aspects related to the post-pandemic rural cultural tourism in Romania

Authors: Ioana Paula Armasar

Abstract:

In Romania, rural cultural tourism has had and is also expected to continue to have an extremely beneficial impact on the development of certain disadvantaged areas of the country, because it represents an economic driver, a means of capitalising on resources and of prompting local and territorial authorities. Thus, it provides medium and long-term contributions to the preservation and promotion of the most authentic and valuable aspects of the Romanian spirit. In what concerns the activities carried out in the rural area with respect to culture, the risk area has been extended during the sanitary crisis; however, the restrictions and the lockdown have been "useful" in increasing awareness of available resources, in planning actions in a more diligent manner and in broadening the vision of what should be done. In the context of the pandemic, all of these aspects have become strengths. Post-pandemic tourism should be characterised by rediscovering oneself and the stake for rural cultural tourism in Romania should be the

attraction of foreigners. This paper identifies and analyses the aforementioned strong points, which impact the so-called post-pandemic era.

Keywords: Cultural tourism, rural, impact, post-pandemic era

Title: Estimating the spatial and time decay impacts of a local event

Authors: José Manuel Cazorla-Artiles and Juan Luis Eugenio-Martin

Abstract:

This paper studies the spatial and temporal decay impacts of a local event on tourism accommodation in a region. The results show that the day of the event, the number of occupied rooms, ADR and revenue reach a marked peak. Moreover, it shows the presence of a time decay impact on revenue, which is asymmetric in favour of the days before the event. A spatial panel data regression method has been employed. The case study concerns Ironman Triathlon event and its impact on the Airbnb listings in the Spanish region of Vitoria-Gasteiz in 2019.

Keywords: spatial, temporal decay, impacts, tourism, accommodation

Title: What drives satisfaction and dissatisfaction of hotel guests? an exploratory analysis based on Tripadvisor

Authors: Carlos Díaz-Santamaría, Jacques Bulchand-Gidumal and Santiago Melián-González

Abstract:

Understanding the drivers of hotel guest satisfaction and dissatisfaction is basic for hotel managers. In this research, we use a large database of more than 30,000 reviews that were posted on TripAdvisor to investigate this issue. We use Power BI to assign a sentiment score to each review and to extract the main phrases from them. This allows us to create two datasets of words and phrases (one derived from the reviews of satisfied guests and one derived from the reviews of dissatisfied guests) in order to compare them. In order to compare both datasets, we perform a quantitative analysis. We find that some of the concepts are mentioned almost equally by both types of guests (the staff, the room, the food options and the infrastructure of the hotel, mainly the pool area), while others appear more predominantly in one of the cases (e.g. the bathroom and prices are mentioned much more frequently by dissatisfied guests). These results allow us to draw some conclusions for hotel managers.

Keywords: Satisfaction, dissatisfaction, exploratory analysis, tripadvisor

Title: The COVID-19 and the stock market behaviour of the tourism sector in Spain.

Authors: Isabel Carrillo-Hidalgo, Juan Ignacio Pulido-Fernández, José Luis Durán-Román and Jairo Casado-Montilla

Abstract:

The global pandemic caused by COVID-19, declared in March 2020, has had a dramatic impact on tourism, especially in Spain, as it was one of the first countries affected by the pandemic, as well as being one of the world's biggest tourist destinations. Stock market values are responding to the evolution of the pandemic, especially in the case of tourist companies, so being able to quantify this relationship allows us to predict the effect of the pandemic on shares in the tourism sector, improving the response to the crisis. To

this end, a model has been developed to predict the behaviour of shares in the Spanish tourism sector, according to the evolution of the COVID-19 pandemic in the medium term. It has been confirmed that both the number of deaths and the number of cases diagnosed are good predictors of abnormal stock prices in the tourism sector.

Keywords: COVID-19, Stock market behaviour, tourism

Title: Tourists' meaning of sustainability as a tool for segmentation. a biosphere reserve case study

Authors: Juan Ignacio Pulido-Fernández, Yaiza López-Sánchez, Isabel Carrillo-Hidalgo, and Jose Luis Durán-Román

Abstract:

This paper provides empirical evidence on the potential use of the meaning of sustainability for the tourist in segmentation studies. The analysis has been applied to a nature destination, specifically, in the "Sierras de Cazorla, Segura y Las Villas" Biosphere Reserve. In the first place, this research identifies, through a cluster analysis, three segments of tourists based on what the tourist considers sustainability to be (level of knowledge and commitment, as well as its implications for the destination), analyzing for each segment their sociodemographic and socioeconomic variables and their willingness to pay to improve the sustainability of destinations. The results show that it is possible to identify one or several segments of demand that show different levels of commitment, attitude, knowledge and/or behavior towards sustainability and calculate the amount of money that each segment is willing to pay to visit a more sustainable destination. This research shows, however, that more than 70% of those surveyed are not willing to pay more to achieve a more sustainable destination, the reasons being very diverse, but, in any case, no significant differences being identified between the segments with respect to this question. The study concludes by discussing the potential of using the meaning of sustainability for the tourist as an important segmentation tool, aimed at facilitating the change towards a more sustainable tourism behavior, and allowing the design of pro-sustainable strategies and policies in tourist destinations.

Keywords: sustainability, segmentation, tourism, willing to pay

Title: Authentication of Tourist Attractions: Authenticity Orientation Attitude and National Culture

Authors: Svetlana Stepchenkova, Xiangyi Dai, Rafael Guerrero-Rodríguez, Veronika Belyaeva, Minseong Kim and Hyejin Park.

Abstract:

The study contributes to the discussion of authenticity in tourism by testing the impact of authenticity orientation of an individual, that is, realist, constructivist, or postmodernist, and the respondents' respective culture on how they authenticate tourist attractions. The study found that authenticity orientation and national culture are the factors in the authentication process for the iconically authentic attractions. For the indexically authentic attractions the relationship was not found. Theoretical implications for future research are identified.

Keywords Authenticity, tourism, attractions, culture

Title: Technological applications in small accommodation businesses
Authors: Codruta Adina Baltescu

Abstract:

The technological evolution in economic activities determines rapid changes and the need for permanent adaptation. In tourism and, especially in the field of hospitality, these transformations have essential influences on the organizational aspects, managerial decisions and, finally, on the companies' competitiveness. The study aims to assess the current state of use of technological applications in the small accommodation businesses, as well as the perceived advantages and barriers in managers' views. This study presents the results of a qualitative research conducted on a sample of 20 managers of small hospitality businesses in Brasov County, Romania. The findings point out that the limited financial possibilities confine the access of small units to the implementation of new technological solutions, and the lack of specialized training and support from authorised institutions postpones the decision to use these applications.

Keywords: Technological applications, accommodation, tourism, competitiveness

Title: Exploring Possible Survey Measures for Trader Harassment Intensity at Tourist Destinations
Authors: Anmarie Nicely, Shweta Singh, Ying Li, and Raslinda Mohd Ghazali

Abstract:

The goal of the study was to explore possible subconstructs for trader harassment intensity at destinations. To accomplish this the research team analyzed blog posts and survey data gathered through Amazon Mechanical Turk, using content and exploratory factor analyses, respectively. Five factors emerged, each with sub-constructs. They were the extent to which the visitor found their interaction with micro-trader(s) at the destination hassling, non-stop, a rip-off, threatening, and < unethical. The next step is to confirm the veracity of these factors. The findings have important theoretical and practical implications. They could influence how trader harassment intensity is measured by the academy and by destination management organizations.

Keywords: Visitor harassment, tourist harassment, survey, vendors, scale development

Title: Contact Hypothesis in Tourism: A Systematic Review
Authors: Luciana Machado Purper and Jorge E. Araña-Padilla

Abstract:

We evaluate contact hypothesis in the tourism field from a residents' perspective. Contact between residents and tourists is a key factor of tourism industry and contact hypothesis is a promising theory to examine it. However, the evidence of the effect of resident-tourist contact is ambiguous. While some studies found positive effects, others found negative or mixed effects. We assemble and review studies that applied contact hypothesis in tourism, of which there are 43 in total, and ran a meta-analysis. We find the evidence that contact typically has positive outcome in resident-tourist relationship, a result consistent with other meta-analyses in other contexts; but our analysis also shows that contact effects contradict some previous studies. Furthermore, we uncover important gaps, which must be addressed empirically before contact hypothesis can reliably guide policy to improve tourism development.

Keywords: contact hypothesis; resident-tourist interaction; tourism; meta-analysis

Title: Committing to be a better traveler: an experimental study of travel pledges
Authors: Ailin Fei and Jonathon G. Day

Abstract:

Travel pledges are being implemented at destinations such as Palau, Iceland, and New Zealand. Travel pledges are not contracts, but rather a commitment device that hopes to nudge consumers into adopting a certain desired behavior, in this case, responsible travel. The present study aims to empirically assess how travel pledges affect the self-reported intention to travel responsibly among undergraduate students. The current study will contribute to the lack of literature regarding travel pledges and provide information to destination management organizations or affiliated associations and parties on the value of travel pledges. The online survey will use a hypothetical spring break vacation to gather data on how responsible travel behavior intention is affected by the utilization of travel pledges.

Keywords: Travel pledges, responsible travel, behavior

Title: A systematic literature review on the responsible travel behavior of tourists in destination tourism

Authors: Ailin Fei and Jonathon G. Day

Abstract:

Responsible travel can be referenced in a variety of ways in academic literature due to similar terms and synonyms. Responsible travel does not have a formal definition although, it is being researched in a wide range of contexts. This study is a systematic literature review on the responsible travel behavior of tourists in destination tourism. This study aims to identify what literature exists currently that investigates or aims to promote responsible travel behavior of tourists at a destination. This study is also interested in identifying if there is any literature that measures the responsible travel behavior of tourists. This will specifically address whether scales, measurements, tests, assessments, or instruments have been developed to measure responsible travel behavior. This study will be one of the first studies to consolidate the vast information regarding responsible travel, while recognizing that responsible travel can be referenced in a variety of ways. This study may also identify current gaps in responsible travel research and identify whether there is a lack of instruments to measure responsible travel behavior while traveling to a destination.

Keywords: Responsible travel behavior, tourism, destination

Title: The impacts of sound design on listening experience of a road-trip audio guide

Authors: Jun Chen and Xinran Lehto

Abstract:

The listening experience is particularly important for a road-trip audio guide, because audio guides heavily rely on the auditory channel without the support of a visual channel. Playing a key role in influencing listening experience, sound design is especially important in an audio guide. This study evaluates the effect of three different sound design factors -sound effects, music, and voice gender- on respondent emotional and

cognitive experience of an audio guide, by conducting a 2x2x3 full factorial experimental design. Additionally, four variables --- mental imagery, attention, comfortableness, and familiarity - are suggested to be mediators of the effectiveness of sound design on the emotional and cognitive experience of an audio guide. The research is in line with the call for increased research effort to better understand how tourism can contribute to the enhancement of visitors' experience in city tourism, and the call for studies on technology-integrated products in smart tourism. In addition to the theoretical interest of this topic, it has practical relevance because it aids audio program developers in understanding what helps to create to a good auditory experience.

Keywords: sound design, audio guide, impact, experience

Title: From service quality to tourist experience: a review from servqual to consumer neuroscience

Authors: Lucía Melián-Alzola, Lorena Robaina-Calderín, and Josefa Delia Martín-Santana

Abstract:

The literature on service quality and consumer satisfaction needs to integrate the new methods and study techniques provided by consumer neuroscience. The review of studies in the field of tourism from the consumer neuroscience perspective allows us to identify the conceptual and methodological changes necessary to achieve an advance in the science of the study of consumer behavior.

Keywords: service quality, tourist experience, sevqual, neuroscience

Title: Love it and/or leave it: Paradox of country proudness and self-image versus intentions to migrate among youth of Uzbekistan

Authors: Gulnoza Usmonova, Deniza Alieva, and Sherzod Aktamov

Abstract:

The socioeconomic development of developing areas worldwide is facilitated by tourism. However, the exodus of the younger and more qualified labor may hinder the capacity for development. This study investigates the connections between youth migration intentions, Uzbekistan's tourism image, and tourism development satisfaction. The findings demonstrate that the country's perception of its tourism mediates the relationship between tourism satisfaction and migration intentions, i.e., those people who have a lower perception of the destination's positive impact of tourism have a higher impact of tourism satisfaction on their intentions to migrate. The findings highlight the need to concentrate on residents of less developed tourist areas' tourism brands to improve their ability to draw in local talent for tourism growth.

Keywords: image, tourism, destination, youth migration

Title: Substitution among hotels and P2P accommodation in the COVID era: A spatial dynamic panel data model at the listing level

Authors: Rafael Suárez-Vega, Jorge V. Pérez-Rodríguez, and Juan M. Hernandez

Abstract:

This paper studies the demand of the Airbnb's listings in the Canary Islands analysing not only whether peer-to-peer (P2P) accommodation substitutes or complement the traditional accommodation, but also the spatial correlation between listings. Moreover, we analyse the effect of the COVID-19 pandemic crisis in this lodging industry. To do this, we use a spatial dynamic panel data demand model for occupancy rates related to prices of Airbnb listings, prices of competitors (hotels and apartments) and the income. Results indicate that there is positive autocorrelation between occupancy rates, own-price elasticities are inelastic and positive cross-price elasticities, indicating that they are substitute goods. Income elasticity is lower than one and not statistically significant indicating that the demand for tourism in the Canary Islands is insensitive to the economic situation in the origin countries. COVID-19 effects are an increase of the elasticity and the substitution effect of hotels.

Keywords: accommodation, COVID, crisis, spatial dynamic panel model

Title: The economic impact of global uncertainty and security threats on international tourism.

Authors: Casiano A. Manrique-de-Lara-Peñate, María Santana-Gallego, and Elisabeth Valle

Abstract:

Analyzing and monitoring the evolution of tourism demand is crucial, and tourist security will have an irrefutable part to play in the growth of the sector. The novelty of this research is that we estimate for the first time variations in tourism demand and gross value added stemming from changes in security threats and global uncertainty. Firstly, we use a gravity model to predict variations in tourist arrivals caused by changes in terrorism, corruption and economic policy uncertainty under different scenarios, and secondly, we use inter-country input-output tables to calculate the impact on value added for 69 countries, and 7 aggregated regions (Africa, Asia, Europe, Latin America, the Near East, Oceania, and the USA & Canada). We provide estimates of variations in tourism demand and value added under different scenarios, ranging from total security to maximum values of insecurity and uncertainty at country and regional levels.

Keywords: international tourism, tourism demand, security, global uncertainty

Title: Virtual Tour Package Model Innovation based on educational tourism. A case study of Cinangneng Village

Authors: Fetty Nurmala Rossi, Yustisia Pasfatima Mbulu and Yosi Erfinda

Abstract:

This research aims to identify the components of 5A tourism (Attraction, Accessibility, Amenities, Available Package, Activities) in The Cinangneng tourist village, analyze SWOT in the development of Cinangneng tourist village based on educational tourism, and create a virtual tour package model in Cinangneng tourist village based on educational tourism. The research method uses qualitative descriptive and conducts observations and interviews with management and tourists who have visited the tourist village of Cinangneng. The results of this study state that the Cinangneng tourist village has fulfilled the 5A tourism component judging from attractions, Amenities, Available Package & Activities. At the same time, accessibility still needs to be improved. SWOT results show that the strengths and opportunities of The Cinangneng tourist village have

an exciting educational tour. A virtual package model can be made into four models: Family Package, Student & University package, Community Package, and corporate package.

Keywords: Qualitative, virtual tour model, innovation, educational tourism

Title: Measuring the sustainable behaviour and satisfaction with services in cruise tourism: a Naples case study

Authors: Assunta Di Vaio, Ana López-Ojeda, Casiano Manrique-de-Lara-Peñate, and Lourdes Trujillo

Abstract:

The main aim of this paper is to analyse cruise tourists' sustainable behaviour and their level of satisfaction in Naples as one of the main Mediterranean ports receiving this type of tourism. The usage of a semi-structured questionnaire, administered to 1180 cruise tourists, allows us to group cruise tourists into clusters and analyse all the elements of two alternate types of behaviour: environmental and social. We have developed an IPA analysis and use ordered logit models to assess which aspects are influencing the general satisfaction level. Our findings highlight that over 80% of visitors indicated that they are highly aware of the need to dispose of trash in a sustainable way, as well as differences between different cluster preferences. The findings, although drawn from only one destination, may be useful for practitioners and policy makers by allowing them to pinpoint and understand specific determinants of the socio-economic effects of cruise tourism on a destination, by taking into account the role of sustainable services.

Keywords: Cruise tourism, destination, socio-economic effects, sustainability

Title: Perceived substitutability of virtual tourism: will consumers continue to use virtual travel products post-pandemic?

Authors: Yiran Liu and Xinran Lehto

Abstract:

The tourism recovery in the post-pandemic era has attracted major attention from scholars, focusing on people's potential travel intentions and behaviors to visit destinations physically. However, people's behaviors of engaging in virtual tourism post-pandemic have received little attention, and its value as a substitute for direct traveling has been ignored. By treating the substitutability of virtual tourism as a subjective receptivity of consumers, this research aims to examine consumers' perception of virtual tourism as a substitute for direct traveling and its relationship with their intention to travel physically or virtually post-pandemic. A positive relationship is hypothesized, and the moderation role of past adoption of virtual tourism is also examined. A sample of 331 responses was collected through MTurk and analyzed using linear regression models. The results showed that consumers' higher perception of virtual tourism as a substitute would increase their intention to travel physically or virtually post-pandemic, with the intention to travel virtually much higher than the intention to travel physically. The moderation role of past adoption of virtual tourism is also validated, with people who adopted virtual tourism during the pandemic having reduced intention to travel physically and virtually post-pandemic. The results of this research lend both theoretical as well as

practical implications to academia and the practitioners as to how to plan and market destination experience-based products.

Keywords: Tourism recovery, post-pandemic, virtual tourism, intention to travel

Title: Corporate Social Responsibility Practices Related to Circular Economy in Hotel Establishments: A Pilot Study in Gran Canaria

Authors: Carlos Rodríguez, Carmen Florido and Marta Jacob

Abstract:

Negative externalities of the hotel industry on the environment have been greatly analysed, and they are due to the linear production-consumption model. There is a need to implement a transition of the hotel sector towards a Circular Economy (CE). This work aims to analyse first, the most common and the least common CSR practices related to CE implemented by hotel managers in the hotel industry of a mature sun and beach destination, Gran Canaria, and second, if the fact of having a CSR policy is a factor that leads to a greater implementation of CE practices. The pilot study uses data collected from hotel managers or department heads using a structured questionnaire (55 quantitative surveys). The main findings show that hotels with a CSR policy are more likely to introduce circular practices than those without it. Results also identify the most common circular practices related to CSR and the ones least implemented. Results could be used in the design of the transition to a more circular hotel industry in a sun and beach destination.

Keywords: Circular economy, mature destination, CSR policy

Title: Personalisation, equality, and equity in smart tourism experience design

Authors: Katerina Volchek and Juho Pesonen

Abstract:

Personalisation is considered one of the cornerstones of smart tourism experiences. Personalisation is based on the idea that people are different and by understanding these differences it is possible to tailor services and co-create value for each individual. This conceptual research critically examines personalisation through the humanism lens, focusing on the role of equality and equity in personalised experiences. The resulting framework shows that personalisation can create unequal access to advanced experiences, but it can also be used to promote equity. A robust methodology to build equity in smart tourism and provide the means for value co-creation for each tourist is required.

Keywords: Personalisation, equality, equity, Smart tourism

Title: Healthy Employees: Contributions of Hospitality Employee Wellness Programs

Authors: Susan E. Gordon and Xinran Lehto

Abstract:

Wellness has come to the forefront of people's lives whether it be in personal lives or professional lives, which spill over into each. A lack of well-being due to work can negatively impact an employee's personal life. Thus, wellness encompassed in the work domain is of importance to sustain effects that may either spill over into or be gained in the personal domain. Using the Health Resource Framework (Lehto & Lehto, 2019), this study aims to uncover which wellness program components employees are currently participating in, and the employees' perception of the impact of these components on their well-being. We propose that these same components can be extended to the workplace where wellness programs at work can benefit these four components, which would also spill into employees' personal lives. Employing a case study approach through interviews with corporate benefits managers, operations managers, and line-level employees with one hotel organization, the study will be one of the first to extend the Health Resource Framework from tourists to hospitality employees. Practically, this study will provide insights as to which wellness program components employees value and of those, which contribute to their overall sense of wellness.

Keywords: Hospitality Employees, Wellness, Hospitality Management

Title: Enoturismo Islas Canarias: a case study

Authors: Iván Hernández-Suárez

Abstract:

The current global socio-economic situation caused by the Covid health crisis and its subsequent development has made tourism one of the most critical sectors. Moreover, tourism has become one of the tertiary sector business areas currently receiving the most media attention due to the total blockage and its catharsis as an industry, which is in urgent need of not only new development strategies, but also new model proposals. Companies in the primary and tertiary sector in general, and wine and tourism in particular, have another great post-pandemic challenge before them: identifying how to develop within the current Industry 4.0. This research proposal x-rays the innovation model of the first stage of the Canary Islands Wine Tourism Cluster and the bases of a second model, which arise from the modifications carried out as of July 2021, with the incorporation of a new technologist and the commitment to the implementation of a particular vision of innovation: The implementation of the quintuple helix as the strategic axis of an innovation model and the need for a mechanism that articulates the necessary connections of the strategic plan and the activities to be carried out through the various projects of the entity, with a specific sectoral plan for Wine Tourism in the Canary Islands, led by the Canary Islands Wine Tourism Cluster, taking as a reference the current works with the latest research of Enotourism ecosystems, published in 2021, which underpin the new model of competitiveness in wine tourism, based on a model of innovation quintuple helix and the implementation of sustainability and circular economy in the region, as an added value and competitive factor of high value.

Keywords: crisis, tourism, enotourism, innovation model

Title: An investigation into post COVID-19 travel intention

Authors: Abhishek Bhati, Zilmiyah Kimble, Manisha Agarwal, Zohre Mohammadi

Abstract:

Tourism industry has been impacted severely by the contagious global pandemic Covid-19 (Coronavirus Disease). Travel patterns were heavily influenced by the media engagement and coverage of the pandemic, which resulted in a growing health-protective behaviour. The assessment of safety and risk, largely weighed down on the travel decisions and perceptions related to destination image. The key focus of this research is to understand the role of mediating factors in altering the relationship between destination image perception and, its influence on travel behaviour, post-Covid19 crisis. While the Protection Motivation Theory model forms the basis of the research, this study further proposes an adapted model that provides new insights on the mediating roles of media engagement in influencing tourist health-protective behaviour and travel intentions post Covid-19 pandemic.

Keywords: Travel Behavior, Protection Motivation Theory

Title: Impact of COVID-19 pandemic on hotel employees' task performance

Authors: Hai Nguyen, Teresa Aguiar Quintana and Yazmina Gloria Araujo Cabrera

Abstract:

This study investigated the impact of job insecurity, anxiety and depression caused by the COVID-19 pandemic on hotel employees' task performance, as well as the role of resilience on these relationships. This is one of the very few empirical studies that have been conducted on different job insecurity consequences in the hospitality sector. The findings of this study indicated that while job insecurity negatively impacted psychological strains, i.e. anxiety and depression, it did not significantly influence task performance.

Keywords: task performance, job insecurity, hospitality, COVID-19, Resilience

Title: Opening windows to the past. Innovation in the tourist offer through extended reality immersive museum experiences at the canary museum

Authors: Daniel Perez-Estevez

Abstract:

The Scientific Society the Canary Museum is an institution founded in 1879 that preserves, researches and disseminates the historical and cultural heritage of the Canary Islands. Since its foundation, the Canary Museum has been an obligatory stop on any tourist visit to the city of Las Palmas de Gran Canaria, since its exhibition is essential to learn about the origin of the population and the richness of the Canary culture. Tourism accounts for 50% of the income from visitors to the Canary Museum, so innovating in the museum tour is essential to attract tourists and increase the number of visits. The restrictions derived from Covid19 limited the sharing of interactive utensils by tourists, so that since March 2020 the digital transformation process has advanced towards digital acceleration, in order to find new means to share knowledge and carry out the didactic work. As part of this process, a survey was carried out, using an Importance/Result methodology (IPA Analysis), in order to identify the priorities of the visitors and measure the adequacy of the scheduled activity. This methodology is very useful when it comes to assessing customer satisfaction, since it allows them to compare

their real perception with the variables they consider to be a priority. The study reflected a high assessment of the activity carried out by the institution, and the results pointed to a high interest in immersive experiences. In this way, the Canary Museum has incorporated into its exhibition resources two proposals with a highly innovative component: 3D digitized archaeological pieces, and Augmented Reality scenes of aboriginal life in each room. In this way, visitors can enjoy a trip to the past through tablets and smartphones, converted into windows to the past.

Keywords: Innovation, extended reality, museum, IPA analysis

Title: What lies ahead for post-pandemic urban tourism in Jakarta? An overview of existing tourism

Authors: Yustisia Pasfatima Mbulu, Devi Roza Kausar, Firdha Wulan Satyaningrum and Alicia Cinta Widyaqsha

Abstract:

The purpose of this study is to present a brief overview of urban tourism resources in Jakarta, the capital of Indonesia and to assess what challenges and opportunities lie ahead for them in the post-pandemic world. The study is derived from students project assignment which explore Jakarta's urban tourism resources, namely the historic area of Jakarta Old Town, the Betawi native ethnic group village of Setu Babakan, and the cultural theme park Miniature of Beautiful Indonesia. The study employs observations and interviews with managers of these tourists' sites as well as visitors. A SWOT analysis is done after data were gathered. From field observations it can be confirmed that the three areas exhibit some characteristics of contemporary urban tourism. However, albeit each is in different stage of development, they face similar challenges in tourism marketing, developing interpretation, and communicating their values. Opportunities in the post-pandemic world for these three different places are the latest changes in tourists' preference for outdoor setting and spacious area.

Keywords: urban tourism, Swot analysis, field observations, marketing

Title: Tourism dependency, Covid vaccine intention and beliefs

Authors: Hai Nguyen

Abstract:

This research examines the association between tourism dependency and COVID-19 vaccination intention and beliefs, including vaccine confidence, safety and efficacy concerns. Our findings indicate that there are clear differences between tourism-dependent and non-dependent groups, with the dependent group showing less intention to undertake a COVID-19 vaccine, less vaccine confidence, and more safety concerns. Testing the causal relationship between tourism dependency and intention of taking a COVID-19 vaccine, findings show even a negative but weak relationship, further confirming that tourism dependency is not likely to positively influence intentions and beliefs related to vaccines.

Keywords: tourism dependency, COVID-19, intentions, beliefs

Title: GRASP metaheuristic for the design of Tourist Trips
Authors: José Andrés Moreno Pérez and Julio Brito Santana

Abstract:

Personalised electronic tourist guides play a central role the tourist satisfaction at destinations. They include points of interest recommendation and the planning of trips to visit them. The design of tourist trips at destination are based on efficient optimization procedures that require low computational effort. GRASP is a metaheuristic that provide efficient solution procedures suited for solving tourist trip design problems. We show the main features of GRASP algorithms in the application of the main versions of these problems.

Keywords: GRASP Metaheuristic, tourist trips, destination

Title: Artificial intelligence (AI) applied in Tourism: A Bibliometric review

Authors: Paola M. Hermosa and María Lourdes Arco Castro

Abstract:

This paper examines the production of artificial intelligence (AI) in Tourism using bibliometric analysis and VOSviewer. The adoption of artificial intelligence should be an opportunity to develop robotic applications that can help in travel and tourism of providing security and comforting services in (conciierge, checkin in and out of hotel rooms, housekeeping, food and other service tasks) despite the concern of the past over job losses or the confidentiality of data privacy. However, the research on robots has been extremely limited (Ivanov et al. 2017). The adoption of social robots is not optimistic, mostly due to the tourism industry's desire to maintain high-touch amenities (Zeng et al., 2020). Similarly, the application of artificial intelligence in travel, tourism and hospitality companies has received some, although not sufficient attention by scholars (Borràs, Moreno & Valls, 2014). Finding can prove useful to academic practitioners to help their understanding of artificial intelligence applied in tourism industry research, identify the context and analyze in development of the concept, consequences and opportunities.

Keywords: Artificial Intelligence, Tourism, bibliometric review

Title: Smart Transport for a Smart Tourism

Authors: María Jose Estrada

Abstract:

In the present work we will study the new challenges of the European institutions in the transport sector and how its correct application will have an impact on the tourism field, as a structural element of it. A sustainable, smart and resistant transport will be the goals to achieve, however, in this work we will focus particularly on studying the new smart perspective of transport. To do this, we will use a methodology of analysis and study of the references provided by international and European policies through their regulations and their true application and development in practice, verifying the progress that is being produced both from public and private initiative, as well as the progress in the application of new technologies in transport and the problems that arise before the introduction of these proposed novelties. As we will see, all the policies have common objectives that are directly connected to implanting in the sector those highly desired characteristics that we have mentioned. However, we can see how the good intentions included in these

policies have remained just that, without being able to put their good wishes into practice. Despite this, we see how we have entered a new stage in which great technological and digitization advances are being made that allow us to advance in achieving the proposed goals.

Keywords: smart transport, sustainability, technology, digitalization.

Title: Future Trends in Tourism and Hospitality Research

Authors: Mireya Yadranka Morgana-Orellana, Patricia Picazo-Peral, and Sergio Moreno-Gil

Abstract:

The impact of the Covid-19 pandemic on the tourism and hospitality industry has been very significant. It has led to a long-term analysis of where tourism and hospitality research is heading, as are closely related fields. Until now, research to forecast the sector's future has been carried out using traditional methods. For this reason, it is proposed to carry out future research from a holistic approach that integrates tourism and hospitality, using new techniques. Recent advances in techniques such as facial recognition, facial expression analysis, eye tracking, electroencephalogram (EEG), electrodermal activity (EDA/GSR), electromyography (EMG) and electrocardiogram will allow broadening horizons towards research in neurotourism.

Keywords: Tourism, neurotourism, COVID-19, hospitality

Title: Tourism model in low-density coastal areas

Authors: Dina Ramos, Ana Malta, and Carlos Costa

Abstract:

Tourism is undeniably a very important sector for the world economy. Low-density and coastal areas are poles of development, and attention must be paid to their sustainable growth. Some of these coastal areas are low density/rural. This study aims to analyze the evolution of the main existing models that portray low-density tourism in coastal areas. The methodology used was the literature review analysis on the themes of coastal tourism and low-density territories, as well as the analysis of the main models developed for these two areas. The results indicate the need to update the previously proposed models, giving rise to the 'Low-density tourism model in coastal areas'. It is thus necessary for low-density tourism in coastal areas, the creation of extra income; development of new opportunities; increased demand for endogenous products; creation of new local economies; low agglomeration; and health & wellness.

Keywords: Tourism, low-density coastal areas, development

Title: Shark-diving tourism in the Macaronesian archipelagos: challenges and opportunities

Authors: Pedro G. Gonzales Mantilla

Abstract:

The Macaronesian region is typically heavily exploited by fisheries; however, in recent years, marine wildlife tourism has become popular and a shark-diving industry has emerged, potentially presenting an alternative for the sustainable use of sharks. Combining a literature review with interviews with dive operators conducting shark

encounters in the Macaronesian archipelagos, we provide an overview of the challenges and conservation potential of shark-diving tourism for these territories. Owing to the regular presence of important shark species for tourism and the growth of the scuba-diving industry, shark-diving has potential to expand over the region. Yet, the overlap between European industrial fishing pressure and shark populations, coupled with the unregulated recreational and artisanal fishing sector in the Canary Islands and Cape Verde, may jeopardize the sustainability of the shark-diving industry. However, the economic benefits for local communities directly and indirectly produced by shark-diving tourism suggest local benefits, fostering stronger shark conservation in Macaronesia

Keywords: Shark-diving tourism, archipelagos, challenges, local communities

Title: Food experience conviviality: Do tourists value food sharing?

Authors: Mohamed E. Mohamed, Xinran Lehto, Carl Behnke and Karen Byrd.

Abstract:

This study empirically examines the impact of food sharing on tourists' interpersonal relationship development, sense of authenticity, and subjective wellbeing using two experimental studies. The two experiments showed that tourist food sharing improves interpersonal relationships, tourist perceptions of experience authenticity, and wellbeing. Two culturally divergent tourist groups were compared: US tourists and Chinese tourists. The results show that U.S. tourists evaluated food sharing higher regarding its impact on authenticity and wellbeing than their Chinese counterparts. This study contributes to the theoretical delineation of conviviality as a phenomenon, with specific reference to the identification of its impacts on tourist experiences.

Keywords: Food sharing, tourist food experience, subjective wellbeing, perceived authenticity, perceived intimacy, cultural background.

Title: Monitoring the socio-economic impact of COVID-19 in the Maspalomas touristic area

Author: Carolina Peña-Alonso, Javier Sanchez-Medina, Anastasia Hernández-Alemán, Leví García-Romero, Abel Sanromualdo-Collado, Sara Santana-Santana, Eva Pérez-Hernández, Néstor Marrero-Rodríguez, Eloy Del Rosario Rodríguez, Emma Pérez-Chacón, Luis Hernández-Calvento,

Abstract:

The COVID-19 pandemic caused by the SARS-CoV-2 virus is deeply impacting social and economic systems at global scale. This situation is characterized by continuously changing scenarios. Therefore, tools are needed to contribute to the reduction of the susceptibility of the socio-economic system at different geographical scales.

To this regard, the University of Las Palmas de Gran Canaria is deploying a research project focused on the socio-economic impact of COVID-19 on the tourist socio-economic activities of Maspalomas, as a benchmarking case of tourist area in the Canary Islands.

KeyWords: Covis-19, Impacts, Recovery

Title: The European Routes of Historical Theatres: sharing the acoustic experience during international crisis.

Authors: Lamberto Tronchin, Ruoran Yan and Maria Cristina Tommasino
Abstract:

The international crisis which actually involves all the world has a strong impact on those activities that are related with performing arts and music. Among all, Historical Theatres and Italian style Opera houses particularly suffered the pandemic.

The performing arts, music, theatre, opera, are everywhere in Europe. They are part of European civilization and all the World. However, there is one permanent expression of this art: the theatre buildings as an exceptional space for sound experience. Every theatre building tells us something about the time when it was built, the intentions of its builders, the relationship between audience and artists, the cooperation of the artists across all borders and the change of times. Furthermore, there is a European aspect to all theatres: the architectural form as we know it today was developed in Italy in the 17th century and subsequently spread all over Europe. Therefore, the theatre belongs to the very few truly European types of building. To make it as easy for you as possible to experience this very special European cultural heritage, selected historic theatres are being connected up to form a European Route of Historic Theatres.

This paper shows the potentialities for tourism give by the European Routes of historical theatres, focusing on the aspects of sharing immersive sound and 3D acoustics together with the historical information, giving much more awareness of the importance of these building for the local communities and tourism. The paper will present the results of the SIPARIO project, an EU-funded regional project of Emilia Romagna Region (Italy) regarding the collection of acoustic characteristics of world-renowned Opera Houses and theatres in Italy and their use for developing a continuous musical experience with the audiences

Keywords: Acoustic Experience. Historical Theaters, Tourism Recovery

Title: CONTACT HYPOTHESIS IN TOURISM RESEARCH: A SYSTEMATIC REVIEW

Authors: Luciana M. Purper, Jorge E. Araña

Abstract

We evaluate contact hypothesis in the tourism field from a residents' perspective. Contact between residents and tourists is a key factor of tourism industry and contact hypothesis is a promising theory to examine it. However, the evidence of the effect of resident-tourist contact is ambiguous. While some studies found positive effects, others found negative or mixed effects. We assemble and systematically review studies that applied contact hypothesis in tourism, of which there are 43 in total. We find the evidence that contact typically has positive outcome in resident-tourist relationship, a result consistent with studies in other contexts; but our analysis also shows that contact effects contradict some previous studies. Furthermore, we uncover important gaps, which must be addressed empirically before contact hypothesis can reliably guide policy to improve tourism development.

Keywords: tourism research, residents, policy; tourism development

Title: Nature-Based Destination Image: An exploratory study on the formation of the destination image of the Legal Amazon.

Authors: Paula Cristina Pereira Rodrigues Chaves Dr^a., Francisco Antônio dos Anjos Dr., Marklea da Cunha Frest Dra.

Abstract:

This study aims to measure the Nature-Based Destination Image (NBDI) of the Legal Amazon among national tourists, verifying the image successors related to satisfaction, WOM /e- WOM, recommendation and revisit. With a predominantly quantitative approach, the study presents two purification stages: 1) a group of 15 experts and 2) 151 national tourists. To test convergence and reliability, Exploratory Factor Analysis (EFA) was used, with Bartlett's sphericity and KMO and reliability by McDonald's Omega. The findings revealed that 58 variables are suitable to measure the image of the Brazilian Amazon destination, suggesting internal consistency with good convergence and reliability indexes. The successors of the image presented good performances, especially the WOM/e-WOM and Recommendation components. With theoretical, empirical and managerial contributions, the study presents as unprecedented the measurement of destination image based on nature, a theme still absent in the literature, applying the IDBN theoretical matrix developed by Chaves, 2021, in the Legal Amazon destination, with national tourists. It is recommended that future studies test the results with international tourists with a larger sample and with estimators of psychometric properties, in order to validate a model for measuring the NBDI.

Keywords: Destination Image, Nature-Based Destination Image, Legal Amazon, Behavioral Intention

Title: The Impact of Indoor Thermal Comfort on Business Travelers' Wellness, Work Productivity, and Holistic Satisfaction in Hotels
Authors: Mansha Pi, Wenjie Liao, Shinyong Jung, Xinran Lehto

Abstract

Indoor thermal comfort is an important factor in designing high-quality buildings. This paper aims to explore its potential impact on business travelers' wellness and work productivity in conference hotels. This study further examines the relationship between the antecedents and customers' overall satisfaction.

Methodology: Data will be collected online by surveying business travelers who attended the conferences in hotels in the U.S and semi-structured interviews. The between-subjects experimental design was employed to examine how different thermal conditions created by two factors (temperature and humidity) for thermal comfort influence business travelers' wellness and work productivity while staying at a conference hotel. Partial least squares structural equation modeling (PLS-SEM) will be used to analyze the data.

Expected findings: Results are expected to suggest the most thermal discomfort combination of indoor air temperature, humidity, and air velocity for business travelers who attend a conference in hotels. In addition, thermal comfort is expected to have a positive correlation with business travelers' wellness and work productivity. Business travelers' wellness and work productivity are likely to be positively associated with overall satisfaction.

Implications: This is an interdisciplinary study that combines hospitality and public health, which initially connects thermal comfort with business travelers' wellness and work productivity in hotels to fill a gap in the literature. The study findings can benefit conference hotels by suggesting how to improve indoor air quality/thermal condition and its relationships with customers' physical and mental wellness, work productivity, and overall satisfaction while participating in a conference at the hotel.

Title: Smart water management in the hospitality industry: the case of San Bartolomé de Tirajana (Gran Canaria) 

Authors: Alba Estévez- Bauluz, Juan José Díaz-Hernández, Aranzazu Hernández-Yumar, Eugenio Díaz-Fariña, Noemi Padrón-Fumero

Abstract

The hospitality industry faces major challenges regarding sustainable use of local natural resources such as water. Firms' efforts to invest in water saving measures may be perceived as profitable and attractive from a marketing perspective. However, improper water management at the destination level may offset such efforts and result in large social inefficiencies. In this paper, we analyse the determinants of water consumption of the hospitality industry in a large destination, using a large panel of by-monthly data from the service company. The installation of smart meters for large tourism establishments allows us to analyse the impact of digitalization and telecontrol in water consumption.

Keywords: Water management, hospitality, digitalization, destination