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The Role of Front-line Employees

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Preface

This is to offer you a friendly welcome to Cartagena, Spain with the purpose of participating in the *9th World Conference for Graduate Research in Tourism, Hospitality and Leisure,* and *5th Interdisciplinary Tourism Research Conference*, 6–11 June 2017. For the first time these two conferences have been exported abroad as a recognition of their mature and international identity. The Technical University of Cartagena (UPCT) has been our first partner and hopefully many more will arrive over the coming years.

First, let us begin refreshing our minds about the mission of this conference organisation that appears to be an academic commitment with the host of *Anatolia,* an internationally well-respected journal of tourism and hospitality research (http://www.tandf.co.uk/journals/RANA). Almost 15 years ago, *Anatolia* launched these conferences series to provide a forum for research collaboration and mentoring of emerging tourism researchers in order to share their research experiences. Through our journey within this period, both the graduate students and faculty members in the entire world have been inspired to contribute to the conference where the interdisciplinary aspects of tourism and hospitality areas have also been emphasized. Authors have been invited to submit papers across a wide spectrum not only in tourism, travel and hospitality but also in other relating fields on the condition that they have a close proximity with these subjects.

Going back to little earlier periods, the last two decades of the 20th century have seen developments not only in tourism education but also in the tourism industry itself. New destinations were established. The number of tourist arrivals boomed, and the capacity of destinations increased (Kozak, 2003). However, some additional problems emerged, such as the shortage of a qualified labour force at all levels (Baum, 2015). In response to these problems and their consequences, much attention was paid to the development of tourism education and the advancement of tourism research, in both developed and developing countries. Beginning in the early 1990s, the number of tourism departments and tourism began to increase, reaching its peak in the early 2000s. In addition to a large number of tourism and hospitality businesses, there are now many worldwide centres with a specific focus on research, education, and training despite the fact that many institutions have no longer contact with the practice, unlike the progress in the first and second periods (Kozak & Kozak, 2017).

As to the research perspective, since its introduction in the early 1900s, there is no doubt that tourism literature has significantly enlarged both qualitatively and quantitatively due to the contribution of outsiders over the years (Kozak & Kozak, 2017). The early 1970s constitutes an historical horizon in tourism studies and education. This period marked the beginning of a rapid rise in the numbers of publications and a shift in approach to tourism studies. As suggested by Goeldner (2011), tourism literature had been predominantly descriptive until the 1970s, though some research was more quantitative–oriented. However, the evolving structure of tourism studies has become more research–oriented, and there has been a tremendous shift from more descriptive books and articles towards the introduction of empirical findings using either qualitative or quantitative research techniques, and sometimes both in the same paper.

Though tourism academicians widely view tourism as an independent discipline (Kozak & Kozak, 2011), there is much debate concerning the interdisciplinary position of tourism research and teaching. For instance, as tourism can be hardly described as a discipline in its own right (Tribe, 1997; Xiao & Smith, 2005) and also lacks a substantial theoretical underpinning (Barca, 2012), it has progressed as a multi-disciplinary field (Jafari, 2003; Tribe & Xiao, 2011; Xiao & Smith, 2006). As a result, tourism research has become a part of social-oriented disciplines that requires an emphasis both on industrial training and academic education. From the perspective of education, giving a practical example from both undergraduate and graduate programs, it is clear to see that there are much courses integrating tourism with many others, e.g. sociology, psychology, geography among others (Kozak & Kozak, 2017).

Still, although tourism benefited greatly from other fields such as economics, sociology, geography, planning, and management until the 1990s, recent evidence indicates that tourism has created its own foundations and instruments, such as schools, degrees, journals, conferences, and associations, to strengthen its self-confidence and the existing networks within its own community (Kozak & Kozak, 2017). As suggested by Xiao and Smith (2006), tourism research has recently become a mature field, accumulating its own body of literature that provides a platform for those seeking to exchange knowledge within the field.

Such developments have allowed tourism to stand on its own two feet and even to export its knowledge into other fields (Kozak & Kozak, 2017). In contrast, in the past it imported extensively (and still imports to a lesser extent). For instance, empirical evidence suggests that the proportion of citations from tourism journals into tourism journals increased significantly from the 1980s up to the present, while the proportion of non-tourism journals has remained much smaller (Crouch & Perdue, 2015). Tourism journals have become a significant source target for non-tourism journal citations (Wardle & Buckley, 2014). Similarly, as suggested above, there is clearly a huge increase in the number of tourism scholars on the editorial boards of top–tier tourism journals. Finally, from the early 1990s onwards, an extensive number of scholars have made their academic career in tourism, and have published their research in both in tourism and non-tourism journals (Kozak & Kozak, 2017).

Just as we had hoped and envisioned, both *World Conference for Graduate Research in Tourism, Hospitality and Leisure* and *Interdisciplinary Tourism Research Conference*, under the leadership of *Anatolia*, have grown into a robust dialogou platform that now brings representatives from myriad nations across the globe. This year, the enrolment exceeds 100 participants from more than 20 nations. Since the beginning of these two conference series, we have attracted approximately 900 people from over 70 countries, with participants taking part in peer reviews, productive debates and provocative discussions. We are convinced that this trend will continue and the entire community of tourism scholars and practitioners will be following these discussions, arriving at new search topics or solutions etc.

In addition to the earlier three award categories (best paper, best thesis, and best dissertation), commencing from the previous conference three years ago we have launched an additional best paper award specifically given in recognition of an internationally well-respected scholar who has made a lifelong contribution to the dissemination of tourism research. In addition to Professors Jafar Jafari, Charles G. Goeldner, Abraham Pizam, Kaye Chon, John Urry, Brian Archer and Josef Mazanec as the first five presenters of this category respectively, the organizing committee decided to nominate the best papers of this year's submissions for the recognition of Professor John Crompton (Texas A&M University, USA), and Professor Regina Schlüter (Universidad Nacional de Quilmes Argentina, Argentina), who have made a lifelong contribution to internationally enlarging the border of tourism research, broadening the network of tourism researchers and enriching the dimension of academic tourism literature. We are truly thankful to Professors Crompton and Schlüter for their positive response to become the additional nominees in this category.

In this volume, you will find the proceedings including extended abstracts of those thesis and dissertations as well as of research papers (no more than 2,000 words) that have been accepted for both oral and poster presentations at the conference and dealing with a wide range of aspects related to tourism, hospitality, and leisure. Out of 120 submissions, 95 papers were remained in the conference program for an oral presentation. The conference also received the interests of scholars affiliated with a large academic and geographic diversity representing over 20 countries, e.g. Australia, Brazil, Bulgaria, Cuba, Denmark, France, Jamaica, India, Iran, Italy, Malaysia, Mexico, Netherlands, Portugal, Spain, TRNC, Turkey, UK, USA, among others.

We are proud to emphasize that the methodologies of the contributing authors include both qualitative and quantitative methods of the scientific inquiry ranging from survey methods to case studies. With this collaboration, tourism and its major components are analyzed by both an institutionally and geographically diversified group of prospective and potential researchers affiliated with many institutions from west to east. It is really stimulating that we have received very positive feedback from the panel of our reviewers regarding the quality of submissions for presentation at both conferences in terms of their diversity in scope and levels for nurturing the existent body of tourism knowledge.

From an academic perspective, as it did earlier, we certainly believe that this conference will enable academically–young scholars to meet their mature counterparts to share experiences in order to advance their research knowledge and contribute to the dissemination of tourism research in wider settings. We hope that the conference attendants will return to their academic institutions and home countries feeling intellectually enriched and will also continue contributing to this growing field by making further progress in producing much richer research outputs to open new horizons for future generations of both the academia and the industry. From the social and cultural perspective, in addition to various activities, the best paper, thesis and dissertation are awarded with a package including books and journal subscriptions with the courtesy of our sponsors.

Finally, we are very grateful for the contribution of many colleagues, speakers, track chairs, authors, reviewers, attendants and other staff and institutions who have contributed to this conference in different ways. We acknowledge the significant contribution of our invited speakers (namely John Crompton, Regina Schlüter, David Harrison, Jafar Jafari, Adele Ladkin, Egon Smeral, Donna Chambers, Antonia Correia, Karl Wober, SooCheong (Shawn) Jang), our lecturers delivering a seminar on various methodologies of undertaking research and postgraduate studies (namely Antonia Correia, SooCheong (Shawn) Jang, and Maheshvari Naidu), all those who have submitted their papers, and those who have participated in the conference by sharing their knowledge with others.

Last but not least, attempts to organise any kind of academic events would not be a fact without having a logistic support. As such, we are profoundly grateful to Eylin Babacan (Pamukkale University, Turkey), Duygu Babat (Mustafa Kemal University, Turkey) and Engin Bayraktaroğlu (Anadolu University, Turkey) for their enthusiastic and fantastic help, patience and hardwork. All the staff from Business Faculty at Technical University of Cartagena, provided a superb assistance, Master students, and Administrative staff. In addition, we would like to express our gratitude to Kartacatour (Fatih Günay, Senem Eski, Firdevs Tugen), Springer and Routledge, as our main partners, for their generous support. Concejalía de Turismo del Ayuntamiento de Cartagena, Instituto de Turismo de la Región de Murcia and EMODs Excellence Research Group and Fundings from Funación Séneca-Región de Murcia. We are delighted to extend our appreciation to the Technical University of Cartagena, Spain for its cooperation to host these two conference series and endless support to handle with the logistic issues. Also, an extensive list of our reviewers should be honoured for their dedication to complete the review procedure in a very short period of time without reporting any complaints. Without the unlimited support of the above all, we would not have been able to achieve our mission.

In sum, we hope that the output of this conference would provide prosperity for scholars to expand their horizons and understand the significance of tourism research as the catalyst of other research fields and as a tool to become more interrelated in the future.

We wish you success and fruitful discussion and collaboration.

Metin Kozak, Ph.D.
Nazmi Kozak, Ph.D.
Andres Artal-Tur, Ph.D.
Co-chairs

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A nonlinear dynamic model for international tourism demand on the Spanish Mediterranean coasts[1]

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INTRODUCTION

The Mediterranean is one of the main destinations for international tourism in Spain. According to the National Statistics Institute (INE), more than half of international tourists staying at hotels chose the Mediterranean coastal provinces as a destination in 2015. Spain has about 3500 km of Mediterranean coastline distributed between the peninsular coast (2058 km) and the archipelago of the Balearic Islands (1,428 Km) (see Figure 1).

Figure 1: The Spanish Mediterranean coasts

[1]The first author (Isabel Albaladejo) has been partially supported by MICINN under the project ECO2016-76178P.

Source: Own

In this paper, we propose a nonlinear dynamic specification to model international tourism demand on the Spanish Mediterranean coasts, and investigate how habit persistence and word-of-mouth recommendations can affect tourism demand decisions. The use of a dynamic specification is justified in the sense that past visitors influence current tourism demand. Tourism destination can become popular (or unpopular) as consequence of experiences of past tourists. Furthermore, the nonlinear model adopted here allows the effect of past tourists to depend on the destination´s features usually linked to its reputation or attractiveness as tourism destination. The quality of tourism services of a destination and its tourist overcrowding are two characteristics with a high impact on its visitors and therefore on its reputation. Our aim is to study how these attributes affect the relationship between previous tourists and current tourism demand on the Spanish Mediterranean coasts. Empirical findings on quality and congestion play an important role in policy decisions.

The model is estimated using a panel data set for the period 2005 to 2015. The data are disaggregated both by province of destination (the 11 Spanish provinces that make up the Mediterranean area) and by country of origin. The results show previous tourists have an important positive and non-constant effect positively influenced by the quality of the tourism services and negatively by tourism congestion.

LITERATURE REVIEW

There is a widespread agreement that tourism demand is likely to be affected by previous tourists, either because of their influence on other potential visitors, or because they repeat destinations (Morley, 2009; Garín-Muñoz, 2006, 2007, 2009). Dynamic econometric models allow us to take into account the causal relationship between previous visitors' flows and the current demand. Most common dynamic specifications include the previous tourists as an explanatory variable in the model. Focusing on the panel data analysis, there is an important number of studies that have estimated a lagged dependent variable model: Garín-Muñoz (2006, 2007 and 2009), Massidda and Etzo (2012), Rodríguez et al. (2012) and Capacci et al. (2015), among others. Since all these studies include the previous tourists in a linear fashion, the effect of this variable on the current tourism demand is assumed constant over time and for the cross-section. Thus, it is independent of variables like the quality of tourism services and tourism congestion, which may affect the destination's reputation.

Morley (1998, 2009) and Albaladejo et al. (2016) have questioned this way of incorporating dynamics into the model. They suggest that usual constant elasticity demand models are likely misspecified, and propose a nonlinear dynamic specification to model tourism demand. We agree with this general conclusion, but we add a new argument not present in the previous literature. A linear model does not allow one to link the effect of past tourists to reputation or attractiveness of the tourism destination, assuming a constant effect. However, the influence of previous tourists may be affected by changes in the reputation of the tourism destination. A higher quality of tourism supply or a lower overcrowding can improve the destination's reputation implying a more positive effect of previous tourists on the current demand.

METHODOLOGY

We propose a nonlinear dynamic model, which allows us to study how previous tourists interacts with two important features of the tourist destination: quality of tourism services, and tourism congestion. For this purpose, we add to the standard dynamic tourism model two interaction terms. The econometric model is represented as

$$T_{ij,t} = \eta_i + \beta_1 T_{ij,t-1} + \beta_2 T_{ij,t-1} \cdot Q_{i,t-1} + \beta_3 T_{ij,t-1} \cdot O_{i,t-1} + \beta_4 GDP_{j,t} + \beta_5 IP_{ij,t} + \beta_6 D2009_t + \varepsilon_{ij,t} \quad (1)$$

where the subscript *i* denotes the destination province; *j* denotes the origin country, and *t* indicates the time period. η_i is the unobserved provincial-specific variable and $\varepsilon_{ij,t}$ is a disturbance term. All variables are expressed in natural logarithms so that the coefficients may be interpreted as elasticities.

The dependent variable is the number of international tourists (*T*) who choose hotels and similar establishments as accommodation. Data are taken from the Hotel Occupancy Survey (INE).

As explanatory variables are included:

1.- The origin income that is measured as the real per capita GDP of each origin country (*GDP*). This variable was taken from OCDE.

2.- The price variable reflects the cost of living of tourists at the different destinations relative to the cost of living in the country of origin (*IP*) :

$$IP_{destination/origin} = \frac{CPI_{destination}}{CPI_{origin} \cdot EX_{Spain/origin}} \quad (2)$$

where $CPI_{destination}$ and CPI_{origin} are the consumer price indices (CPIs) for each of the 11 destinations considered and each origin country, respectively; $EX_{Spain/origin}$ is the nominal effective exchange rate of Spain vs each country. Data on exchange rates and CPIs for each country were collected from Eurostat. Data on CPI for the 11 Spanish provinces were collected from the INE.

3.- The quality variable (Q) is the percentage of luxury hotels in each destination province. Considering as luxury hotels the four and five golden stars hotels, the quality of tourism services is defined as

$$Q = \frac{\text{four and five golden stars hotels}}{\text{total number of hotels}} \times 100 \tag{3}$$

4-. Regarding to congestion (O), we use the ratio between the total number of tourists and the total number of hotel beds as proxy of tourist congestion at each destination province

$$O = \frac{\text{domestic and international tourists}}{\text{total number of beds}} \tag{4}$$

This ratio reports on the relationship between tourism demand and tourism supply in each province. The greater the number of hotel beds in a destination, the higher the chance of accommodating visitors suitably.

5.-A dummy variables (D2009) is included to capture the influence on tourism of the economic crisis. This variable takes the value 1 from 2009 onward and 0 in other years.

In the proposed model the effect of previous tourist depends on two characteristics of the destination: congestion and quality. It is measured by the expression:

$$\frac{\partial T_{ijt}}{\partial T_{ijt-1}} = \beta_1 + \beta_2 Q_{it-1} + \beta_3 O_{it-1}, \tag{5}$$

Since a log-log model is used, this effect represents the elasticity of current tourism demand with respect to previous demand. This elasticity is not constant. Both previous levels of quality and overcrowding at the destination can modify this effect. If, as expected, β_1 and β_2 are positive and β_3 is negative, this elasticity increases with Q_{t-1} and decreases with O_{t-1}. The greater the services quality perceived by the tourist and/or the smaller the massification in the tourist destination, the better the reputation that this destination will have. A better reputation implies a higher impact of the previous tourists on the current demand. In contrast, if the increases in the visitors to a destination are not accompanied by an adequate investment in tourism services, tourists' opinion about the destination will be worst, and their positive effect on the future demand will be lower.

RESULTS

A system GMM dynamic panel data analysis (Blundell and Bond, 1998) is carried out to estimate the model. We use the one-step robust to heteroskedasticity estimator and the two-step estimator for comparison. Table 1 shows the results from the estimation of the model. One of the most important determinants of the international tourism on the Spanish Mediterranean coasts seems to be the lagged dependent variable. As expected, the effect of the lagged dependent variable depends positively on the percentage of luxury hotels, and negatively on the ratio between tourists and hotel beds. Thus, there is a non-constant effect of the previous number of tourists over current tourists. Additionally, the results reveal a generally satisfactory performance of the econometric models. The autocorrelation tests (Arellano and Bond, 1991) do not detect any serial correlation problem in the residuals, and the Hansen (1982) J-test does not reject the null for joint validity of the instruments.

Table 1: Estimation results for international tourism demand model, 2005-2015

Dependent variable: $T_{ij,t}$	GMM-SYS	
Explanatory variables	one-step	two-step
$T_{ij,t-1}$	0.9626***	0.9674***
$T_{ij,t-1} \cdot Q_{i,t-1}$	0.0149***	0.0147***
$T_{ij,t-1} \cdot O_{i,t-1}$	-0.0159**	-0.0182**
GDP_{jt}	0.0301***	0.0294**
$IP_{ij,t}$	-0.1752**	-0.2148**
$D2009_t$	-0.0989***	-0.0971***
Hansen test (p-value)	0.076	0.076
AR(1) (p-value)	0.000	0.000
AR(2) (p-value)	0.208	0.222
Number of observations	770	770
Number of groups	77	77

*,**,*** denote significant at the 10%, 5% and 1% level respectively.

Source: Own using the xtabond2 command in STATA10 (Roodman, 2009).

Both estimates (one-step and two-step) yield similar results. All variables are statistically significant. Estimated $□_1$□(0.9626, 0.9674) and $□_2$□(0.0149, 0.0147) are positive, and estimated ⍰$_3$⍰(-0.0159, -0.0182) is negative. Thus, the elasticity of tourism demand with respect to the lagged demand is positive, increasing with the percentage of luxury hotels, and decreasing with the ratio between tourists and hotel beds at the destination. This means that elasticity is non-constant, but varies across the destinations and over time. The estimated income elasticity (0.0301, 0.0294) is positive, showing that the arrival of European tourists to Spanish Mediterranean coasts depend positively on the wealth of its origin country. As expected, a negative price elasticity is estimated with values of -0.1752 and -0.2148, suggesting that tourist arrivals are also sensitive to price changes. Finally, the dummy variable representing the impact of the global crisis has the expected negative sign (-0.0989 and -0.0971).

CONCLUSION AND IMPLICATIONS

The econometric analysis developed in this study shows that habit persistence and word-of-mouth recommendations appear to have an important effect on current tourism demand decisions. Quality and congestion also matter. The effect of past visitors is positively influenced by the percentage of luxury hotels, and negatively by the ratio between tourists and hotel beds. The policy implication of this finding for the tourism industry is that provision of high-quality services and an appropriate hotel capacity are crucial for earning a good reputation and attracting new and repeat tourists to the Spanish Mediterranean coasts.

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Cruise tourism, economic impact and regional input-output tables: an application to Cartagena's Port

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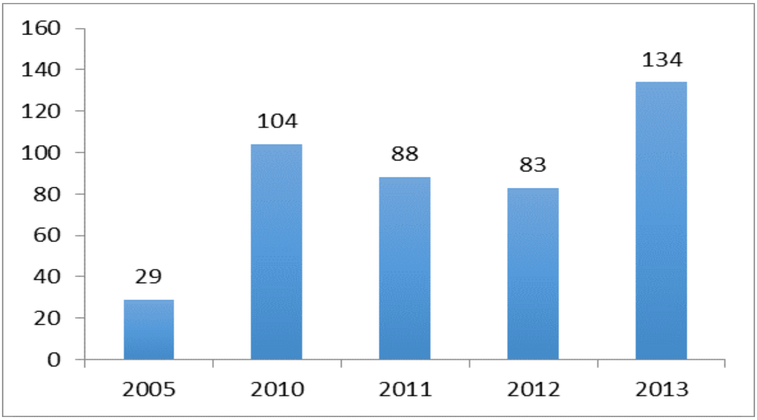
INTRODUCTION

The international cruise industry has been growing at an average annual rate of 8% in the last decade, reaching 20.9 million passengers in 2013. Despite the more established tradition of this type of tourism in the North American market, the European continent registered a remarkable advance in the last years, increasing by three times the number of passengers in years 2001-2013. Inside this continent, the Mediterranean ports and cities emerge as the preferred destinations for cruise ships and visitors, with Spain, Italy, Greece and France leading the ranking. Understanding and quantifying the impact of cruise tourism on the visited territories is currently an important line of research. This becomes a relevant issue both at the level of public managers and for economic agents engaged in the process (Cruise Lines International Association-CLIA, 2014).

Regarding the passenger traffic in the Port of Cartagena, Figure 1 let us observe a remarkable growth of the number of cruise passengers in recent years, with a slight decrease in 2011 and 2012, and a significant recovery in 2013 with 134,800 passengers.

Figure 1. Cruise passengers in the Port-of-Call of Cartagena (Spain) (thousands of passengers)



Source: Puertos del Estado, Spain (www.puertos.es).

The Port of Cartagena is located in the Region of Murcia in Spain, and is currently embarked in a process of growth and consolidation as a cruise ship destination, in the recent context of development of the European and Spanish market. In 2012 the port was fitted with a new Cruise Terminal in the outer part of the Marina, near to the city centre and the cultural, leisure and commercial areas of the pier, which have the draft and manoeuvrability required for this type of vessels. In the near future, Cartagena´s Port Authority has enlargement plans for the cruise area, with a 500m long quay, a services´ area of 5,000sq-m, with a planned investment of 7.9 million euros.

LITERATURE REVIEW

The original contribution of Dwyer & Forsyth (1998) set up the structure for the computation of the cruise related expenditures, including those of the passengers and operators (crew and vessel-related expenses). They also remarked the limits arising while estimating the regional impact of cruise visits, given the great share of expenditures made on-board by the same passengers. These authors claim for the need of computing direct and overall effects of cruise ships at the national and regional level, by using multiplier analysis, or more rigorously, by employing input-output methods. In their case study for Australia, they found a positive impact of cruise tourism in that country, also highlighting some related costs. Further evidence include some studies that encounter no significant impact for the case of Jamaica (Chase & McKee, 2003), or a positive one for the South West of England (Gibson & Bentley, 2006), and Belize (Quan-Novelo, Santoya & Vellos, 2007). Other studies identify the differences in economic impact of being a homeport in comparison with a port of call (Vina & Ford, 1998). Another branch of the literature focused on understanding the expenditure pattern of cruise tourists by running behavioural equations (Brida et al., 2010 and 2012; Brida & Zapata, 2010a), or in the socio-cultural and environmental impact of cruise tourism (Brida & Zapata, 2010b).

In what refers to applications of input-output analysis for cruise tourism, the most updated and rigorous studies are the one of BREA (2013) for the Port of Victoria (Canada) and its surrounding region, and that of Worley & Akehurst (2013) for the economy of New Zealand. The study by BREA quantifies the direct spending of passengers, crew and the vessel through a survey method, and computes the direct and indirect economic effects in the regional economy by employing the input-output table of the British Columbia. In the case of New Zealand, the authors present direct impact numbers for the eleven main ports in the country, building on port authorities' data and national accounts. They employ the input-output framework of the economy of New Zealand to compute indirect and induced effects of cruise visits, also applying non-survey methods to regionalise the national IO table for the analysis of individual ports.

In this work, we extend this line of research by estimating the regional economic impact of the cruise tourism entering the call Port of Cartagena. In doing so, we build on a new available Regional Input-Output framework. This allows us to compute the indirect and induced effects of cruise ship visits, which add to the direct effects obtained from survey data. As a result, we identify the total impact of cruise visits in terms of the most important economic magnitudes, that is, employment, sales, wages and salaries, gross operating surplus and value added.

METHODOLOGY

Most studies analysing the impact of a Port Authority usually seek for quantifying the port capacity in generating economic activity from its core business, namely the freight transport. The economic impact is then captured by variables like value added, employment, wage income, operating surplus, or generated taxes. Besides, if one wants to focus on the evaluation of the economic impact of the cruise industry linked to the port, the bulk of the effects stems from the activities related to the vessel and port operations (a common feature with the freight transport), as well as from the expenditure of both the cruise passengers and the ship's crew. Subsequently, the general methodology of impact analysis usually employed has to be adapted to take into account this specific feature of the cruise tourism.
The total economic impact is accounted for by integrating three types of effects: direct, indirect and induced effects.

- The direct effect is the economic contribution (in terms of employment, value added, etc.) of companies and public bodies linked to the port activity. The evaluation of the direct effect comes from data obtained from surveys and other primary sources of information (businesses databases, trade registers, etc.). It collects the activities of the port industry (Port Authority, consignee, etc.) during the visit of the ship to the city.

- The indirect effect measures the economic contribution of the different sectors of activity in their relationship with port and dependent businesses. This relationship manifests itself in the production of goods and services oriented to satisfy the demand (purchases and investments) of port and dependent industries. On the other hand, it accounts for the economic contribution of the different sectors of activity in their relationship with expenditures by passengers and the crew of cruises

The induced effect refers to the effects from private consumption as a result of the jobs created by the direct and indirect effects in the port and dependent industries. Besides, it also takes into account the effects from private consumption by employed workers (because of the jobs created by the indirect effect, now due to expenditures by passengers and the crew of cruises).

In this study we opt for conducting the estimation of the indirect and induced effects by employing a rigorous input-output framework. Particularly, we build on the analytical model and related information defined in the 2007 Regional Input-Output Table (R-IOT) for the Region of Murcia. The R-IOT employed in the study is part of the INTERTIO research project developed by the Lawrence Klein Institute/CEPREDE from the Universidad Autónoma of Madrid (Spain) http://www.ceprede.es/index.asp (Llano, 1998, 2004). It develops a coherent framework of Regional-IOT for all 17 regions in Spain (EU NUTS-2 dimension) that matches the country level information included in the IOT framework existing for Spain by means of the National Statistical Institute (INE, http://www.ine.es/daco/daco42/cne/metodologiaio.pdf). The R-IOT 2007 for the Region of Murcia is a 35x35 symmetrical table, including all inter-sectoral relationships between the regional industries.

RESULTS

The total effects are calculated as the sum of the direct, indirect and induced effects, accounting for approximately 5 million euros in 2011 in terms of production, 3.1 million in gross value added, 60 jobs, 1.6 million euros in salaries, and 1.5 million euros in gross operating surplus. The sectors most directly involved in cruise tourism related operations are those of shopping, transport services, real-estate activities, and hotels and restaurants. In relation to the regional economy, cruise activities generate 0.012% of the gross value added, 0.11% of regional employment, 0.012% of salaries, and 0.013% of gross operating surplus (Table 1).

Table 1. Total effects of the cruise tourism in the regional economy 2011

	GROSS PRODUCTION	GROSS ADDED VALUE	EMPLOYMENT	WAGES AND SALARIES	GROSS OPERATING SURPLUS
Agriculture, forestry and fishing	4587.2	2901.6	0.1	885.7	2093.2
Mining and quarrying	1717.9	678.7	0.0	343.4	338.0
Manufacture of food products, beverages and tobacco products	48419.0	11060.3	0.2	7743.3	3345.7
Manufacture of textiles and wearing apparel	4253.9	1042.4	0.0	642.8	409.0
Manufacture of leather and related products	830.5	153.4	0.0	95.0	60.0
Manufacture of wood and of products of wood and cork	8768.2	1821.1	0.0	1136.9	721.6
Manufacture of paper and paper products; Printing and reproduction of recorded media	14372.9	4787.4	0.1	3206.6	1612.7
Manufacture of chemicals and chemical products	660.6	160.3	0.0	77.1	83.1
Manufacture of rubber and plastic products	2834.7	688.6	0.0	599.6	91.6
Manufacture of other non-metallic mineral products	13382.8	3437.0	0.1	1730.6	1696.8
Manufacture of basic metals and fabricated metal products	28729.5	8873.1	0.2	5243.3	3707.9
Manufacture of machinery and equipment	2176.3	725.7	0.0	401.4	330.7
Manufacture of electrical equipment, computer, electronic and optical products	3026.2	550.7	0.0	411.4	144.1
Manufacture of transport equipment	57977.3	11783.6	0.2	5379.3	6614.8
Other manufactures	11557.5	2764.8	0.1	2234.7	564.0
Electricity, gas, steam and water supply	144499.3	31194.8	0.1	6326.1	24183.9
Construction	213453.5	86234.3	1.5	45900.6	39597.3
Wholesale and retail trade and repair of motor vehicles	1555770.0	934605.3	28.5	500173.0	437913.7
Accommodation and food service activities	375587.5	240253.7	4.6	99935.2	140366.1
Passenger rail transport	559.7	263.1	0.0	120.9	141.8
Freight rail transport	1.4	0.6	0.0	0.3	0.3
Passenger air transport	0.0	0.0	0.0	0.0	0.0
Freight air transport	0.0	0.0	0.0	0.0	0.0
Passenger road transport	406513.4	298266.7	5.6	137018.6	160729.0
Freight transport by rail	63487.8	34142.4	0.6	15684.4	18398.5
Passenger water transport	0.0	0.0	0.0	0.0	0.0
Freight water transport	4.2	2.7	0.0	1.2	1.5
Warehousing and support activities for transportation	1093838.1	855936.8	8.3	509384.5	345062.6
Telecommunications	38573.2	14106.2	0.5	6480.1	7601.5
Financial and insurance activities	91253.9	60685.5	0.5	24850.6	35437.1
Real estate activities; Professional, scientific and technical activities; Support and administrative service activities	573319.7	353981.6	3.6	88733.5	254990.4
Public administration and defence; compulsory social security	15.8	10.6	0.0	8.2	2.3
Education	16852.2	14908.4	0.3	12545.4	2361.3
Human health activities	62118.1	43361.4	0.9	34760.9	8578.4
Other personal service activities	153503.3	98577.3	3.4	54715.7	43585.4
TOTAL	**4992645.7**	**3117959.7**	**59.7**	**1566770.4**	**1540764.3**

Contribution to the economy of the region of Murcia 2011

	GROSS PRODUCTION	GROSS ADDED VALUE	EMPLOYMENT	WAGES AND SALARIES	GROSS OPERATING SURPLUS
Direct effects	1056998.4	840913.6	8.0	502483.1	336967.0
Indirect effects	3284885.5	1919972.2	44.6	902570.1	1011306.9
Induced effects	650761.7	357073.9	7.1	161717.2	192490.4
TOTAL EFFECTS	**4992645.7**	**3117959.7**	**59.7**	**1566770.4**	**1540764.3**
% REGION OF MURCIA		**0.0122%**	**0.0109%**	**0.0118%**	**0.0127%**

CONCLUSION AND IMPLICATIONS

In this paper we build on a regional input-output framework in order to improve the methodology usually employed in this type of analysis. In doing so, we have followed a two-stage procedure: first, we have collected survey data to compute the direct expenditure of passengers and operators (crew and vessel expenses); and, second, we have employed the regional input-output table to compute the indirect and induced economic effects of the cruise activity. To the best of our knowledge this is the first study building on an accurate regional framework in order to calculate the economic impact of the cruise industry in the regional economy linked to the port.

Finally, in order to illustrate the performance of this methodological framework, we have applied it to the Port of Cartagena (Spain). The detailed information provided by the input-output framework has allowed us to estimate the direct, indirect and induced effects arising from the cruise industry. It has also helped us to identify the economic impact of the cruise industry at the level of the sectors engaged in these activities. In sum, we have been able to extend and refining the method of computing the economic impact of cruise activities for the case of regions instead of countries. Our main aim has been providing a methodological benchmark informing further studies.

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Segmentation of hard and soft marathon runners by tourism behavioural variables and loyalty: the case of the Balearic Islands

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INTRODUCTION

Palma de Mallorca Marathon is a relatively new event, which has been held since 2015, taking over from the TUI Marathon after 11 successful years. It has the intention of growing in every respect, from the level of participation, to the quality of the sport. In the most recent races, the event has had an average annual participation of 11,000 runners.

Palma de Mallorca's Marathon course is entirely urban, taking competitors through the city's most important tourist attractions, showing runners the main monuments, and the most important, well-known streets and avenues along the 42,195 metres of the route. This paper consists of two parts. The first part focuses on the analysis of the levels of satisfaction experienced by the participants in the Palma de Mallorca Marathon, with the objective of identifying the dimensions which explain satisfaction. The second part explores segmentation through a cluster analysis, enabling the identification of four segments of marathon runners through variables of socio-demographics and consumer behaviour, such as loyalty and previous experience.

LITERATURE REVIEW

The pace of modern life often leads citizens to seek forms of escapism in their leisure time, often looking for active holidays in which sport plays a significant part. This may explain the success, in recent years, of sporting events organised in mature destinations to complement the traditional tourism product (Garcia, Alemany and Trias, 2015). Many people are following the trend of participating in marathons, motivated by various reasons: competition, extrinsic achievement, socialising, camaraderie, and athletic identity (Gillett and Kelly, 2006).

Sports tourism, as a service provider, incorporates and measures quality in all its dimensions (Kouthouris and Alexandris, 2005). There is evidence in tourism literature of a positive correlation between tourist satisfaction and intention to return (Kozak, 2001; Yoon and Uysal, 2005). Green and Chalip (1998) underline the necessity for event organisers to control the expectations and experiences of participants, as these are key factors in the level of involvement, and the intention to repeat (Casper and Stellino, 2008).

Segmentation

Previous experience or frequency of participation are relevant behavioural variables (Kruger, Botha, and Saayman (2012)). They identify first-timers as the new market, and repeaters as the core market of a sporting event; the use of different tactics and programmes specific to each group based on this distinction may be interesting (Kaplanidou and Gibson, 2012; Um, Chon and Ro, 2006; Filo, Funk and O'Brien, 2008).

For the present study, the segmentation of the tourists participating in the Palma de Mallorca marathon was taken into account in terms of their activity as runners, distinguishing between ‘hard’ and ‘soft’ runners, following the classification proposed in other sports divided into hard/intense or gentle/moderate according to level of activity (Kastenholz and Rodrigues, 2007; Latiesa and Paniza, 2006; Pomfret, 2006).

METHODOLOGY

The study was undertaken in the context of the annual marathon, held in Palma de Mallorca on Sunday 15th October 2016. The questionnaire consisted of four main sections, composed of 36 mainly closed-ended questions addressing various aspects of the experience. The first section assessed behaviourally-oriented variables such as choice of marathon race, purpose of visit, number and type of accompanying persons, length of stay and amount of expenditure. The second section measured motivation in choosing the sports destination using 12 items developed for this study. The third section evaluated previous experience and levels of satisfaction. The final section examined the demographic characteristics of respondents. The questionnaire was provided in Spanish, English, and German and delivered by e-mail from October to November 2016. Respondents were selected opportunistically from the 7,871 competitors in the marathon. In total 1,661 runners responded to the questionnaire (response rate 21.1%).

RESULTS

With a view to evaluating the satisfaction of the competitors in the sporting event, a total of 14 items were measured using a 5-point Likert scale (1 - not satisfied, 2 - less satisfied, 3 – neutral, 4 – satisfied, 5 - very satisfied). An exploratory factor analysis was carried out using a Varimax rotation, to obtain the main dimensions which would group the satisfaction of the runners in the race. The results of the adequacy of the factorial analysis show values of the Kaiser-Meyer-Olkin Test of sampling adequacy KMO = 0.858 (Bartlett's Test of Sphericity – X^2 (91) = 4344,876, $p < .000$), indicating the presence of three dimensions. It can be observed in Table 1 how the main dimension of "satisfaction with the event" correlated to the "characteristics of the event location" (mean value = 4.21), which included the weather (4.57), hospitality of residents (4.38), restaurants (4.31), transport to the island: plane, boat (3.96) and additional services (3.86). The second factor of satisfaction was "race conditions" (race signage, road closures, pavement of the route, road signage). The least important category of satisfaction was the "service and cost" factor (public transport, travel costs, other hotel services (Wi-Fi), special offers for athletes in hotels, and service costs).

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.

Cluster analysis

An exploratory analysis was carried out by means of a cluster in two stages, with the intention of discovering natural groupings within a set of data which would not otherwise be apparent. The results of the cluster analysis indicate that a four-cluster solution appeared to appropriate.

The results of the analysis show the existence of four groups differentiated in terms of sports activity and loyalty. Among the hard loyal runners, it should be noted that the vast majority have attended the event once or twice, and are mainly males aged 41 to 50. The non-loyal hard runners have participated in the marathon between three and six, or more than six times. The soft runners who are loyal to the event are those who were running for the first or second time, and stand out for including a wider age range, and as the group spending least overall and per item at the destination. However, the group formed of the non-loyal soft runners seemed to have been loyal at some point, as the majority declared having participated in the marathon on between three to six previous occasions. This group spent significantly more overall at the destination per person, and on aspects such as hotel accommodation and other items.

Table 1. Results of factor analysis of runner's satisfaction

Total variance explained by the factor analysis and rotated component matrix

Motivation factors and items	*Factor loading*	*Variance (%)*	*α*	*Mean*
F1: Services and cost		3.803	0.793	3.51
Service costs	.812			3.30
Other hotel services (wifi...)	.775			3.45
Special offers for athletes in hotels	.750			3.31
Public transport	.576			3.76
Travel costs	.568			3.75
F2: Characteristics of event location		13.678	0.811	4.21
Restaurants	.819			4.31
Hospitality of local residents	.773			4.38
Transport to the island: plane, boat	.667			3.96
Additional services	.628			3.86
Weather	.608			4.57
F3: Race conditions		9.358	0.759	3.76
Road closures	.800			3.79
Race signage	.767			3.82
Pavement of route	.719			3.76
Road signage	.656			3.67
Total variance extracted (%)		58.839		

CONCLUSION AND IMPLICATIONS

The main conclusions of the study indicate that the satisfaction of runners in the Palma de Mallorca marathon is due to diverse factors which can be grouped under three dimensions: characteristics of the event location, race conditions, and services and cost, in a similar way to those conclusions reached in studies of satisfaction carried out by Shonk and Chelladuray (2008).

Competitors in the Palma de Mallorca marathon were segmented according to their level of activity as runners: hard runners vs. soft runners (Pomfret, 2006). In addition, other variables were considered, such as future loyalty to the event and destination, and tourism behaviour such as expenditure and length of stay at the destination, and socio-demographic variables. The results of the segmentation and the cluster analysis show the presence of four differentiated groups. The most significant findings are that runners who will attend in the future, and will also run other races, were the newcomers whose tourism behaviour in terms of expenditure was found to be close to the average. Another finding of interest is that those runners who are no longer loyal and who will not run another race during the year, are those who spend significantly more on all items of expenditure. However, they are runners who have participated on previous occasions and do not intend to repeat, which may suggest a certain exhaustion of the product for these participants. In terms of expenditure, a direct correlation is observed with previous experience, thus it is more profitable for the destination to attract older athletes who have participated previously.

The main recommendation to the management of the event points towards the need to captivate the most experienced runners once again, and intensify efforts with newcomers. In relation to satisfaction, services linked to items such as public transport and travel costs should be improved, in addition to underlining the specific value of the climate, the hospitality of local residents, as well as road closures route signage.

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Back to the same place of holidays: An analysis of European tourists' preferences towards cultural tourism

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INTRODUCTION

Cultural tourism remains one of European tourists' main preference for travelling inside Europe (Kozak, 2002; Chaldler & Costello, 2012). Travel has long been associated with cultural standards and levels, because a visitor who is motivated to explore, discover and learn about the attractions of a country or region exert an incalculable personal, social and professional investment. Although several studies have been conducted revisit intentions to sun and sand destinations (among others, Correia & Zins, 2015). Thus, limited focus has been given to investigating return reasons based on cultural tourism preferences (Kastenholz et al, 2013).

This study aims to identify the preferences of Europeans in their demand for cultural tourism in terms of revisit the previous place of holidays. Previous studies revealed that tourist preferences are associated with destination attributes, past visits and intention to revisit (Woodside & Lysonski, 1989, Decrop & Snelders, 2005; Li & Hudson, 2016). The attributes that explain the preferences of Europeans when intending to revisit the same place of holidays for cultural reasons will be identified. Findings are expected to provide European National Tourism Organisations and practitioners an amount of rich insights concerning the identification of return reasons towards cultural tourism preferences.

LITERATURE REVIEW

Tourist preferences is a concept related to consumer behaviour, and has been studied by different social sciences (Slovic, 1995). Preferences are considered tourist strategies and have many factors to describe motivations and processes of choice of product, attractions, destinations and revisit intentions (T.-K. Hsu et al, 2009; Tosun et al, 2015). These factors have the potential to influence the choices of the tourist, which grants the supply stakeholders a better and more competitive position using a reformation of tourist information, via various statistical techniques to break them down (Li & Hudson, 2016). Many researchers agree that preferences appear before motivations, because when individuals intend to consume a product, they make a choice after evaluating internal and external factors (Crouch, 2011; Mak et al, 2012). Other studies evidenced tourist preferences as an individual mental construction (T.-K. Hsu et al, 2009) to demonstrate that affective and cognitive factors are intrinsically and extrinsically present. Results revealed that internal forces arise out of physical, psychological and social factors was well as destination exploration, while the tangible and intangible factors emerge from external forces. According to Woodside & Lysonski (1989) and Tosun et al, (2015), there are other important measures, such as destination image and intention to revisit. According to these authors, this dimension is revealed as the prime factor in choice and the consumer's trip criteria. The image of cultural services, according to Strielkowski et al (2013), is based on the potential and priorities of "e-service tourism" in the cultural tourists' preferences, since these products satisfy the needs of the baby boomer generation, which is of great interest from the demographic point of view. Other studies, such as Pulido-Fernández & Sánchez-Rivero (2010), state that cultural tourism is not homogenous nor non-monolithic, but includes all the touristic components of the destination, despite the different needs and expectations of visitors. Thus, it was possible to identify three types of segmentation related to cultural tourism: the *culturephiles*, who are a highly likely to be motivated to visit by events; the *culturally inactive*, for whom the destination's events present no cultural interest; and finally the *roaming culturophiles*, who are the most attractive. The last segment chose the destination to celebrate life moments associated with events that are already happening. In this kind of cultural tourism, the age of the segment is high, as their expenditure on hospitality and food, as well as attraction to tourist entertainment, which leads to higher levels of investment by the visitors, as they are expecting positive, memorable and lasting experiences.

METHODOLOGY

Based on European tourists' preferences and in order to evaluate the likelihood of choosing the same place of holidays for cultural reasons, a logit regression (*Logit*) was adopted. This model specifies a relation in a mathematical formula in which the coefficients are statistically calculated and confirmed for a probability (Cameron & Trivedi, 2005; Morley, 2012). A logit model was selected because it allows an evaluation of the importance of the independent variables and the use of ordinary least squares (OLS) to estimate the regressive coefficients, and is stochastic in the end because it includes an error. Thus, an econometric model is required that initiates the construction of a representation of the relation between variables, presented by the following expression:

$$Logit(\hat{\pi}) = Ln\left(\frac{\hat{\pi}}{1-\hat{\pi}}\right) \quad (1)$$

In order to develop and test our logit model, it was adopted the secondary data available from the Flash Eurobarometer 392 – Preferences of Europeans Towards Tourism 2014 (EC, 2016). The Eurobarometer database comprises 30 000 observations, from there it was selected a sample of 4 460 observations, which includes tourists from the following nationalities, Germany, Spain, France, Ireland, the Netherlands and the United Kingdom (Table 1).

Table1. Characterization of the sample

Variable	% (N=4460)
Gender	
Male	43%
Female	57%
Age	
15-24	5.7%
25-39	16.40%
40-54	30.9%
55 (+)	47.0%
Education (end of)	
(-) 15	11.0%
16-19	38.9%
20 (+)	45.4%
Still studying	4.7%
Live in...	
Rural area or village	35%
Small or middle sized town	37%
Large town	27.8%
Country of Residence	
Germany	18.3%
Spain	12.7%
France	18.1%
Ireland	17.3%
The Netherlands	13.3%
The United Kingdom	20.3%

Source: Authors' elaboration

From the database it was extracted the following variables, such as ***sociodemographic variables*** (age (*K1_ 15 – 24 years old); (K2 _ 25 39); (K3_ 40 - 54); (K4_ 55 or older*); education levels (*E1_ until the age of 15*); (*E2_ 16 a 19*); (*E3_over 20*); subjective urbanization (*LR1_Rural Zone*); (*LR2_ Other Town/Urban Centre)*; (*LR3_ Metropolitan Zone*) and Gender (D7); ***destination attributes*** (quality of accommodation (D1); natural features (D2) – (weather conditions, landscape etc.); how tourists are welcomed (D4) – (e.g. services for children, customer care, "petswelcome“ policy, etc.); quality of activities/services available (D5) – (transport, restaurants, leisure activities, etc.); and ***tripographic*** **variables** (shortness of trip (D6) – up to 3 consecutive nights away; general level of prices (D3)).

Since the main goal is to identify the probability to return to the same place of holidays for cultural reasons, all independent variables were computed as dummies D_i, that verifies $D_i = 1$ if tourist back to the same place of holidays for cultural reasons and $y_i=0$ otherwise. The logit model has the following form:

$$Ln\left(\frac{P_i}{1-P_i}\right) = \beta_0 + \beta_1 D_{1_i} + \beta_2 D_{2_i} + \beta_3 D_{3_i} + \beta_4 D_{4_i} + \beta_5 D_{5_i} + \beta_6 D_{6_i} + \beta_7 D_{7_i} + \beta_8 E_{1_i} + \beta_9 E_{2_i} + \beta_{10} E_{3_i} + \beta_{11} K_{1_i} + \beta_{12} K_{2_i} + \beta_{13} K_{3_i} + \beta_{14} K_{4_i} + \beta_{15} LR_{1_i} + \beta_{16} LR_{2_i} + \beta_{17} LR_{3_i} + \mu_i$$

(2)

After estimating the model, the results obtained from the independent variables that explain the dependent variable are as follows:

$$Ln\left(\frac{P_i}{1-P_i}\right) = \beta_0 + \beta_1 D_{1_i} + \beta_2 D_{2_i} + \beta_4 D_{4_i} + \beta_6 D_{6_i} + \mu_i$$

(2.1)

According to this assumption it was stated the following hypotheses:

Hypothesis 1 (socio-demographic characteristics): *gender, age, education level and subjective urbanization* explain the return to the same place of holidays of European tourists for cultural reasons. (Chaldler & Costello, 2012; Valek et al, 2014).

Hypothesis 2 (destination attributes): destination attributes, such as *quality of accommodation; natural features; how tourists are welcomed and the quality of activities/services available*, explain return to the same place of holidays of European tourists for cultural reasons (Yoon and Uysal, 2005; Huang and Hsu, 2009).

Hypothesis 3: (tripographic characteristics): the shortness of the trip (not more than three nights) explain return to the same place of holidays of European tourists for cultural reasons (Tussyadiah & Pesonen, 2015; Park & Santos, 2016).

RESULTS

Based on the obtained results, it was found that the explanatory variables are independent from each other. The model follows a normal distribution, with at least one independent variable related to the logit model. In this way, in order to identify the potential explaining variables which significantly influence the dependent one, it was adopted the Wald test. Wald test has an asymptotic Q-square distribution:

$$X^2 wald_i = \left(\frac{\hat{B}_i}{\widehat{SE}\ (\hat{B}_i)}\right)^2 \overset{a}{\sim} X^2_{(1)}$$
(3)

Results evidenced a high adjusted coefficient of determination, where the logit revealed the independent variables with explanatory power. In conclusion, the reasons for the probability of going to the same place of holidays for cultural reasons are reported in Table 2. The results of the Wald test, F-statistics and their significance level are also described.

Table 2 - Variables in the Equation

		B	S.E.	Wald	df	Sig.[b]	Exp(B)
Step 1[a]	D1_Quality of accommodation	.339	.086	15.354	1	.000*	1.403
	D2_Natural surroundings	.333	.085	15.438	1	.000*	1.395
	D4_ tourists are welcomed	.216	.097	4.935	1	.026**	1.241
	D6_Short_stay_trip	.357	.077	21.292	1	.000*	1.429
	Constant	-1.841	.066	777.830	1	.000*	.159

a. Variable(s) entered on step 1: D1_ Quality of accommodation, D2_ Nature Features, D4_ tourists are welcomed, D6_Short_stay_trip.

b. ** significant at the 5% level; * significant at the 1% level

H1 was rejected, as socio-demographic characteristics of European tourists are not statistically significant. Considering this result, they were vanished from table 1.

H2 was not rejected evidencing different explanatory values as well as different increments, because the associated sign is statistically significant with positive effects, *ceteris paribus*, to $ln\left(\frac{P_i}{1-P_i}\right)$. The increment values are linked to the quality of accommodation with a value of 1.403; the natural surroundings and views with a value of 1.305 and the "how tourists are welcomed", with a value 1,241. Results indicated the importance of the quality of accommodation (Spasojević & Božić, 2016), as well as the natural and landscape characteristics (Tukamushaba et al, 2016) as explanatory attributes to came back to the same place for holidays.

H3 was rejected as *tripographic* characteristics are positive and statistically significant. With regard to "short holiday/trip (up to 3 nights)", this result suggest that tourists value the shortness of the holiday, and due to the associated positive sign, leads, *ceteris paribus*, to $ln\left(\frac{P_i}{1-P_i}\right)$, with a value of 1.429 (Kim & Fesenmaier, 2017; Park & Santos, 2016; Chandler & Costello, 2012).

CONCLUSION AND IMPLICATIONS

The results have implications for European tourists who intend to back to the same place of holidays, based mainly, on cultural reasons. European tourist preferences are explained by the quality of the services and the characteristics of the places, such the landscape and hospitality/welcoming characteristics. As a consequence, destinations should continue to invest in the preservation of the natural landscapes and maintaining the authenticity of cultural attributes. Additionally, they should add value on welcoming/hospitality characteristics because these are the most important and attractive points that influence a revisit intention for the next holidays season. These results may promote an amount of benefits, for instance fostering more expenditures and reducing seasonality holidays preferences, as it was evidenced by a preference for short holidays period (at least 3 nights). All research has limitations. Methodologically this research is based on secondary data, regarding to answer to different purposes. However, this research did not cover all tourist preferences items in order to explain the context of return reasons. Other, limitations refer to the nature of sample. Data analysis only partially cover few European countries, such as German, Spain, France, Ireland, and Netherlands. Future research should extend the number of countries and nationalities form Europe. An attempt can also be made, to explore possible differences between high and low seasons in terms of preferences to return to the same place of holidays for cultural reasons.

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Elements of the medical tourism product in Ciudad Juárez, Mexico

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INTRODUCTION

This paper aims to present the analytical elements that enable the identification of medical tourism product in a border city. This type of tourism is a distinct niche in the tourism industry (Connell, 2006), and has grown rapidly to become an international economic sector where people travel to other countries to obtain medical, dental and surgical care, while enjoying at the same time as a holiday period (Heung, Kucukusta and Song, 2010). The most sought-after medical tourism product in the Juarez-El Paso border has traditionally been the dentistry service that includes everything from general dentistry as obturations and extractions to specialized dentistry, which includes oral rehabilitation and implantology. However, in the last decade there has been a significant increase in medical services requested by visitors to the border, related to bariatric and aesthetic surgery.

In order to carry out this publication, a large source of bibliographic resources was consulted and data was obtained through 69 in-depth interviews with the main stakeholders involved in medical tourism. The data was analyzed thematically using deductive and inductive codes that captured key concepts through the participants' narratives. In this context, the following research question is posed: How does a medical destination of a border city work? And what is the product of tourism?

This question will be answered through a case study: Ciudad Juarez, Chihuahua, Mexico, located at the border with El Paso Texas, in the United States. In order to answer this question, the general objective was to present the analytical elements that make it possible to identify the product of medical tourism in a border city. The most relevant issues that emerged were: geographical location of border, infrastructure and superstructure, human resource, differentiated product and services.

LITERATURE REVIEW

The segmentation of the medical tourism market is an issue that has been studied by Caballero and Mugomba, (2006) and Wendt, (2012). Goodrich and Goodrich, (1987), pioneers in the study of health tourism, assert that there are at least two possible forms of market segmentation: health and income, while Heung, Kucukusta and Song, (2011) differ by saying that medical tourism products combine the components of health and tourism, and destinations offer health care options as part of a package with visits or trips to paradisiacal tourist sites or well known for their historical relevance.

Other authors such as Alsharif, Labonté and Lu, (2010) declare that the cost of services, the reputation of specialists and the hospitals accreditation are the most important factors when choosing health care abroad. While Ormond (2014) points out that migrant diasporas are more and more linked as "natural" markets and "ambassadors" to the world-class private health care increasingly available in their home countries, Rerkrujipimol and Assenov (2011) assess the current marketing strategies of medical tourism providers and intermediaries in Thailand.

In the review of the literature it was found that (Horton and Cole, 2011), when conducting a study on health along the Mexican border with the United States, the characteristics of the Mexican patient care model are highlighted and the differences in the organization of health services on both sides of the border are emphasized.

Some travel companies focus more on providing quick access to medical procedures than combining medical care with vacations, such as the Ciudad Juarez Chihuahua, Mexico border with El Paso, Texas and Las Cruces, New Mexico, in the United States, where this phenomenon has been increasing (Martínez, Guía and Serra, 2014).

METHODOLOGY

In order to answer the previously asked research question, a case study has been chosen. The methodological approach selected was exploratory and qualitative, while seeking the understanding of human actions and the reality of the phenomenon. Being a novel subject within the scope of application it will require a framework that provides flexibility in order to inquire about the subject (Selltiz, Jahoda, Deutsch and Cook, 1965). The basic method selected was grounded theory (Glaser and Strauss, 1967).

A non-probabilistic sampling method known as "purposive sampling" has been used by authors such as (Assenov et al., 2011, Crooks et al., 2012, El-Jardali et al., 2012) specifically for medical tourism studies.

Thematic analysis and the constant comparative method were used. The themes and subcategories that emerged were grouped into advantages and disadvantages. Axial coding allowed the grouping of refined subcategories to identify the main categories or themes (Dey, 1998; Strauss and Corbin, 2002) and the relationships between the topics to be identified.

RESULTS

A table showing the number of codes that emerged, with their distribution in advantages and disadvantages in each of the defined sub-categories as the product of the thematic analysis in the identified themes is presented below.

Table 2. Result of content analysis and comparison between advantages and disadvantages

Topics	**Sub categories**	**Advantages**	**Range**	**Disadvantages**	**Range**
1. Geographical situation	Market proximity	18	1		
	Hospital de la Familia proximity	9	7		
	Border, closeness favors mobility	17	2		
	Long lines to cross			18	2
	Bad image			21	1
2. Infrastructure and superstructure	State-of-the-art hospitals	8	8		
	Services with high technology use	9	7		
	Insufficient capacity			9	5
	Inadequate physical environment			15	4
	Lack of tourist attractions			17	3

3. Human resources	Attracting specialists	7	9		
	Proficiency in English in some services	6	10		
	A vast majority of the population is not fluent in English			9	5
	Diaspora patients do not require communication in English.	6	10		
4. Differentiated product	Standard and high quality services are offered	10	6		
	Integrated border service is offered	6	10		
	Promotion through internet	7	9		
5. Services	High demand services, specialized consultations, dental implants and bariatric surgery.	14	3		
	Complementary Service Offering in El Paso, Texas	12	4		
	Existence of quality hospitality and catering at the destination	11	5		

Total: 229 codes: 140 advantages and 89 disadvantages.

The results of this research contribute to the literature by revealing the characteristics of this type of tourism at the border; they are of practical use to Mexico and other countries that are trying to develop this industry and allow to appreciate the existence of other types of medical tourism, which have not yet been sufficiently studied. Links to theory are identified in terms of marketing. However, the border territory aspect adds elements that have not yet been considered in depth for the analysis of the topic.

CONCLUSION AND IMPLICATIONS

Market segmentation includes at least two perspectives of analysis: (1) health and (2) income of individuals, which are linked to geographical, demographic, and psychographic aspects, and price, use and benefits. Some concomitant conclusions are presented below.

In relation to the geographical aspect, the proximity to the United States market gives the border destination a competitive advantage relevant to the development of medical tourism. As far as the demographic aspect, there is a great potential of development for the medical tourism, since in the USA there is a third of a population of over 300 million, which lacks health coverage; the specialized dentistry service is one of the most representative ones that has existed for several decades in the Ciudad Juarez and that continues being an important point of attraction for the foreign patients. This would be the main health segment for medical tourism. In addition, in neighboring countries where there is a significant diaspora, such as Mexico and the United States, where more than 20 million Mexicans are located, this population is the natural market that could seek to be served at the border if conditions of services they need are offered. As for the psychographic aspects, the familiarity with the border crossing management that diaspora tourism counts with is an advantage that may be related to the personality and preferences of diaspora patients, since this aspect may be intimidating for international patients. The type of results in border tourism differs from the literature that gives online marketing a preponderant place for the success of the medical destination.

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Factors effecting the firm birth and death in the US: Institutional economics perspective

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INTRODUCTION

Given the problems associated with the economy, many states consider job creation and the small business growth as important issues for stability and growth (Johnson, 2013). Considering the fact that there are thousands of firms born every month while many other are cease to exist in US, understanding the reason(s) behind the birth and the death of these firms becomes immensely important. There are many factors which may influence the birth and the death of firms and the success of small businesses. What are these factors that encourage new ones to enter the market month after month or contribute to their failure? This paper investigates public policies (e.g. taxes and regulations) influence on firm formation (birth) and closure (death) in the United States.

LITERATURE REVIEW

According to North (1987), institutions set the "rules of the game" in the economy, while influencing transaction costs, reducing uncertainty and determining incentives. While there are many informal institutions such as traditions, norms, and customs dictates some of the decisions related to entrepreneurship, this study considers formal institutions where rules and regulations developed by human beings (e.g. constitutions and statutory laws) (Altin, Memili, & Sönmez, 2017). Historically, research on the policies, business creation, and growth focused on governments and large corporations (Johnson, 2013) and policymakers created incentives or policies for large corporations. However, small business research has started to highlight effect of small business on job creation and economic growth. Therefore, new policies and regulations are necessary to utilize this force.

Formal institutions such as taxes, public policies and regulations may decrease or increase the likelihood of investing for businesses. In addition, following the initial investment, these formal institutions might deter growth and even trigger the reason of death of these firms. For example, lower legal requirements help to increase return on investment (Keuschnigg & Nielsen, 2003), higher property rights may mitigate the start-up costs and problems associated with the continuation of business (Acemoglu & Johnson, 2005), and social security and personal bankruptcy laws may reduce the cost of failure (Armour & Cumming, 2008; Berkowitz & White, 2004). Tax rates are very strong tools and may influence many aspects of investment, consumption, and new firm formation (Mendoza, Razin, & Tesar, 1994). When taxes are low people are more likely to start new firms (Kreft & Sobel, 2005). Overall, US states have different tax structures, in addition, they can write their own work and labor laws such as right to work laws, and minimum wages and these laws may affect the decision of entrepreneur to form a firm or may contribute to the death of firm.

METHODOLOGY

In order to examine firm birth and death in hospitality and tourism industry, this study use Institutional Economics as a theoretical foundation, and utilize several databases including Statistics of US Businesses (SUSB), Business Dynamics Statistics (BDS), and Business Employment Dynamics, Economic of Freedom North American (EFNA) Index from Frasier institute for formal institutions and US Census Bureau databases used for control variables (population, per capita GDP, and unemployment level) incorporating panel data from 1999 to 2012 in 50 states. There were two dependent variables used, firm birth (percentage of firms established) and firm birth (percentage of firms closed). Independent variables are from EFNA (consumption by government, tax revenue, minimum wage legislation, union density), in addition, population, state gross domestic product, and unemployment are employed as control variables. Due to structure of the data and assumption tests panel feasible generalized least square regression analysis employed.

RESULTS

Results suggest that government consumption (-0.055***), income and payroll tax revenue (-0.027***), property tax and other taxes (-0.022*), and sales taxes (-0.028***) negatively effects the birth of firms in HT industry. Top marginal income tax (0.019*), minimum wage legislation (0.032**), government employment 0.039***), and union density (0.056***) on the other hand positively effects the firm birth in HT industry. The factors effecting the firm death also varies, for example, government consumption (-0.014+), income and payroll tax revenue (-0.021***), property tax and other taxes (-0.034***), and sales taxes (-0.020***) negatively effects the death of firms in HT industry which shows similarities with firm births. Insurance and retirement payment (0.045***) and top marginal income tax rate (0.012**) have positive relationship with firm death. Minimum wage legislation (0.032** and -0.015+) and union density (0.056*** and -0.011*) has opposite effect on firm birth and death.

CONCLUSION AND IMPLICATIONS

Results of our analysis indicates that there is a possibility of seasonality effect on firm birth and death in HT industry. Especially, government consumption, income and payroll tax revenue, top marginal income tax rate, property tax and other taxes, and sales taxes have similar effect both on firm birth and death. However, low minimum wage legislation and less union density encourages firm creation in HT industry and high minimum wage and high union density results in more firm deaths. Considering the labor intensive structure of HT industry, the results of minimum wage legislation and union density become more clear on form birth and deaths in HT industry. Thus, we can argue that higher freedom in the market forces might encourage more firm creation in HT industry.

This study makes several contributions to literature and has theoretical and policy implications. First, approaching from institutional economics perspective we consider formal institutions in states where informal institutions assumed to be similar. Second, we measure formal institutions employing economic freedom perspective and their effect on the birth and the death of firms in HT industry. To the best of authors knowledge, this is the first study to discuss firm birth and death in HT industry employing formal institutions in US.

This study also provides some useful results for policy makers and managers with better understanding of firm birth and death in US. Our results show that some public policy tools such as taxes, labor policy, and other policy and regulations could influence firm birth and death in HT industry. We suggest policy makers to invest in more industry specific and entrepreneurship friendly policies to encourage firm births and reduce firm deaths in their respective states.

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Service failure and recovery strategies in restaurants: The restaurant managers' perspective in Eskisehir, Turkey

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INTRODUCTION

The service sector is one of the most important sectors in terms of the economic value it creates. Organizations are facing more intense customer service pressures than ever before because competition is high level in service industry. Keeping the quality of service at a certain level provides customers with continuous quality, which is one of the biggest risks of the business. It is difficult to protect and maintain the service standard. Even the best service providers produce errors in service delivery. Thus, the customer has many options to choose from. This is most applicable to the restaurant industry where the demand at times is outstripped by the growth in number of restaurants. Earlier research has shown that dissatisfying service-encounters are particularly relevant in restaurants (Bitner, Booms and Tetreault, 1990).

LITERATURE REVIEW

Service Failure and Classification of Service Failures

Service failure involves activities that occur as a result of customer perceptions of initial service delivery behaviors falling below the customer's expectations or "zone of tolerance" (Zeithaml, Berry, and Parasuraman 1993). Academic research on service failure and of course after that service recovery relatively recent and still evolving. To date it has focused on conceptual and theoretical considerations incorporated varying research methodologies and has been conducted in a diversity of industries. Service failure is commonly defined as a mistake, problem or error that occurs in the delivery of the service (Bitner et al., 1990; Hoffman et al., 1995). Service failures was initiated by Nyquist et al., (1985) cited in Skaalsvik (2010) on communication difficulties in service encounters. Since then that study researchers focused on different perspectives of service failures and service recovery. Bitner et al., (1990) classified service failures types. They detect three major service failure types. Group 1. Employee response to service delivery system failures, which are subgroups is response to unavailable service, response to unreasonably slow service, and response to other core service failures. Group 2. Employee response to customer needs and requests; that have subgroups are response to "special needs" customers, response to customer preferences, response to admitted customer error, and response to potentially disruptive others. Group 3. Unprompted and unsolicited employee actions has five subgroups, attention paid to customer, truly out-of-the-ordinary employee behavior, employee behaviors in the context of cultural norms, gestalt evaluation, and performance under adverse. Chung and Hoffman (1998) suggested three major groups and eleven subgroups. 1. Service delivery, group 2. Implicit or explicit customer request, group 3. Unprompted and unsolicited employee actions. Their subgroups are product defects, slow or unavailable service, facility problems, unclear policy, out of stock, not cooked order, seating problems, employee behavior, wrong order, lost order, and mischarged. Nyugen and McColl-Kenedy (2003) explained three types, 1. Process failure vs Outcome failure, 2. Magnitude of failures 3. Core and non-core failures. Namkung and Jang (2010) study completely focused on restaurant failures and they specified four types of failure. Stage 1: Greeting and seating. This stage includes the time that a party is greeted by the host and lasts until a party is assigned to a table by the server. Stage 2: Order taking and delivery. This stage begins at the time a party is seated at a table, includes ordering drinks and food, and lasts until the first food course is delivered to the table. Stage 3: Consumption. This stage begins when a party receives its first food and lasts up until either the party requests the check or the server automatically delivers the check. Stage 4: Payment and exiting. This stage begins either when the party requests the check or the server automatically delivers the check and lasts until the party vacates the table. Such failures can result in significant costs to the firm, such as lost customers and negative word of mouth. In 1988, Grönroos suggested that a service recovery was an organization’s response to poor quality service. It is becoming common to face a service failure when consumers are request to the same quality, same taste, and same service expectation every time. Repeated service failure can cause irreversible damage and even produce bad results for the enterprise. Hoffman, Kelley, and Rotalsky (1995) identified eight recovery actions for restaurants which included free food, discount, coupon, management intervention, dish replacement, correction, apology, and no action (Hoffman et al,. 1995). Silber et al., (2009) worked three major recovery strategies, compensation, assistance, and no action. According to studies above,

Service Recovery

Service recovery is inseparable part of service failure. Most of the research examines both of them. Grönroos (1990) cited in Yang (2005) identified service recovery refers to the actions a service provider takes in response to poor service delivery.) Service recovery refers to the actions taken to: rectify the service failure, and with a view to customer retention, convert the negative attitudes of dissatisfied customers to positive attitudes. Many researchers have found a general rule for successful service recovery. First, Zemke and Bell (1990) suggested four recovery strategies, which apology, urgent reinstatement, empathy and symbolic atonement. Bitner et al. (1990) who proposed for an effective recovery, a business actions should include the following four elements; acknowledgement, explanation, apology, and compensation. Furthermore, Kelley, Hoffman, and Davis, (1993) and Boshoff (1997) suggested other essential factors such as offering discounts, management intervention, replacement and refund, supplying information and reacting fast. Cash (1995) cited in Yang (2005) when he studied within British Airways, suggested there were five steps for successful service recovery; hearing the customer's complaint, apology, empathy, improvement and recording the complaint. Hoffman et al., (1995) classified the recovery strategies within each failure subgroups. Total of 87 types of recovery strategies identified with a great deal of overlap across the 11 failure subgroups. After that, they categorized 87 types' recovery strategies more manageable number of recovery strategies applicable to a variety of food service operation. This classification and sorting process resulted in eight service recovery strategies which are free food, discount, coupon, managerial intervention, replacement, correction, apology, and nothing. (Chua, Othman, Boo, Abkarim, and Ramachandran, 2010) identified 29 types' of recoveries. Then they reduced to a more manageable number of recovery strategies pertaining to food service industry. This sorting process resulted in five major recovery categories. Compensatory responses; free of charge, discount, free coupon, free ancillary product, cash compensation. Corrective responses; total replacement of food/cutlery, cleaned, fixed, changed, filled in a survey form, chased out, threw away, took off, fired the worker, checked. Empathetic responses; apologized, explained, concerned, promised, smile. Authority intervention; admitted inspection by health authority, changed stall owner, reported in newspaper. No recovery; ignored, denied, delayed, nonsense excuse. Smith and Bolton, (2002) summarized these strategies as compensation, response speed, apology and initiation. Although these recovery strategies deal with recovering customer satisfaction and repurchase intention, they do not directly address the ways to diffuse customer anger. A popular approach proposes recovery strategies based on social exchange theory and justice theory Nguyen and McColl-Kennedy (2003). Three concepts of justice are utilized in the theory of fairness: (i) distributive justice (perceived fairness of the specific outcome of the recovery effort); (ii) procedural justice (perceived fairness of the procedure used in arriving at the outcome); and (iii) interactional justice (perceived fairness of the inter-personal behavior in delivering the outcome) (Chua et al,. 2010).

In fact, a thorough investigation of the literature reveals that research into service failure and service recovery process has reached relatively sophisticated level.

METHODOLOGY

A recent review of the service failure and recovery literature recommends in-depth interviews because they allow the interviewer to discuss a range of service failures and service recovery. This exploratory study involved in-depth interviews of first class restaurant managers in Eskisehir, Turkey. A convenience sample of 14 restaurant manager (owners, executive and middle managers) participated in the study. Structured interviews were conducted with each participant at their work site. The study explores restaurant managers' reactions toward service failure and service recovery. Participants were asked to describe the service failures that typically happen in their industry. For each service failure incident described, a series of questions guided the interview, ranging from the seriousness of the incident, to a description of the relevant recovery process. Following questions asked for that goal. 1. What is service failure according to your business? 2. In what stage are you encountering the most service failures? 3. Do you have any strategies to prevent service failure, if any? 4. Do you have an activity involving service recovery during staff training? 5. Do you have any staff authorized for service recovery? If so, what is the duty? 6. What are your recovery strategies? 7. Do you think your recoveries are successful?

First of all name of the all first class restaurants in Eskisehir has been taken from two center municipalities called Tepebasi and Odunpazari Municipalities. There are 21 first class restaurants. One restaurant is on the highway. Three restaurants are not running the business, one restaurant is not in the city center and two restaurants didn't give appointment. Data collection was done in the month of March 2017. Requested appointment nine of them via telephone. Interviews were made by appointments and all of these fourteen restaurants have accepted to have an interview. These interviews had been done with managers/authorized staff of restaurants.

Before interviews start, the researchers made some preparation works: (1) The interviews were conducted individually, all respondents were recorded with the permission from the respondents; (2) The day before the interview, the researchers called for the reconfirmation of the appointment with a brief explanations about the content of the interview. These preparation works allowed the interview to begin smoother, and allowed for the provision of more events and viewpoints. A summary of the interviewers and, their duty in the restaurant are given in Table I. To provide further background information one interview with a current manager of one restaurant was also conducted. Interviews ranged from 10 minutes to 40 minutes, and were tape-recorded. Subsequent follow-up calls were made to a few of the respondents for further clarity on some issues.

RESULTS

The main objective to having the interviews is to find out the service failures and service recoveries in the restaurants in Eskisehir. The restaurant managers believe that assuming the responsibility of the service failure and the quick response is recover up for the service failure.

The study was carried out in fourteen first class restaurants in Eskisehir, Turkey. Hence, the responses from the managers/ authorized personnel is based on interviews.

In general, when we take a look at the service failures of restaurants that are facing with, it is seen that there are a lot of staff/personnel and communication failures. In particularly, the service failures encountered during taking of orders are intense. The most common service failures are wrong order, product and cannot fully describe dinner to the customer.

Table 1. Number of interviewed staff in First Class Restaurants in Eskisehir

Restaurant's Code	Interviewed Staff
R1	Service Chief
R2	Owner
R3	Restaurant Manager
R4	General Manager
R5	Service Chief
R6	Restaurant Chief
R7	Assistant Director
R8	Restaurant Chief
R9	Manager
R10	Restaurant Manager
R11	Captain
R12	Restaurant Manager
R13	Restaurant Manager
R14	Restaurant Manager

CONCLUSION AND IMPLICATIONS

This exploratory study has investigated how service providers view service failure and recovery. The results clearly suggest that complaints should be encouraged, that customers need to be taken seriously, with their complaints acknowledged and actioned with due care. Moreover, service providers should make considerable effort, as this is interpreted positively as concern for their satisfaction. Besides that, managers do not believe that when they have a service failure it doesn't mean that they would lose the customer immediately, but they believe that service failure cannot be ignored, and it must be recover.

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Understanding the tourists´ length of relationship with a destination

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INTRODUCTION

Understanding the causes making tourists to become attached to a destination is pivotal for ensuring its sustainability. Repeating choice literature has traditionally been the theoretical ground for this type of studies. In this paper we add life-cycle features to the analysis. In a parsimonious approach we start by employing count data and OLS modelling to estimate how a number of determinants influence the length of a tourist relation with a particular destination. We further apply quantile regressions to get deeper insights on how explanatory factors shape the relationship of a tourist with a destination when it evolves along time.

LITERATURE REVIEW

In the literature, repeat visitation is a key variable of the tourist's decision-making process, defined by stakeholders as a desired target, although difficult to be achieved (Salmasi et al., 2012). Repeat visitation is important for the sustainability of a destination. Tourists that repeat get deeper experiences with the destination, developing a more complex and rich relationship with the place they visit, and could raise expenditure and stay duration as visitors explore more extensively the destination (Alegre et al., 2011). Constant returns to the same place also turn into more carefully behaviour of tourists regarding the environment, while people starts to get involved with local culture and authenticity of the tourist place. In sum, both tourists and destinations benefit of a lasting relationship, making the tourism visit a more enjoyable and profound experience (Artal & Kozak, 2015).

On another side, literature also evidences a considerable contribution concerning the life-cycle concept applied to tourism. Individuals' behaviour is differently explained at each stage of their life-cycle by their family conditions, time restrictions and professional situation. Pearce (1993) pointed out that travel patterns change as the individual moves through her life-span and family situation. More recent studies, such as Alén et al. (2014), reveal that the individual's domestic age is a strong influence on the likelihood of choosing to travel and the kind of tourist experience. A relationship has been discerned in a number of studies linking the life-cycle stage of the subject, and trip duration (Grigolon et al., 2014). Further it has been assumed that repeat visitation follows a behavioural pattern (Woodside & MacDonald, 1994) and this pattern should be explained in their life-cycle behaviour.

The present study seeks to assess, by means of econometric models, how a number of variables influence the duration of a tourist relation with a destination. First, the research starts by employing count data modelling, as the dependent variable is the number of years that a tourist has been reaching a particular destination. Then, and following recent contributions in the literature, a parsimonious approach is applied in estimation by relying on OLS models. Results are shown to be roughly similar, hence simplifying the analysis. Further, we apply quantile regression to get deeper insights on how covariates shape the duration of the tourist relationship with destinations, and how these ties evolve in time. In particular, and given the interest in exploiting some features of the Duration of Tourists' life cycle (DTLC) theory, the investigation highlights the role played by age, travel companion and professional role as proxies of the stage that the tourist occupy in their life-cycle, and how it affects their repeating pattern. Other interesting issues to be investigated include the proximity of the country of origin, the level of satisfaction reached by the visitor, and the type of accommodation chosen, with special attention to the issue of second-home and friends-and-relatives´ residences following the literature.

METHODOLOGY

In this study, the length of the tourist relationship with a destination is measured by the number of years a tourist declares to have been coming to the destination along her life. As we afford for the possibility that in some particular years the tourists did not visit the destination, the variable under study resemble to follow a count data process, as other typical ones identified in the literature (Wooldridge, 2002). We are interested in analysing only those tourists revisiting at least one year the destination, so, by definition of the experiment, data is truncated at value 1, and accordingly we employ Truncated Count Data (TCD) procedure in estimation.

The sample includes questionnaire data of international tourists visiting Spain. After depuration, we count on 72,000 questionnaires. A first look at data in figure 1 shows that tourists in the sample present a very steady relation with Spain, with a number of years coming that spread from 27 times on average for those with the longer relationship starting 38 years ago, to 3 times for the most recent tourists coming since 5 years ago.

Considering trip and socio-demographic characteristics, tourists come predominantly from the European Union (EU) countries, with middle and old age, mostly secondary and tertiary educated, travelling for leisure purposes, with an average degree of satisfaction of 8 out of 10 likert-points scale, occupying a position of manager and director at work, travelling alone or in couple, to a hotel or family-and-friends house, enjoying the beach and cultural activities, and visiting some well-known destinations in the Mediterranean coast of Spain. Their last visit to Spain took 6.6 nights of mean stay, suggesting that despite the number of their visits, they still feel attracted to this particular destination.

RESULTS AND DISCUSSION

The estimates of the empirical model are presented in table 1. The table includes estimates for TCD and OLS models. General results show that all hypotheses in the model cannot be rejected, with nearly all coefficients being significant. In particular we see that:

H1 reflects the influence of socio-demographic profile of the tourist on the length of the relationship with destination. The AGE of the tourist appears to be a clear determinant of the duration of such relationship. Regarding the COUNTRY OF RESIDENCE, traditional EU visitors of Spain coming from Germany, the United Kingdom or France show positive and significant coefficients, what means a positive contribution to maintaining the linkage with the destination. More distant tourists coming from America show negative coefficients in contrast. EDUCATION LEVEL is another important matter in the profile of tourists. PROFESSIONAL STATUS, where visitors occupying positions of entrepreneurs and managers or directors use to increase their linkages with the destination regarding the reference category of less qualified workers.

H2 is not rejected too, with trip characteristics helping to explain the duration of the relationship of tourists and destinations. In particular, TRIP PURPOSE shows that VFR visitors reduce this linkage in comparison with leisure tourists. Regarding TRAVEL COMPANION, those visitors coming with family or in couple show the highest will to revisit. A higher TRAVEL FREQUENCY, defined as four or more visits per year, seems to reduce the probability of revisiting all years since the discovery of the destination, while higher LENGTH OF STAY increases the ties between tourists and destinations, so larger stays reinforce the desire to revisit. For ACCOMMODATION having a second-home at destination or coming to a house provided by friends and relatives show the highest coefficients.

Test on the hypothesis H3 shows that this cannot be rejected as well. Overall trip satisfaction level declared by the tourist affects the length of the relationship with the destination, mainly increasing this in the case of very satisfied visitors. This result is in line with the literature, where trip overall satisfaction and fulfilment of expectations affects the evaluation over the destination made by visitors, influencing the behaviour on repeat visits and in general affecting the evaluation made by visitors on the performance capacity of destination in providing quality products and services (Kozak, 2001). This is important also for mature destinations, as sund-and-sand ones for example, as pointed out by previous research (Aguiló et al, 2005).

Hypothesis H4 could not be rejected too. Important pull motivations for the Spanish destinations are those of beaches and culture. Both motivations show significant coefficients, but beaches seems to increase the length of relationship with the destination, while culture activities seems to reduce them as the cultural visitor will be looking for other destinations offering new cultural offers.

As we have seen results in the TCD and OLS models seem to be very close. We move now to implement a quantile regression analysis in order to analyse how the influence of factors in the model varies when the relationship of tourists with a particular destination develops in time. In particular we define five quantiles of the model according to the nature of the distribution in the dependent variable. In general, results in table 1 shows most of these effects to be significant and varying along the quantiles defined. We also run an F-test, for the null hypothesis of equality of coefficients across quantiles, for each explanatory factor. As seen in the table, effects differ across quantiles, with coefficients of covariates changing when tourists´ relationship with the destination increases with time. A very interesting result is the one showing how AGE is becoming even more important to explain linkages with the visitor for upper quantiles, a visitor which gets more tied to the destination when this relationship develops in time and the visitor becomes older. The effect of age more than double for visitors with more than 50 years old after only 5 years coming, showing a rapid capacity of the Spanish destinations to develop intense ties with the foreign visitor. Other important effects on length of relationship duration are found for covariates related to the life-cycle, such as professional state, traveling companion (family trips), and second-home and VFR-related vacations. Other covariates in the model showing changing their explanatory power when the relation of tourists with destination extends are those of travel frequency, level of satisfaction, and some pull (beaches and culture) and other destination characteristics, as shown in the table. In this way, the relationship tourist-destination would be more intense in terms of ensuring lasting revisiting behaviours for some targeted groups, requiring some renovation of the destination for other unusual visitors.

CONCLUSION AND IMPLICATIONS

The aim of this study was to analyse the duration of tourists' relation with a destination. Different modelling strategy has been applied, with results favouring the parsimonious approach of OLS models. Quantile regression has been also applied, with coefficients for some covariates in the model changing when the tourist relationship with the destination grows. In general, we have seen that traditional repeating behaviour covariates maintain part of the explanatory power, however, new information is gained in this framework when tourist lyfe-cycle covariates have been introduced in the analysis. Quantile regression results have proven to be important in explaining the length of tourist relationship with destinations.

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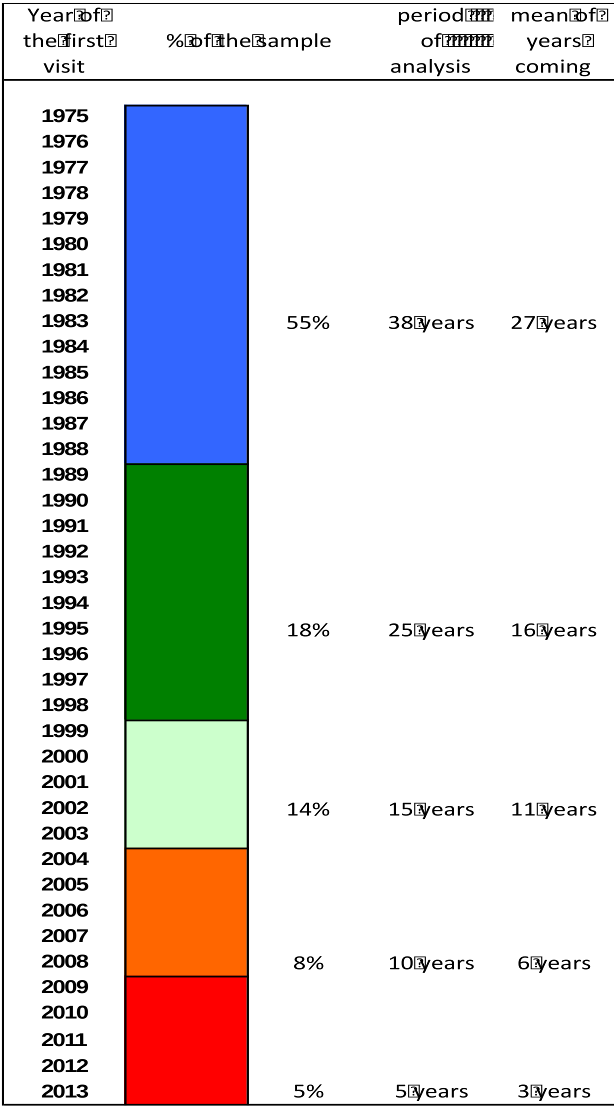
Figure 1. Distribution of the length of relationship with a destination for the average tourists. Spain 2013



Source: Own elaboration

Table 1. Modelling the length of the tourist´s relationship with Spain

Hypothesis			TNB		OLS	QRE:	Q5	Q15	Q25	Q50	Q75		
			% change (in IRR)		% change (in levels)		% change (in levels)						
Socio-demographic profile	Variables												
	Age	between 31 and 50	0.121		0.124		0.072	0.136	0.163	0.170	0.190	F = 5.64	Prob > F = 0.000
	(Up to 30 years old)	more than 50	0.271		0.299		0.186	0.393	0.389	0.383	0.386	F = 23.62	Prob > F = 0.000
	Country of residence												
H1	(Rest of the World)	Germany											
		United Kingdom	0.066		0.088		0.121	0.130	0.105	0.100	0.074	F = 29.56	Prob > F = 0.000
		Ireland	0.048		0.062		0.107	0.120	0.082	0.085	0.054	F = 6.46	Prob > F = 0.000
		France	0.073		0.089		0.049	0.103	0.069	0.093	0.074	F = 8.58	Prob > F = 0.000
		Finland	-0.07		-0.069		-0.040	-0.080	-0.084	-0.089	-0.087	F = 1.84	Prob > F = 0.118
		USA	-0.199		-0.221		-0.159	-0.268	-0.361	-0.330	-0.318	F = 6.00	Prob > F = 0.000
	Education												
	(primary)	secondary	-0.04		-0.048		-0.052	-0.046	-0.058	-0.056	-0.052	F = 0.21	Prob > F = 0.935
		tertiary	-0.074		-0.089		-0.083	-0.094	-0.102	-0.109	-0.099	F = 0.58	Prob > F = 0.673
	Professional state												
	(blue collar worker)	entrepreneur	0.046		0.058		0.139	0.114	0.106	0.083	0.047	F = 9.03	Prob > F = 0.000
		manager/director	-0.001*		0.001*		0.191	0.189	0.181	0.152	0.103	F = 8.29	Prob > F = 0.000
		intermediate position	-0.057		-0.083		0.157	0.131	0.122	0.089	0.052	F = 11.82	Prob > F = 0.000
Trip characteristics													
H2	Trip Purpose	VFR	-0.009		-0.017		-0.042	-0.028	-0.018	0.001*	0.009*	F = 11.39	Prob > F = 0.000
	(leisure)												
	Travel Companion												
	(alone)	family	0.053		0.057		0.038	0.093	0.086	0.090	0.081	F = 9.25	Prob > F = 0.000
		couple	0.025		0.029		0.044	0.070	0.054	0.047	0.033	F = 9.75	Prob > F = 0.000
		friends	-0.017		-0.010*		0.023	0.012*	-0.001*	-0.003*	-0.022	F = 4.42	Prob > F = 0.001
	Travel frequency		-0.162		-0.202		-0.259	-0.259	-0.244	-0.222	-0.194	F = 251.38	Prob > F = 0.000
	Length of stay		0.002		0.003		0.004	0.004	0.004	0.004	0.003	F = 13.31	Prob > F = 0.000
	Package travel		-0.050		-0.051		-0.036	-0.046	-0.049	-0.045	-0.051	F = 1.80	Prob > F = 0.125
	Type of accommodation												
	(hotel)	second-home	0.041		0.066		0.336	0.096	0.043	0.024	0.001*	F = 84.82	Prob > F = 0.000
		friends-house	0.069		0.072		0.060	0.125	0.112	0.105	0.096	F = 8.97	Prob > F = 0.000
		rent-house	0.028		0.026		0.004*	0.020*	0.035	0.053	0.039	F = 8.69	Prob > F = 0.000
H3	Satisfaction	Satisfied	0.002*		0.001*		-0.014	-0.013*	-0.005*	0.002*	0.003*	F = 1.87	Prob > F = 0.113
	(unsatisfied)	Very Satisfied	0.025		0.021		-0.004*	0.011*	0.015	0.028	0.031	F = 11.40	Prob > F = 0.000
H4	Pull motivations	Beaches	0.063		0.073		0.045	0.109	0.090	0.102	0.098	F = 20.67	Prob > F = 0.000
		Culture	-0.066		-0.079		-0.052	-0.106	-0.091	-0.088	-0.084	F = 19.61	Prob > F = 0.000
		Valencia	0.004*		0.004*		0.022	0.013*	0.008*	0.005*	0.003*	F = 1.09	Prob > F = 0.360
H5	Destinations	Mallorca	0.016		0.019		0.002*	-0.013*	-0.003*	0.001*	0.003*	F = 1.16	Prob > F = 0.325
		Barcelona	-0.062		-0.044		0.033	-0.025*	-0.041	-0.074	-0.078	F = 20.26	Prob > F = 0.000
		N	72346	N	72346	N	72346	72346	72346	72346	72346		
		Wald-test (Chi2)	29839.04	F-test	1480.01	Ps R-sq	0.2249	0.2498	0.2575	0.2521	0.2019		
		Prob > Chi2	0.0000	Prob > F	0.0000	Log Likelihood							
		Log Likelihood	-172846.69	Log Likelihood	-47662.16	AIC							
		AIC	345755.4	AIC	95384.31	BIC							
		BIC	346040.3	BIC	95659.99								
				R-sq	0.3246								

The model includes a constant. (*) not signficant at p < 0.05.

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Co-creation and hospitality relations on sharing economy

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INTRODUCTION

This paper aims to indicate some relations between hospitality in sharing economy accommodation options and the concept of co-creation through literature review and empirical research by using the participant observation method.

Co-creation happens when a client is proactive on creation of a product in such a way that during this dynamics consumer and producer play mixed roles. Due to disruptive technological platforms, that narrow peer-to-peer communication, currently there is a more empowered consumer and traditional business models are getting obsolete (Prahalad & Ramaswamy, 2004).

Sharing economy is a trendy and also a big disruption for traditional ways of consumption. Some refers it as one of ten ideas which will change the world (Karlsson & Dolnicar, 2016), while researchers predict that will change the dynamics of accommodation sector in Hospitality and Tourism (Cheng, 2016). Accommodation sector is being completely transformed by peer-to-peer networks, and Airbnb can be considered a pioneer (Karlsson & Dolnicar, 2016).

Empirical research was done during a family vacation trip; guests stayed on a house booked through Airbnb and it was possible to observe, through participant observation method, relations between host and guest since the planning of the trip until the end of it. Currently impressive figures can be found when analyzing this network; in 2016 alone roughly 1 million guests booked their accommodation via Airbnb (Airbnb, 2017).

The main goal of this study was to indicate co-creation and hospitality relations between hosts and guests on a accommodation network related to sharing economy model.

Amongst specific goals are the act of registering some dynamics of such guest and host relation before and during an accommodation experience in a peer-to-peer network, verifying the existence of co-creation before the trip and identifying the hospitality dynamics during this same trip.

LITERATURE REVIEW

When thinking about traditional marketing techniques, people can be prone to think on traditional ways that enterprises promote their services and persuade their clients in an also traditional communication flow, from the company to the consumer. In such dynamics, the company has to create value and the client must be convinced (Prahalad & Ramaswamy, 2004). Nowadays consumers are no longer satisfied with this model and want also to be an influencer through value creation. In traditional business models, companies and clients have their roles well defined: producer and consumer (Prahalad & Ramaswamy, 2004). However, a new way has emerged: co-creation, with a more connected and empowered "client", where consumer and producer roles are mixed. All this need of co-creation gets more evident when analyzing sharing economy, an increasing sector of the economy that evolves peer-to-peer transactions (Cohen & Sundarajan, 2015).

Even though the future of sharing economy is uncertain, mainly due to regulations and stakeholders' conflicts of interests, it is a phenomenon that is here to stay (Heo, 2016). In sharing economy, unused items are shared between pairs (peer-to-peer) (Cheng, 2016). These items can include from an unused drilling machine to bikes, cars or even rooms in a house. In accommodation sector the most important profit-based network is Airbnb, with incomes higher than Hyatt hotel chain (Cheng, 2016). Once these products and services are offered by an ordinary citizen, it means peer-to-peer, the environment gets more favorable to the so called co-creation. Another highlight on this dynamics on accommodation sector is that guests using Airbnb claims that they don't want to save some money only, but also experience the destination like a local (Heo, 2016).

METHODOLOGY

Participant observation was the chosen method for this paper, since it can be considered an efficient research technique in tourism, including tourist satisfaction/dissatisfaction (Bowen, 2002).

Literature review was the first method adopted, in order to gather articles about sharing economy, hospitality and co-creation that were indexed on Scopus. Books were also considered. This material was then a guideline to the creation of a script for the observation, once proper preparation is required to develop an observation strategy making it easier, this way, the achievement of the results (Dencker & Via, 2002).

During the trip and the accommodation on Airbnb guesthouse, a notebook was used as a registering tool. Such notes were used then to analyze all the collected information. All the communication made between host and guest during the booking process, before guests´ arrival and during the trip, via Airbnb website, SMS and Whats app were also registered and used as data to be analyzed.

This empirical research was made during a vacation family trip, with two adults and two children, going to Florianópolis (a beach destination in southern Brazil) in January 2017. The family stayed in a home booked through Airbnb app. All the family members participated on the decision process of choosing such house and there were some previous criteria that the house should fit: safety (unprotected balconies or pools, stairs), walking distance to the beach (to avoid long car rides with children), structure (amount of rooms, playground, entertaining options) and price.

Five houses were finally selected and each host was contacted through Airbnb communication tool. There was a script with five standard questions about issues beyond infra structure: a) how safe for kids was the beach close to the house (once Florianópolis has the reputation of a destination for surfers), b) which where the leisure options on the neighborhood, c) how was exactly the access to the beach from the home it was supposed to be booked d) if other kids have stayed before in that house and e) further details about privacy and noisy neighbors or streets.

One of the criteria to choose a house would be how the host would answer all these questions and the dynamics of this host/guest communication process would be analyzed to be verify if there was co-creation on this pre trip period.

From all the five contacted hosts, one did not answer the questions, one informed that the house would be under refurbishment, one asked to be contacted through Facebook only and the remaining two answered all the questions. One of the hosts noticed that had a competitor and offered a promotional rate to make the guest decide more easily. Since price was an item to analyze, this was the one the family chose.

A notebook was taken to the trip and the researcher took notes twice a day with observations about interactions between host and the guest family, feelings of family members about being welcome or not, some behaviors of the host, besides main features of the house. This hospitality feelings of the family were analyzed under definition of hospitality by Telfer (2004), that states that good hosts are the ones that make their guests happy and the definition about guest, according to the same author, was the person that needs accommodation, without having any previous relationship with the host.

RESULTS

Analysis of the experience before the family accommodation on the guesthouse was made based on the proposition that "guests play a collaboration role on creating service and hospitality experience on sharing economy networks". Determined as proposition 1 (P1), it was used as a guideline to analyze the content of the messages between host and the family before the trip and their demands to choose a host/house.

It was possible to verify on empirical research that tourist´s co-creation brings a more positive vacation experience (Heo, 2016). This family travelled more confident and certain that would not have disappointments regarding the determined demands they had when created the five question script. When the family finally got to the house and confirmed the veracity of all the information, they were more relaxed to enjoy some quality time at the house.

This proposition (P1) keeps supported when it was identified that no traditional communication flow happened (from the company to the consumer) (Prahalad & Ramaswamy, 2004), once the family was the one that created some demands and was not persuaded to purchase something that was not exactly what they wanted, making more evident that there was instead a co-creation proccess.

It was also verified that on sharing economy (peer-to-peer), this co-creation issue gets more evident, once there is not a determined role for each part of a transaction (producer x consumer); very differently of traditional ways of consumption where companies are the producers and there is also a consumer (Prahalad & Ramaswamy, 2004), on sharing economy these roles get mixed. On participant observation, this fact got even more evident once the family basically created the product they wanted.

For the analysis during the accommodation period, a second proposition was stated (P2) that says "even without any professional training, a host can provide a positive experience to guests through interaction and hospitality".

Sharing economy brings a wide discussion about it once guests stay on a unused space of hosts home (Cheng, 2016), so there is not the same standards that can be observed on commercial hospitality (hotels, for instance) and despite of the fact that this host x guest relation happens on host´s house, it cannot be considered as private domain either (Lashley, 2004).

So, a theoretical support for proposition 2 was found on Telfer that states that one has a hospitability feature once it is not hosting by obligation (Telfer, 2004).

On empirical research, such observation was made during the stay of the family, when the host was always checking her guest´s needs, giving tips about local activities, lending some basic items and even bringing her own children to play with the children of the guest family.

CONCLUSION AND IMPLICATIONS

This paper brings to attention co-creation during decision making process when choosing accommodation on sharing economy networks.

It was verified that guest´s positive experiences are related to host´s attitude during the stay on such guesthouses.

Currently, with disruptive technological platforms, consumers are getting more empowered and should not have be persuaded to purchase a product and/or service, but participate on the construction of an experience instead.

Hosts don´t need an elaborated professional training to become a good host and offer a positive experience to guests. Some travelers are just looking for an authentic experience by interacting with locals.

Sharing economy still have some challenges, mainly about regulation, but it is something that came to stay.

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Socioeconomic benefit of promoting locally produced ingredients at local restaurants: SAM framework

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INTRODUCTION

In the past 15 years, the restaurant industry experienced a significant shift toward the locally produced food (Frash et al., 2015). During this period more than 4,500 new local-food restaurants have been opened in the U.S. market only (Jones-Ellard, 2011). These restaurants generate more than $11 billion annual revenue (Frash, DiPietro & Smith, 2015). However, despite this increase, the chain restaurants seem to lag behind this trend and rely predominantly on large corporate suppliers who distribute industrially produced food (DeWeerdt, 2011). In comparison to imported or industrial food, there are no official definitions of what is considered “locally sourced food.” Inwood et al. (2009) suggest that food produced in the same province or a smaller geographical region where the restaurant is located can be considered local. Although previous studies examined customer’s preference for local ingredients and their willingness-to-pay a price premium for meals prepared with mainly local ingredients, the broader socio-economic significance of local food movement has not been captured.

The objective of the present study is to develop a socio-economic framework that would explain the benefits of promoting locally produced ingredients at local restaurants. Specifically, we conceptualize our framework based on the Social Accounting Matrix model.

LITERATURE REVIEW

Social accounting matrix (SAM) framework is a widely adopted matrix accounting model, developed a logical extension of Wassily Leontief’s Input-Output (I-O) matrix (Pyatt & Round 1995). The I-O matrix was rooted in an even older model "Tableau economique" presented by the French Economist Francois Quesnay in 1758. The core of the input-output matrix and therefore a major part of SAM framework is a production function:

$X = AX + Y$

This function is based on the premise that the entire output of the economy is equal to interindustry consumption AX and final demand Y. Matrix A represents a set of transaction coefficients between different industries. For example, a_{ij} as a single element of the matrix would represent a standardized coefficient of how much input one industrial sector requires from the other. The A matrix is calculated from the real input-output table which involves all industry sectors. The input of industry j toward industry i is divided by the total input of industry j. After several transformations of the formula above, a main I-O matrix formula can be produced:

$X = (1\text{-}A)^{-1}Y$

In this formula, $(1\text{-}A)^{-1}$ represents Leontief multiplier. This matrix is used to calculate the changes in the total output of different industrial sectors once the change in Y vector of demand is implemented.

Several studies tried to implement input-output analysis to generate the effect of tourism and hospitality industry (Archer & Fletcher, 1990; Briassoulis, 1991). The objective of these studies was to test if the increase in tourism and hospitality demand would have a beneficial effect on the economy. One of the major problems with this type of analysis was the fact that tourism and hospitality are heterogeneous industries which cannot be represented by a single column and row in the input-output table. Instead, Tourism Satellite Accounts is a system used to approximate total tourism demand, calculated as a combination of various activities such as transportation, restaurants, hotels, attractions, etc.

A major drawback of such analysis is that it does not show directly which segments of the society and the economy receive the most benefit from the increase in industry demand. Specifically, tourism impact analysis should focus on the benefits generated by the increase in tourism demand.

Sir Richard Stone expanded I-O matrix by including additional factors and institutional activities, thus creating SAM. A SAM is a particular representation of the macro and meso-economic accounts of a socio-economic system, which captures the transactions and transfers between all economic agents in the system (Pyatt & Round, 1985; Reinert & Roland-Holst, 1997). According to Sir Stone, the greatest contribution of SAM approach is the possibility for disaggregation of different economic activities, especially households. Though SAM framework was used for the UK and selected developed western economies, in time this framework has seen as beneficial also for developing and underdeveloped countries. The flexibility of SAM coming from the different level of aggregation/disaggregation allows calculating the impact of even minor changes in the economy on other segments of the society. Therefore, many aggregated accounts, such institutions, can be divided into smaller individual accounts. For example, it is possible to segregate households based on their income or geographical location to capture the impact of certain activities on a specific social segment. The simplified SAM framework is shown in figure 1.

Figure 1. SAM framework

	services	industry	agriculture	Factors	Institutions	Other (Trade)	Total
services							
industry	A				C	Export	
agriculture							
Factors	F					2.4	
Institutions				W	T	3.4	
Other	Import			4.2	4.3		
Total							

Four key elements of the SAM framework are:

1. Production activities - services, manufacturing, agriculture
2. Institutions - households, government, other institutions
3. Factors - labor, capital, land
4. Other - international or cross-regional trade

The production activities in a simplified form are services, manufacturing, and agriculture which can be disaggregated in a number of smaller industrial sectors. Institutions represent final demand for goods and services. They also supply labor and capital for the factors that give transfer the same labor and capital to production activities. Others section represents international or interregional trade depending what type of SAM is used since SAM can be used for the entire economy of one country or just a for a certain region.

Two separate groups of rows can be recognized within SAM framework—the monetary and tangible rows. Production activities supply institutions (e.g. households, government) with goods and services. Institutions provide factors with labor and capital. Factors provide production activities with factors of production. At the same time, institutions pay production activities for the goods and services. Production activities pay factors and factors pay institutions salaries/wages and interests. Additionally, products and services, as well as capital and labor, can be imported and exported and also institutions can both receive and send monetary instruments to different countries and regions.

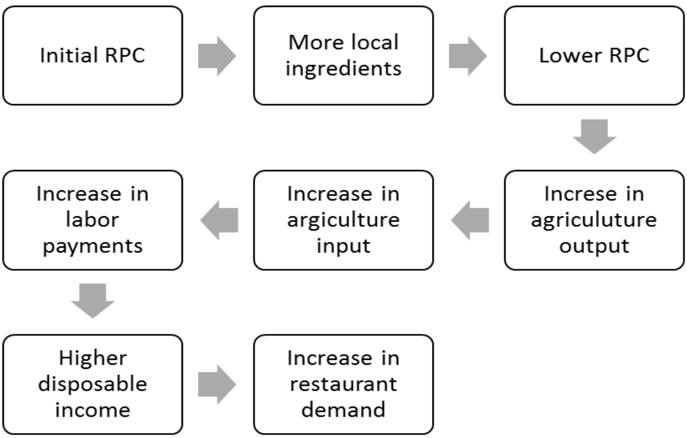
Because of the ability to address poverty elevation problems, SAM framework was extensively used in regional and development studies (Kyereme & Thorbecke, 1987; Pyatt & Round, 1995;). For example, Pyatt and Thorbecke (1995) have analyzed the effect of different SAM multipliers in the case of Sri Lanka and the potential to conduct poverty elevation. Additionally, the extant research examined how tourism and hospitality activities can be used to reduce regional poverty.

Liu (2003) expressed concern that the effect of tourism demand might not be as beneficial as expected considering that the distribution of benefits is not always directed toward those that need it most. SAM framework, unlike classical I-O framework, allows not only to see the impact of tourism demand on overall economy but also it can specify which segments of the society benefit most. These type of studies are of major importance at this moment considering that the disparity between rich and poor segments of society has reached pre-Second World War level (Redding & Venables, 2004). New data indicates that Pareto optimum that 20% of the wealthiest population holds 80% of wealth is no longer true suggesting that disparity between 20% of the wealthiest and 20% of the poorest segments is currently higher than it was at any moment in the past 60 years.

SAM framework and locally produced ingredients

The consequences of an increase in demand in any sector will depend on the level of regional purchase coefficients (RPC). The level of RPC coefficient, impacts if the increase in demand (e.g. tourism) will have a positive effect on the local economy or the effects will be reduced and spilled over to other regions. For example, as restaurant demand increases, it drives the demand for all of the economy sectors. Typically, if the locally produced supplies cannot increase to meet the heightened demand, this would result in an increase in imports. That way a positive effect of the increased restaurant activities would be largely spilled-over to other regions. However, the economic benefit of promoting locally produced ingredients as intermediate inputs at local restaurants would have a different effect on the economy compared to an increase in demand for imported products. Specifically, the following sequence is expected (Figure 2):

Figure 2. Proposed model



If we assume that restaurants in a certain region need the total interindustry input of $*XXX* at the current level of output, this input could be provided 50% from a local supplier and 50% from import (either international or cross-regional). Thus, the RPC for the restaurant sector is 0.5. If the restaurants start purchasing more locally produced ingredients the RPC for restaurant sector would increase (e.g. 0. 75). In other words, only 25% is imported. The change in RPC would have an impact on "*A* matrix" and all the transaction coefficient between other sectors, and restaurant sector would increase. Specifically, the most important input for restaurant sector is agriculture, which implies that a_{ij} coefficient between agriculture and restaurants would increase, for example, from 0.2 to 0.3.

This change would lead to an increase in the output of all sectors that supply restaurants and therefore the total output of the economy, while the strongest benefit should be seen in the agriculture sector. This increase would be accomplished by the substitution of imports with local production. Considering that most of the sectors and specifically agriculture would now have higher output, they would require higher input from other sectors and factors of production. The increase in the input from factors, in a sector as labor intensive as agriculture, would result in a higher number of people employed in this sector because agriculture would now require more workers to accomplish higher production. Similarly, other sectors would need to increase both labor and capital input.

Based on the SAM framework factors need to pay institutions, such as households, for new labor and capital. Thus, institutions would now have higher disposable income that they could use to spend on products and services which would lead to another increase in demand until general equilibrium is reached.

Specifically, the poorest households could benefit the most from this activity. Considering that highest percentage of increase in wages and salaries should happen in agriculture (the factor that should provide the highest input to local restaurants), agricultural labor should benefit most. On the other hand, agricultural labor usually comes from households with the lowest income, and which would benefit the most from a promotion of locally produced ingredients in local restaurants.

CONCLUSION AND IMPLICATIONS

The previously described framework should be further tested using a simulation study. The benefit of the entire endeavor might not be large, but it could still be beneficial for the economy in general and the lowest-earning households. The logic is similar to some of the economic policies that were used in underdeveloped countries. These policies were based on self-sufficiency and import substitutions. However, most of those efforts were not as productive as an effort to stimulate export and increase the output of specialized sectors.

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A structural equation model of social interaction impacts on youth tourists

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INTRODUCTION

The supply of enriching tourism experiences is a crucial factor for the competitiveness of tourism destinations. Satisfying encounters among visitors and between hosts and visitors can have an important role to create rewarding and memorable tourism experiences. The social interaction in tourism is a very complex concept that has been analyzed both in the perspective of visitors (e.g. Eusébio & Carneiro, 2012; Fan, Zhang, Jenkins, & Tavitiyaman, 2017; Kastenholz, Carneiro & Eusébio, 2015; Pizam, Uriely, & Reichel, 2000) and of residents (e.g. Andereck, Valentine, Knopf, & Vogt, 2005; Sinkoviks & Penz, 2009; Weaver & Lawton, 2001). A limited number of published studies analyses the encounters that each visitor has with residents and with other visitors in a tourism destination. Moreover, although the youth tourism market is recognized as a very important tourism segment that is in the beginning of a long travel career (Eusébio & Carneiro, 2012), the intensity and the types of social interaction in this market have received little attention in the tourism literature.

The present paper extends the previous studies carried out on the youth tourism market in three areas. First, different types and intensities of social encounters between visitors and residents and between visitors and other visitors in a tourism destination are analyzed. Second, both positive and negative consequences of these encounters to young visitors are examined. Third, the direct and indirect effects of several travel motivations of the young visitors on several types of social encounters and on consequences of these social encounters are analyzed through a structural equation model.

LITERATURE REVIEW

Social contact in tourism is a complex construct influenced by several factors and with several consequences on satisfaction of both residents and visitors. During a trip, each visitor may interact with other visitors and with hosts and, consequently, several types of encounters may occur. These encounters may be more informal, close and intense or may be more formal, superficial and brief. The literature suggests that the second type of social encounters is the most frequent in tourism (Eusébio & Carneiro, 2012; Reisinger, 2009).

Several factors may influence the intensity, type and nature of social contact in tourism. The characteristics of both parties involved in the process (visitors and hosts), type of tourism destination, travel behavior and travel motivations (Eusébio & Carneiro, 2012; Pizam et al., 2000; Sinkovics & Penz, 2009) are the factors more frequently referred. However, only a limited number of studies analyses the influence of these factors on intensity of social interaction in the perspective of visitors (e.g. Eusébio & Carneiro, 2012).

Travel motivations are one crucial determinant of social contact in tourism. Several motivations can originate several types of encounter (Eusébio & Carneiro, 2012; Reisinger, 2009). If visitors want to meet new people and increase their knowledge, the interaction with other people is more likely to occur. On the other hand, if the visitors want to rest, the interaction will tend to be lower.

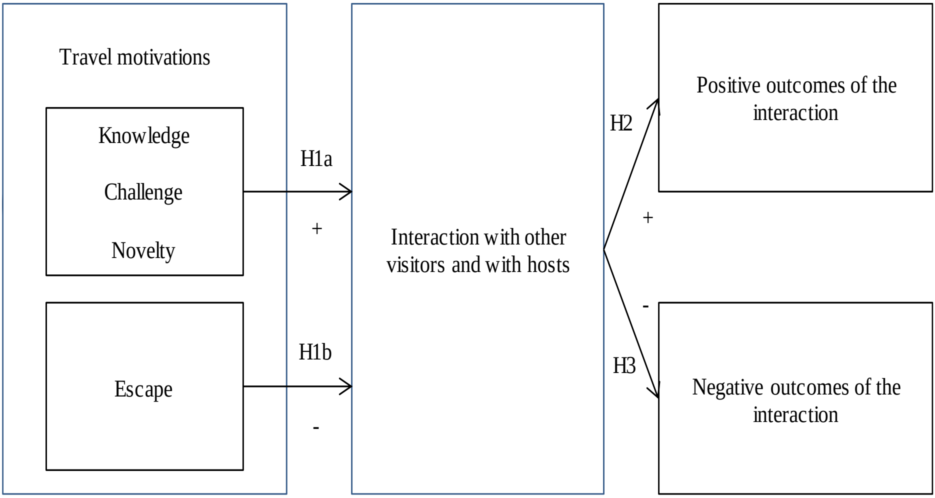
Several theories related to social contact in tourism suggest that the encounters between people of different cultural backgrounds may result in positive outcomes (e.g. cultural enrichment, mutual appreciation, understanding, respect, tolerance) but may also originate negative outcomes (e.g. develop negative attitudes, increase tension and hostility, develop stereotypes) (Reisinger & Turner, 2003). These outcomes are strongly related to intensity, type and nature of the social encounters. In this context, the great challenge of the tourism industry is the implementation of strategies to maximize the positive outcomes and minimize the negative outcomes of social encounters.

Based on the literature reviewed, a research model is proposed (Figure 1).

- H1 – The travel motivations influence the intensity of visitors' interactions with other visitors and hosts
- H1a – The travel motivations of knowledge, challenge and novelty have a positive effect on the intensity of visitors' interactions with other visitors and hosts
- H1b – The travel motivations of escape has a negative effect on the intensity of visitors' interactions with other visitors and hosts
- H2 – The intensity of visitors' interactions with other visitors and hosts contributes to increase the positive outcomes of the interaction

- H3 – The intensity of visitors' interactions with other visitors and hosts contributes to decrease the negative outcomes of the interaction

Figure 1. Proposed research model



METHODOLOGY

A questionnaire survey was carried out among the students of the University of Aveiro (Portugal). Students were asked to consider the longest travel made in the last three years and to answer questions about this trip. Respondents should mention whether they agreed that 12 features, selected from previous research (Kim Oh, & Jogaratnam, 2007; Richards, 2007), motivated their trip, using a scale from 1 "completely disagree" to 7 "completely agree". Students had to report how often they had specific types of interactions (e.g. sharing meals, exchanging gifts) with local residents and other visitors and contacted with them in some places (e.g. in the street, in monuments), using a scale from 1 "very rarely" to 7 "very frequently". A total of 24 items (from De Kadt 1979; Eusébio & Carneiro, 2012; Reisinger & Turner, 1998) were used. Respondents should also report positive and negative effects of the interaction expressing their agreement with 8 items (based on Reisinger & Turner, 2003), using the same Likert type scale adopted for motivations. Finally, the questionnaire included questions on sociodemographic characteristics.

Respondents were selected using a quota sampling based on the area of studies and the questionnaires were administered in March and April 2013. A descriptive analysis, three Principal Component Analysis (PCA) and Partial least squares structural equation modelling (PLS_SEM) were carried out.

RESULTS

The sample was composed by students (N=399) with, in average, 21 years old and by only slightly more women (54%). Four dimensions of motivations emerged from the PCA on motivations – knowledge, challenge, escape and novelty. There was a prevalence of novelty motivations (5.64 in average) but people also showed very high knowledge and escape motivations, with 4.97 and 4.81 in average, respectively. Challenge motivations were considerably lower (4.00). The PCA on interactions permitted to identify six dimensions of interactions: close interaction with residents, interaction with visitors at recreational attractions and facilities, close interaction with visitors, interaction with residents at recreational attractions and facilities, interaction in cultural attractions, interaction to obtain information. Visitors' interaction with local residents and other visitors is extremely low. The interactions with residents, both on facilities (4.09 in average) and to obtain information (3.82), are the most frequent. The least frequent interactions are close interactions with residents (2.49) and interaction in cultural attractions (2.90). The PCA on the outcomes of interaction generated two factors, one representing positive outcomes (e.g. tourists' enrichment, ability of interaction, increase of respect) and another the negative outcomes (e.g. increase in stress, development of inferiority feelings). The interaction has more positive outcomes (4.39) than negative ones (2.16).

The PLS estimation assessment comprises two stages. First, when assessing the reliability and validity of the outer model, the requirements were clearly met: composite reliability (> 0.7), outer loadings (> 0.6), average variance extracted (> 0.5) and discriminant validity (heterotrait-monotrait ratio of correlations < 0.9). Second, the inner model estimates were examined, considering the path coefficients and corresponding significance levels. The indirect and total effects of the independent constructs on the dependent ones were also analyzed.

Regarding the impact of motivations on interaction (hypotheses H1a and H1b), knowledge motivations stand out showing a significant influence on all interaction dimensions (Table 1). In turn, three of the six interaction dimensions exercise a statistically significant impact on both outcomes of interaction (positive and negative) (hypotheses H3 and H4). As expected interaction to obtain information registers a negative impact on negative outcomes and a positive one on positive outcomes, while close interaction with residents and interaction in cultural attractions show contradictory impacts (contributing to increase both positive and negative outcomes). Moreover, only knowledge motivations, with influence on both positive and negative outcomes, and challenge motivations, on positive effects of interaction, register statistically significant indirect impact on outcomes of interaction. The R^2 values range from 0.106 (interaction in cultural attractions) to 0.396 (positive outcomes of interaction), indicating that the model has moderate predictive value and is capable of explaining endogenous constructs.

Table 1. Hypotheses testing

Hypotheses	Direct effects significance: Path coefficient	t values [a]	ρ values	Result
H1. Motivations -> Interaction				**Strongly supported**
H1a. Knowledge, challenge and novelty motivations -> Interaction				
Knowledge motivations -> Close interaction with residents	0.307	5.132	0.000	**Positive influence**
Knowledge motivations -> Interaction with visitors at recreational attractions and facilities	0.281	4.467	0.000	**Positive influence**
Knowledge motivations -> Close interaction with visitors	0.201	3.414	0.001	**Positive influence**
Knowledge motivations -> Interaction with residents at recreational attractions and facilities	0.291	4.482	0.000	**Positive influence**
Knowledge motivations -> Interaction in cultural attractions	0.328	5.152	0.000	**Positive influence**
Knowledge motivations -> Interaction with residents to obtain information	0.325	5.310	0.000	**Positive influence**
Challenge motivations -> Close interaction with residents	0.107	1.849	0.064	-
Challenge motivations -> Interaction with visitors at recreational attractions and facilities	0.151	2.636	0.008	**Positive influence**
Challenge motivations -> Close interaction with visitors	0.150	2.662	0.008	**Positive influence**
Challenge motivations -> Interaction with residents at recreational attractions and facilities	0.040	0.688	0.492	-
Challenge motivations -> Interaction in cultural attractions	0.037	0.643	0.520	-
Challenge motivations -> Interaction with residents to obtain information	0.074	1.308	0.191	-
Novelty motivations -> Close interaction with residents	-0.046	0.918	0.359	-
Novelty motivations -> Interaction with visitors at recreational attractions and facilities	-0.071	1.265	0.206	-
Novelty motivations -> Close interaction with visitors	0.044	0.851	0.395	-
Novelty motivations -> Interaction with residents at recreational attractions and facilities	0.055	0.992	0.321	-
Novelty motivations -> Interaction in cultural attractions	-0.055	1.064	0.287	-
Novelty motivations -> Interaction with residents to obtain information	0.106	2.002	0.045	**Positive influence**
H1b. Escape motivations -> Interaction				**Slightly supported**
Escape motivations -> Close interaction with residents	-0.072	1.264	0.206	-
Escape motivations -> Interaction with visitors at recreational attractions and facilities	-0.017	0.313	0.754	-
Escape motivations -> Close interaction with visitors	-0.139	2.597	0.009	**Negative influence**
Escape motivations -> Interaction with residents at recreational attractions and facilities	-0.041	0.815	0.415	-
Escape motivations -> Interaction in cultural attractions	-0.020	0.348	0.728	-
Escape motivations -> Interaction with residents to obtain information	0.064	1.202	0.229	**Positive influence**
H2. Interaction -> Positive outcomes of interaction				**Strongly supported**
Close interaction with residents -> Positive outcomes of interaction	0.099	2.241	0.025	**Positive influence**
Interaction with visitors at recreational attractions and facilities -> Positive outcomes of interaction	0.085	1.521	0.128	-
Close interaction with visitors -> Positive outcomes of interaction	0.268	4.860	0.000	**Positive influence**
Interaction with residents at recreational attractions and facilities -> Positive outcomes of interaction	0.044	0.843	0.399	-
Interaction in cultural attractions -> Positive outcomes of interaction	0.123	2.574	0.010	**Positive influence**
Interaction with residents to obtain information -> Positive outcomes of interaction	0.233	4.300	0.000	**Positive influence**
H3. Interaction -> Negative outcomes of interaction				**Slightly supported**
Close interaction with residents -> Negative outcomes of interaction	0.237	3.933	0.000	**Positive influence**
Interaction with visitors at recreational attractions and facilities -> Negative outcomes of interaction	0.046	0.780	0.435	-
Close interaction with visitors -> Negative outcomes of interaction	0.018	0.283	0.777	-
Interaction with residents at recreational attractions and facilities -> Negative outcomes of interaction	0.052	0.884	0.377	-
Interaction in cultural attractions -> Negative outcomes of interaction	0.222	4.161	0.000	**Positive influence**
Interaction with residents to obtain information -> Negative outcomes of interaction	-0.216	3.616	0.000	**Negative influence**

Note: - No significant influence

[a] t-values were obtained with the bootstrapping procedure (5000 samples) and are significant at the 0.001 level (two-tailed test)

CONCLUSION AND IMPLICATIONS

The study suggests that the interaction of young visitors with host and other visitors during tourism trips is still low. Motivations are important determinants of the interactions of young visitors, with motivations to increase knowledge being the most likely to induce interaction with both hosts and visitors. This research corroborates previous research, showing that superficial contacts tend to occur more frequently than close interaction (Eusébio & Carneiro, 2012; Reisinger, 2009). Nevertheless, close interactions with visitors and contacts with residents to obtain information are the most powerful in increasing positive outcomes of interaction. Findings also remark that the intensity of interaction has more impact in increasing the positive outcomes of the interaction than in decreasing the negative ones. Moreover, the social contacts of young visitors tend to have more positive outcomes than negative, what highlights the important role that interaction during tourism trips may have in the life of young visitors.

Considering the conclusions above presented, it is of utmost relevance to promote opportunities of interaction between young visitors and both, local residents and other visitors, in the scope of tourism trips and appropriately manage these interactions. It seems especially important to offer opportunities for close interactions with visitors and of contact with residents where residents assume an active role in providing information, since these kinds of interaction are considerably low and are the most likely to generate high positive outcomes. One strategy is to design organized trips or organized activities (e.g. events) to young visitors, where they contact with other visitors for a longer period, sharing meals and talking with them, in order to have a more in depth knowledge about them. It is also relevant to sensitize residents to be friendly and helpful to young visitors, mainly when providing information, and to involve local people in the provision of tourism information to visitors, both in tourism attractions and tourism facilities (e.g. tourism offices).

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Impact of superior destination experience on recommendation

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INTRODUCTION

Tourist experiences are memorable activities, perceptions and events in a destination that positively affect tourist behavior. According to Huang and Hsu (2009), the tourism experience is influenced by tourists' multiple interactions with the physical and human environment, the nature of his/her participation being essential to the way the experience is lived. Hosany and Gilbert (2010) found that love, joy, positive surprise are emotions that can relate to experiences in the destinations. Sensory, affective, behavioral and intellectual experiences have also been discussed as major sources of experiences in tourism.

Destinations would be more successful in creating loyalty and recommendation if they would be able to understand the experiential components of their offerings (Hosany & Gilbert, 2010). Hence identifying and understanding the components of visitor experiences is critical for destinations' success (Kim & Brown, 2012). A stream of research has already explored experiences in different settings (hotels, attractions, theme parks, cruises, restaurants) however the overall tourist experiences in destinations have been neglected or analyzed from psychological, social or affective perspectives and usually tried to describe tourists' experiences without clearly identifying the supply side objective measures. The data required for these scales (e.g. novelty, intellectual cultivation, relaxation, pleasure) are not easily available without a sophisticated system for collecting data on visitors' experiences.

Exploring the features of travelers' supra-experiential destinations would be considered as a more holistic and practical approach rather than merely concentrating on one destination. Rather than describing experiences from a demand perspective this paper sets out to look at experiences from a broader and more holistic perspective including characteristics of superior destinations and their impact on positive tourist behaviors. While doing so it also aims to provide managerial implications for DMOs and other stakeholders in the destination. The main purpose of this study therefore is to identify the environmental features of destinations identified as the best experiencescape ever by tourists and how these affect recommendation behaviors.

LITERATURE REVIEW

Tourism is a complex human experience integrating various personal characteristics with clues acquired in a destination (Gunn, 1988). When deciding on a destination travelers evaluate different attributes of the destination which might also be referred to as the pull factors. Mill and Morrison (1985) list attractions, facilities, infrastructure, transportation and hospitality as basic pull components of a destination. Quan and Wang (2004) discuss service related destination qualities as supporting experiences. Thus accommodation facilities, service staff, physical comfort, safety, cleanliness, landscaping, public transportation in the destination might also be regarded as a part of tourists' experience (Cetin & Bilgihan, 2016). Infra-structure, value for money spent, accessibility, local culture, physiography and climate, entertainment, environmental management (e.g. crowd, noise, cleanliness), landscapes, quality of service, variety of activities, signage, availability of information, local food, traffic, safety and security, special events and hospitality are also listed as experiential factors in a destination by Kim (2014). Weather, hotel standards, cleanliness and upkeep, geographical setting and scenic beauty, safety, ease of reach, friendliness and helpfulness of locals, artistic and cultural amenities, ease of getting around, crowding and congestion, nightlife and entertainment, quality restaurants, shopping alternatives, attractiveness of prices and adequacy of public services were identified by Haywood and Muller (1988). These attributes are also widely covered in destination competiveness literature (e.g. Crouch & Ritchie, 2005).

Experiences during a trip might either be positive or negative. According to Ozdemir et al. (2012) attributes of the destination play an important role in determining satisfaction and positive future behaviors of visitors such as loyalty and recommendation. These experiences might be so powerful that the tourist might become emotionally attached to the destination and become loyal visitors visiting the same destination over and over again (Hidalgo & Hernandez, 2001) and recommend the experience to others (Cetin & Istanbullu, 2014). If a tourist is not satisfied with his experience in a destination it is unlikely that he will return or recommend the destination which affects the future number of visitors to the destination. Despite valuable contributions on destination experiences no study so far attempted to analyze the relative importance of these items and their impact on tourist behaviors in destinations identified as superior by tourists.

METHODOLOGY

This paper explores the experiential characteristics of travelers' supra destinations. Based on various experiential destination characteristics mentioned in the literature a survey was designed and travelers were asked to rate these destination features based on their best leisure destination experience. Participants' tendency to recommend the destination was also enquired in order to identify which attributes had a greater impact on word of mouth. The survey included some demographic queries as well.

The first version of the survey included 34 items identified in the literature. This instrument was then pilot tested on 30 respondents to improve validity of items used. Some items were merged others were removed based on the feedback. The final version of the questionnaire included 22 items that describe various characteristics of the destinations. Data collection took seven weeks in May-June 2016 in Istanbul, 472 tourists were approached at well known attractions of the city as well as domestic departure terminals of two international airports. The screening criteria used for the surveys were being older than 18 years and to have traveled at least twice within the past year. Various descriptive statistics were utilized in order to identify the attributes that have higher loadings. In order to determine their impact on loyalty and recommendation a stepwise regression was also utilized. These are discussed in the findings section.

RESULTS

Among 472 respondents, 258 were male, 391 were between 20 to 40 years of age. 228 were married and 441 had university education. Descriptive statistics revealed that among 22 attributes; *being a well known destination*, *availability of detailed destination information*, *natural attractions*, *climate* and *value for money* were the highest rated items while the rest of the attributes also scored higher than three on a five point Likert Scale. Table 1 displays mean values of superior destination attributes.

Table 1. Relative importance of superior destination features.

Destination attributes	*Mean*	*Std. Dev.*
This is a well known destination.	4.59	1.51
Tourism infrastructure is sufficient.	4.3	0.9
I received good value for money.	4.4	0.83
Tourism services are of high quality.	4.26	0.83

Daily spending is affordable.	3.65	1.03
Service staff are of high quality.	4.02	0.89
Natural attractions are sufficient.	4.45	0.8
Cultural attractions are sufficient.	4.17	0.88
This destination is safe.	4.32	0.84
This destination is geographically close.	3.69	1.47
Detailed information about the destination is available.	4.50	0.75
Entertainment services are sufficient.	4.17	0.98
Diverse activities are available at the destination.	4.11	0.95
The locals are welcoming.	3.92	1.04
The climate is nice.	4.43	0.74
Shopping alternatives are adequate.	4.00	0.94
This destination is calm and quite.	4.18	0.96
This destination is lively and exciting.	4.12	1.01
This destination is clean.	4.37	0.77
Local food is attractive.	3.94	0.99
This destination is authentic.	3.74	1.12
This destination is cheap.	3.25	1.22

In order to identify the impact of these experiential items on recommendation a stepwise regression was run. As presented in table 2, seven items out of 22 were found to explain 0.52 of the variance in recommendation ($R^2 = 0.52$). These are; value for money ($\beta = 0.49$), climate ($\beta = 0.12$), service staff ($\beta = 0.1$), tourist services ($\beta = 0.09$), local hospitality ($\beta = 0.1$), entertainment ($\beta = 0.08$), and authenticity ($\beta = 0.09$).

Table 2. Results of regression explaining the impacts of destination attributes on recommendation.

Independent Variables	*B*	*SE*	*β*	*t*	*Sig.*
Constant	0.44	0.20		2.17	0.03*
Value for money	0.46	0.04	0.49	2.79	0.01**
Climate	0.13	0.04	0.12	4.24	0.00**
Service Staff	0.09	0.04	0.1	2.48	0.01**
Tourist services	0.08	0.03	0.09	2.42	0.03**
Hospitality of locals	0.08	0.03	0.1	2.86	0.05*
Entertainment	0.06	0.03	0.08	2.1	0.04*
Authenticity	0.06	0.02	0.09	2.49	0.01**

Note: B: Coefficient; SE: Standard Error; β: Standardized Coefficient; t: t-Value; Sig.: Significance, Dependent Variable: Recommendation; $R = 0.72$; $R^2 = 0.52$; Adjusted $R^2 = 0.52$; Standard Error = 0.54. Insignificant items were excluded in this table. *Significant at $p<0.05$ level. **Significant at $p<0.01$ level.

CONCLUSION AND IMPLICATIONS

By identifying the experiential characteristics of superior destinations this paper offers valuable empirical findings. The findings might be used by destination planners, and industry professionals to rate destinations based on the items identified in this study. This way various gaps might be identified and emphasis would be stressed on the experiential factors that differentiate destinations. For example, *being a well known destination* and *availability of destination information* might be improved through marketing communications. *Value for money* was also rated higher by respondents while describing their superior destinations while *being cheap* was rated the lowest. This might refer to the fact that tourists are willing to pay more for experiential services that they value.

Concerning recommendation *value for money* has the largest affect on tendency to recommend. While climate, quality tourist services and service staff, *hospitality of hosts, entertainment* and *authenticity* have also significant impacts on recommendation. All of these items except *climate* might be enhanced through a better destination management. The climate factor on the other hand is and inherent characteristic, yet is also valuable considering its subjective nature. For example, a sunny and hot destination climate might be attractive for sunlust tourists yet the cultural tourists on the go might prefer a milder climate. Thus the climate also emerges as an important factor for positioning the destination and targeting suitable segments.

There are various limitations to this study. Tourists with different motivations and personal backgrounds might perceive the qualities of a destination different. Experiences are subjective and depend very much on personal interpretations and perceptions. Yet a general diagnostic tool like the items used in this study might still be used to measure the experiential potential of a destination. Thus we encourage future studies, explore a scale of destination features that might measure an experiential potential in a destination.

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Emotional loyalty: The case of Algarve

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INTRODUCTION

Emotional arousal is a major motivation for the purchase and consumption of products such as sports, plays and travels (Bloch, Sherrell, & Ridgway, 1986; Goossens, 2000). Tourism produces hedonic consumption experiences (Alistair, 2006), involving adventure, challenge, escape, and fun (Otto & Ritchie, 1996), happiness (Gretzel et al., 2006) and pleasure (Floyd, 1997). Fantasy, feelings and fun are a central part of hedonic experiences (Holbrook, 2006) and positive and pleasurable emotions and feelings are important components of tourism experiences (Tung & Ritchie, 2011). Therefore, it is clearly important for both academia and industry managers to better understand the vital role of emotion in tourism loyalty.

Tourism academics have long sought to study the role of emotion in experiences and numerous studies have examined the emotions experienced by tourists before planning, during and after their trip. When planning a holiday tourists are believed to experience a series of positive emotions that play a pivotal role in the decision-making process and final choice of destination (Walters & Sparks, 2012) and involve fantasy and considerable pleasure (Kwortnik & Ross, 2007). The intensity of emotions vary during the whole experience (Kyle & Lee, 2012). After a holiday experience, there is general agreement that emotions significantly influence tourist satisfaction and loyalty (J. Enrique Bigné, Andreu, & Gnoth, 2005; de Rojas & Camarero, 2008; Hosany & Prayag, 2013; Matzler & Faullant, 2011) and behavioural intentions such as willingness to pay more (J. Enrique Bigné et al., 2005), intention to recommend (Hosany & Prayag, 2013) and favourable behavioural in-

tention in general (Tsaur, Chiu, & Wang, 2007). Further, the emotional associations that the tourists attach to a tourism destination are positively related to satisfactory experience and destination loyalty (Barsky & Nash, 2002; F. Yuksel, Yuksel, & Bilim, 2010).
Given the importance of emotions in tourism, the measurement of emotional responses to determine tourism loyalty is a crucial issue (Mauss & Robinson, 2009). This paper aims to determine how emotion after the visit to the south of Portugal influences their loyalty by depicting the effect of different levels of loyalty.

Emotions as a multidimensional construct

A commonly accepted definition of emotion has proved elusive (Parrott, 2001), and it is clear that emotion is not a simple phenomenon that can be easily observed (Davidson, Bondi, & Smith, 2005). Emotions arise as a result of an evaluation or assessment of specific stimuli relevant/irrelevant to individuals or groups' goal (Niedenthal & Brauer, 2012), and are characterized by episodes of intense feelings associated with specific response behaviours (Hosany & Prayag, 2013). Emotions involve a number of component processes encompassing subjective feelings, expressive motor behaviour, physiological arousal, cognitive appraisal and a behavioural tendency (Frijda, 1986),
This paper inspires in the Circular Model of Emotion (Plutchik, 1980) to depict the moderating role of emotions in tourists loyalty. The circular model of emotion identifies eight basic emotions: surprise, expectancy, disgust, acceptance, sadness, joy, anger and fear. Neverthless we combined the circular model of emotions with the Positive And Negative Affect Schedule (PANAS) (D. Watson et al., 1988). PANAS is a 20-item self-report measure of positive and negative emotions. Either positive or negative emotions are further categorized into high and low activation levels (Crawford & Henry, 2004). In the tourism literature, affective items adapted from a German version of PANAS was used to examine the mediating role of emotion (fear and joy) between personality and satisfaction and demonstrated that individuals' emotions are influenced by personality traits (i.e., neuroticism and extraversion), and in turn impact tourists' satisfaction (Matzler & Faullant, 2011). Zins (2002) employed nine positive (e.g., satisfied, pleased, and enthusiastic) and nine negative affective items (e.g., upset, angry, and unhappy) derived from PANAS to measure consumers' emotion outcomes in service experience. In combination of the several emotional scales 34 emotional states were used on this research.

METHODOLOGY

This paper uses a sample of 4000 tourists travelling to Algarve for holidays during the year of 2016. A questionnaire was applied to tourists randomly select at the end of their visit. A dichotomic scale of emotions were used to depicted the moderated effect of 34 emotional states towards the destination.

RESULTS

The results confirmed tourists' emotional responses as important moderators of their decision to keep on loyal to destination. Furthermore, it is also confirmed that the more intense is the persistence to visit the destination, more positive are their emotional states.

CONCLUSION

This paper outlines the importance of emotional loyalty rather than cognitive loyalty suggesting that after a certain stage the tourist experience with the destination assumes a personal/human dimension.

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Factors influencing tourism expenditure on accommodation in World Heritage Cities

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INTRODUCTION

The analysis of the expenditure made by tourists in cultural destinations and, more specifically, in World Heritage Cities is based on the symbiosis that culture and tourism have, which are currently linked in a joint and necessary cooperation for economic development of certain geographical areas. Starting from the case of Úbeda y Baeza and by using a multivariate double-fence model, which allows analyzing the probability of making an expense and, subsequently, the quantification of the it, it has been possible to identify the factors that influence the tourist spending in accommodation made in this kind of destinations.

LITERATURE REVIEW

In order to be able to carry out an analysis of the variables that influence the expenditure that the tourists make in World Heritage destinations, a deep revision of the literature has been made.

Table 1 shows the variables, according to the authors analyzed, that influence the spending that tourists make in World Heritage Cities.

		Andrade (2016)	*Bojollo, Pérez y Muñoz (2015)*	*Marrouc, Paci and Zara (2015)*	*Treviño, Heald and Guerrero (2015)*	*Seidl (2014)*	*Van Leeuwen, Kourtit and Nijkamp (2013)*	*Troitiño and Troitiño (2009)*	*Mínguez (2007)*	*Chhabra, Healy and Sills (2003)*	*Troitiño (1998)*
Socioeconomics variables	Gender	✓	✓							✓	
	Age	✓	✓	✓			✓			✓	✓
	Education level	✓	✓							✓	
	Occupation			✓	✓						
	Incomes		✓	✓	✓					✓	
	Nationality	✓	✓	✓		✓	✓				✓
Variables related to the characteristics of the trip	Length of stay	✓				✓	✓				✓
	Type of accommodation	✓		✓							
	Paces visited			✓		✓					
	Fidelity to destination	✓	✓	✓	✓						
	Use of technology										
	How the trip was organized			✓							
	Means of transport			✓	✓						
	Type of tourist and with whom he travels	✓		✓			✓				✓
Variables related to the destination	Carrying out activities at the destination									✓	
Psychological variables	Reasons for travel	✓	✓	✓		✓	✓				✓
	Satisfaction	✓					✓				✓
	Values of tourists	✓									
	Personality	✓									

Source: Author's own elaboration

METHODOLOGY

Úbeda and Baeza are two cities located in the province of Jaén declared by UNESCO in 2003 as a World Heritage Site.

In order to know the factors that influence the expenditure made by the tourists in both cities, the data of 2,126 surveys (sampling error of 2.1% and confidence level of 95%) carried out to tourists in these cities between June and September 2016 were analyzed. The type of survey was a structured questionnaire conducted by personal interview.

With the objective of being able to determine the variables associated with the expenditure in accommodation made by tourists, double-fence statistical models were applied, estimating the expenditure through a two-stage system in which the probability of spending and the quantification of expenditure incurred are analyzed (Blundell and Meghir, 1987; Brida et al., 2013; Deaton and Irish, 1984).

The probability distribution of the observed values and the double-fence model is a discrete-continuous mixed distribution that assigns a probability mass function p(y=0) for y=0 and a density function $f_+(y)$ for y>0, where:

$$P(y=0) + \int_0^\infty f_+(y)dy = 1.$$

Thus, the double-fence model used with the first stage of decision-making to carry out the expenditure and, subsequently, the stage of expenditure performed is defined as:

1- p(y=0)

$$1 - \Phi_1\Phi_2$$

2- $f_+(y)$

$$\frac{1}{\sigma}\phi\left(\frac{y-\beta_2^\top x_2}{\sigma}\right)\Phi_1$$

Where φ1 corresponds to the standard normal distribution function of the latent variable defined in the first stage:

$$y_1^* = \beta_1^\top x_1 + \epsilon_1$$

$$\Phi_1 = \Phi(\beta_1^\top x_1)$$

While φ2 corresponds to the second stage, where the latent variable is defined as:

$$y_2^* = \beta_2^\top x_2 + \epsilon_2$$

$$\Phi_2 = \Phi\left(\frac{\beta_2^\top x_2}{\sigma}\right)$$

Where φ is the standard normal distribution function.

RESULTS

Therefore, the results obtained allow to perform a descriptive analysis, as well as the study of the results of the double-fence model for expenditure in accomodation.

The respondents were Spaniards (88.2%), in both sexes in equal parts, occupied (65.8%), with university studies, with a middle-high income and between the ages of 45 and 65 (50%). The majority traveled in pairs (31%), being new tourists (60.4%) who, in 87.5%, said they would return.

The predominant value in the respondents is a comfortable life (61.3%), considering that they have an open mentality (53.1%).

The average term of the trips is 2-3 days, spending between 2 and 3 nights. Half of the respondents have stayed in 3-star hotels and have used Internet mainly for accommodation (90.8%).

Motivated by leisure and vacations (96.4%), all the respondents have stated to find during their visit what they expected. The on-site visit (99.9%), guided tours (88.9%) and tapas tours (96.2%) are the main activities carried out.

The average budget per person and day is 129.43 euros, being the main item of average daily expenditure the accommodation (50.47 euros).

Table 3 shows the results of the double-fence model adjusted to the accommodation cost.

Table 3. Results of the double-fence model adjusted to the accommodation cost

Accommodation Expenditure Model	*Stage 1*			*Stage 2*		
	Estimate	**S.E.**	**P-value**	**Estimate**	**S.E.**	**P-value**
Age 19-29 vs. <=18	-0.874	0.243	<0.001	-6.104	2.403	0.011
Age >=30 vs. <=18	-0.347	0.308	0.261	3.926	2.905	0.177
FP studies vs. Until high school	0.981	0.261	<0.001			
University Studies vs. Until high school	0.442	0.23	0.056			

		1				
Labor Unemployed vs. Occupied	-1.171	0.283	<0.001	4.082	3.413	0.232
Labor Retired/Housewife vs. Occupied	0.290	0.200	0.147	4.637	1.195	<0.001
Labor Student vs. Occupied	-0.649	0.421	0.123	2.970	3.106	0.339
Category Executives vs. Liberal professional	-0.498	0.160	0.002	-4.607	1.319	<0.001
Category Officials and workers vs. Liberal professional	0.095	0.142	0.502	-3.410	0.971	<0.001
Income 901-1200 vs. <= 900	-0.810	0.350	0.021	-0.840	2.021	0.678
Income 1201-1800 vs. <= 900	-0.410	0.335	0.221	2.084	1.817	0.251
Income >1800 vs. <=900	-0.134	0.344	0.696	3.693	1.826	0.043
Foreign Country vs. Spain	-0.568	0.131	<0.001	6.414	1.295	<0.001
Values Exciting Life/Liberty vs. Comfortable Living/Safety/Pleasure/Wisdom/Equality	0.343	0.150	0.022	-3.238	1.059	0.002
Values Stressful vs. Comfortable Living/Safety/Pleasure/Wisdom/Equality	0.477	0.148	0.001	-1.741	0.972	0.073
Where he will sleep Baeza vs. Úbeda	0.208	0.105	0.047	-7.559	0.763	<0.001
R^2				0.150		
No. Days				-0.893	0.254	<0.001
Travel mode Families with children vs. Couples without children	0.690	0.366	0.060	-3.107	0.933	0.001
Travel mode Friends vs. Couples without children	3.267	0.803	<0.001	3.015	0.984	0.002
Travel mode Alone/others vs. Couples without children	2.061	2.392	0.389	-9.843	2.101	<0.001
Visits 1 or 2 vs. neither	-1.075	0.429	0.012			
Visits 3 or more vs. neither	-0.775	0.334	0.020			
Accommodation Houses/rural apartments and houses for rental/property vs. Hotels/apartments	-3.781	0.652	<0.001			
Hotels/apartments 1-2* or more vs. Hotels/apartments 3* or more				-1.781	0.801	0.026

Accommodation Houses/rural apartments and houses for rental/property vs. Hotels/apartments 3* or more				-10.344	1.715	<0.001
Visit more places Yes vs. No	2.032	0.576	<0.001			
Return in the future Yes vs. No				-4.932	1.181	<0.001
Internet use Accommodation vs. Do not use the Internet	-4.153	0.847	<0.001			
Internet use Places to visit vs. Do not use the Internet	-2.247	0.500	<0.001	3.727	0.805	<0.001
Internet use Restaurants No vs. Do not use the Internet				-2.398	0.768	0.002
Resource Search engines Yes vs. No	1.719	0.524	0.001	-10.346	1.527	<0.001
Resource Social networks Yes vs. No				-10.097	1.529	<0.001
Resource Institutional portals Yes vs. No				-5.501	1.856	0.003
Resource Google Map Yes vs. No				-8.884	1.504	<0.001
Resource Others Yes vs. No				-11.669	1.665	<0.001
To know destination Recommended Travel Agency Yes vs. No				25.167	2.267	<0.001
To know destination Personal experience Yes vs. No				2.903	1.018	0.004
To know destination Own initiative Yes vs. No				3.173	1.306	0.015
To know destination Others Yes vs. No				8.729	1.941	<0.001
Type of transport car Yes vs. No				11.387	4.827	0.018
Type of transport bus Yes vs. No				-11.955	3.598	0.001
Type of transport train Yes vs. No				29.110	5.531	<0.001
Type of transport airplane Yes vs. No				6.817	1.560	<0.001
R^2	0.436					
Residents Úbeda/Baeza Yes vs. No	-1.640	0.157	<0.001			
Cultural activities Guided tours Yes vs. No	0.816	0.12	<0.00			

		6	1			
Cultural activities Shopping Yes vs. No	-1.027	0.200	<0.001	10.072	2.388	<0.001
Cultural activities Go for drinks Yes vs. No	0.355	0.111	0.001	4.545	0.804	<0.001
Cultural activities Take tapas Yes vs. No	-1.509	0.292	<0.001	-12.135	2.500	<0.001
Cultural activities Others Yes vs. No	0.801	0.190	<0.001	6.126	1.054	<0.001
R^2				0.124		
Personality Open mind Yes vs. No				-3.088	1.026	0.003
Personality cheerful Yes vs. No	-0.389	0.109	<0.001	-3.739	1.152	0.001
Personality Affectionate Yes vs. No	-1.068	0.198	<0.001	-9.339	2.666	<0.001
Satisfaction Tourist signage	-0.128	0.029	<0.001			
Satisfaction Scenery	-0.182	0.062	0.003	-1.385	0.429	0.001
Satisfaction Internet access	0.153	0.050	0.002	1.225	0.399	0.002
Satisfaction Roads and communications				0.771	0.257	0.003
Satisfaction Cleanness				2.142	0.421	<0.001
Satisfaction Healthcare				2.392	0.439	<0.001
Satisfaction Tourist information				-1.627	0.237	<0.001
R^2				0.115		

Source: Author's own elaboration.

It is observed that the probability of spending in accommodation is lower in the age group of 19 to 29. The more level of income and studies the tourists have, the more they spend in accommodation. The probability of foreigners of making an expense in accommodation is lower than that of the Spanish, although these spend more. Tourists with values of freedom/emotion and those who are stressed are more likely to spend in accommodation.

The number of days planning the stay was associated with lower spending on housing. Those who spend the most and most likely are tourists on trips with friends.

The probability of spending when the city has not been visited previously is greater than when it has gone there previously, as it happens with those people who will not return in the future to the destination.

The tourists who are less likely to spend on accommodation are those who stay in rural/rented/owned houses, as is the case when the tourist does not seek accommodation on the Internet.

Tourists who traveled by bus and accompanied by residents spent less on accommodation than those who used other means of transportation.

People who did guided tours, went for drinks and did other cultural activities are more likely to spend on accommodation.

Those who had greater satisfaction with access to the Internet, roads and communications, cleanness and health care are more likely to spend on accommodation and spend more, contrary to what happens with those satisfied with the tourist information.

CONCLUSION AND IMPLICATIONS

The objectives proposed at the beginning of this research have been achieved.

Thus it has been possible to determine that there is a relationship between expenditure and age, educational level, nationality, length of stay, category of accommodation, places visited, travel time, type of tourist, activities at destination, reasons for travel and the satisfaction. The existing relationship is as indicated by previous authors who had dealt with this question.
In addition, this study has allowed to discover new variables that influence the spending on accommodation that tourists perform in World Heritage Cities as: the values and personality of the tourist, the company on the trip and fidelity to the destination.

A more in-depth study has also been carried out regarding the influence of the type of activities carried out in the destination, the satisfaction of the tourist, the use of the Internet or the prior knowledge of the destination.

This information is extremely useful for policymakers, destination managers and companies, as it facilitates decision-making.

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Coastal sustainable tourism in the Region of Murcia (Spain): A comparative analysis using synthetic indicators

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INTRODUCTION

This paper proposes the use of synthetic indicators as a way of measuring the sustainability of the touristic activity in the main coastal touristic areas in the Region of Murcia, allowing a comparative analysis among them. Based on a series of data proposed by the World Tourism Organization and using hypothetical goals provided by users, the results obtained present the advantage of being easily interpretable by the decision makers, showing the strengths and weaknesses that the coastal areas in the Region of Murcia present in their touristic activity, related to sustainability in general, and to its different components in particular, which makes possible for the decision makers focusing in those aspects needing more attention. As far as we know, this is the first study quantifying the sustainable touristic activity in the Region of Murcia.

LITERATURE REVIEW

Tourism is an important economic activity in the Region of Murcia, providing 11% of the regional GDP in 2016 (CARM, 2015). The touristic activity is highly concentrated on the coast: The main coastal municipalities, representing 11,01% of the regional area, received in 2015 almost 1,400,000 visitors (Instituto de Turismo, 2016).

This Region is characterized by good weather, warm temperatures and a great number of beaches. This is why sun and beach tourism is predominant in the Region. But it is not free of weaknesses, as low environmental quality in some beaches, massive urban growth, problems with transport systems, high seasonal nature, lack of appropriate infrastructure… (Consejería de Turismo, Comercio y Consumo, 2004).

Sustainable tourism can be defined as "tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, industry, environment and host communities" (WTO, 2005). As a strategy to promote a sustainable tourism in the Region, the Tourism Department worked on a document called “Director Plan for Tourism in the Region of Murcia”, where one of the main goals was “to strengthen the Region as an attractive touristic destination, and having high quality, using strategies based on sustainability, concealing economic benefits with preserving the cultural, natural and historic heritages”.

To alleviate the weaknesses of the touristic activity and reduce its negative impact, it is important having tools to assess the touristic sustainable activity, allowing that way defining strategies to improve the sustainability level of the destinations.

With this aim, we used a series of synthetic measures that allow to compare the sustainable nature of the touristic activity in the main coastal municipalities in the Region. The method is based on some concepts included in Goal Programming, and was proposed by Blancas et al. (2010a, 2010b). We adapted it to the special characteristics of our touristic destinations, and to the available information for the Region.

METHODOLOGY

We followed the methodology proposed by Blancas et al. (2010b.) about the use of Goal Programming synthetic indicators for the analysis of sustainable tourism, having it the main advantage of being easily interpretable. We used information about 51 indicators for sustainable tourism proposed by the WTO (2004), or some approaches, measured mainly in 2015. Those indicators were classified depending on three different dimensions: social, economic and environmental. The method consists on, first, classifying the indicators among *positive* when a greater value of the indicator is better, or *negative*, when a lesser value of the indicator is better. Then, aspiration levels or goals for any indicator are established, suggested by expert decision makers. When this is not possible, proportional values to the average value of the indicator can be used: $\alpha \bar{I}$ (being $\alpha > 1$) when I is a positive indicator, or $\beta \bar{I}$, with $\beta < 1$, when I is a negative indicator. Next, for all the studied areas or municipalities, and for all the indicators, quantifying the degree of fulfillment or non-fulfillment of the aspiration level, by means of the distance of the indicator value to the aspiration level (deviations variables, n_{ij}, p_{ij}). When the value of an indicator is better than the aspiration level (fulfillment), that distance accounts as a strength, or as a weakness when the value is worse (non-fulfillment). Finally, the weighted addition of all the strengths (GPI^+) minus the weighted addition of all the weaknesses (GPI^-) gives rise to the value of a global synthetic indicator for each area, called *Net Goal Programming Indicator*, GPI_n:

$$GPI_n = GPI^+ - GPI^- =$$
$$\left(\sum_{j\in J}\frac{w_j \cdot p_{ij}^+}{\alpha \bar{I}_j} + \sum_{k\in K}\frac{w_k \cdot n_{ik}^-}{\beta \bar{I}_k}\right) - \left(\sum_{j\in J}\frac{w_j \cdot n_{ij}^+}{\alpha \bar{I}_j} + \sum_{k\in K}\frac{w_k \cdot p_{ik}^-}{\beta \bar{I}_k}\right)$$

This synthetic indicator allows comparing the achievements in sustainable tourism of an area with respect to others areas with similar characteristics, both in a global measure of sustainable tourism, and also by dimensions of sustainable tourism. Stability analysis are also carried out to check how the results vary when different parameters are considered.

RESULTS

We considered $\alpha = 1.25$ for the aspiration levels of the positive indicators, and $\beta = 0.8$ for the negative indicators. We also set equal weights for all the indicators, for the three dimensions (social, economic and environmental), and for strengths (GPI^+) and weaknesses (GPI^-). Under these conditions, the municipality of Cartagena would be the one with the best value in the net synthetic indicator, GPI_n, followed by San Javier, Águilas, San Pedro del Pinatar, Mazarrón, and finally, Los Alcázares (Figure 1), having all of them a negative value for the net indicator (Column 4 in Table 1). This means that, for all the municipalities, the measure of weakness (GPI^-) is greater that the value of the strengths (GPI^+). By dimensions, the main strength of Cartagena lies on the social dimension, where it is the only municipality presenting a positive net GPI_s. For the economic and environmental dimensions, Cartagena occupies the third position. The best municipality in the economic dimension is San Javier, with the only positive net indicator, GPI_e, followed by Los Alcázares and Cartagena. San Javier occupies the positions 3 and 2 in the social and environmental dimensions, respectively. The best performance in the environmental dimension is presented by Águilas, with a slightly positive net value. The greater distances between positions occur for Águilas, which is the best in the environmental dimension, and the second one in the social one, but it presents the lowest GPI_e. Also, Los Alcázares is the second municipality with the best GPI_e, but the worst both in the social and environmental dimensions. On the other hand, Mazarrón stays among the positions 4 (environmental dimension) and 5 (social and economic dimensions), similar to San Pedro del Pinatar, which occupies the positions 4 in the social and economic dimensions, and 5 in the environmental dimension.

However, the differences in the net indicator values between municipalities in some cases are found only when one looks at the third decimal figure, what could make think about little stability in the results. We changed the different parameters taking part in the results. First, we stablished different aspiration levels for the positive indicators, assigning different values to α in the interval $(1,1.35]$, while keeping β constant. We found the ranking does not change in any case, being the only difference that Cartagena and San Javier consolidate their first and second positions with positive global net indicators. When we change the aspiration levels of the negative indicators by making β vary in the interval $[0.65, 0.95]$, the ranking doesn't change, either, in any case.

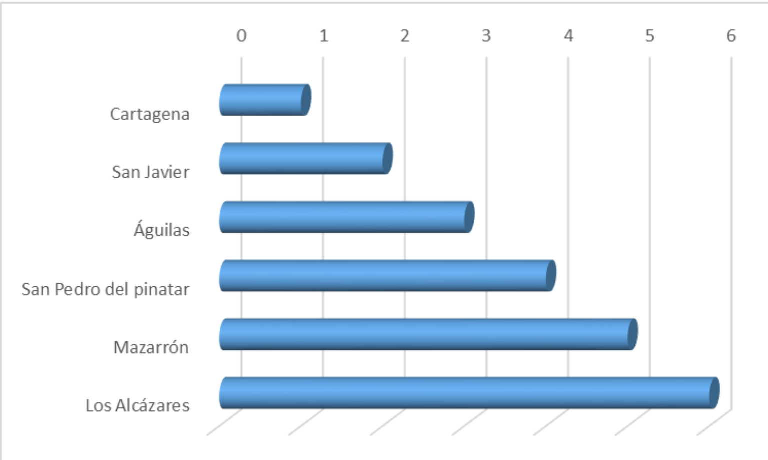

Figure 1: Ranking of municipalities in the general setting. Source: By authors.

Table 1. Net synthetic indicator values for sustainable tourism.

MUNICIPALITIES	*Social dimension*		*Economic dimension*		*Environmental dimension*		*Global dimension*			
	GPIs	*Ranking*	*GPIe*	*Ranking*	*GPIev*	*Ranking*	*GPI+*	*GPI-*	*GPIn*	*Ranking*
Águilas	**-0,097**	**2**	**-0,265**	**6**	**0,006**	**1**	0,085	0,322	**-0,119**	**3**
Los Alcázares	**-0,178**	**6**	**-0,037**	**2**	**-0,314**	**6**	0,098	0,451	**-0,177**	**6**
Cartagena	**0,046**	**1**	**-0,074**	**3**	**-0,022**	**3**	0,180	0,213	**-0,016**	**1**
Mazarrón	**-0,151**	**5**	**-0,194**	**5**	**-0,100**	**4**	0,076	0,372	**-0,148**	**5**
San Javier	**-0,125**	**3**	**0,038**	**1**	**-0,020**	**2**	0,150	0,222	**-0,036**	**2**
San Pedro del Pinatar	**-0,141**	**4**	**-0,089**	**4**	**-0,136**	**5**	0,095	0,338	**-0,122**	**4**

Source: By authors.

When we change the weights assigned to the strengths (GPI+) and weaknesses (GPI-), some differences in the global ranking appear: the municipalities of Águilas and San Pedro del Pinatar interchange positions 3 and 4 depending on the weights (Figure 2).

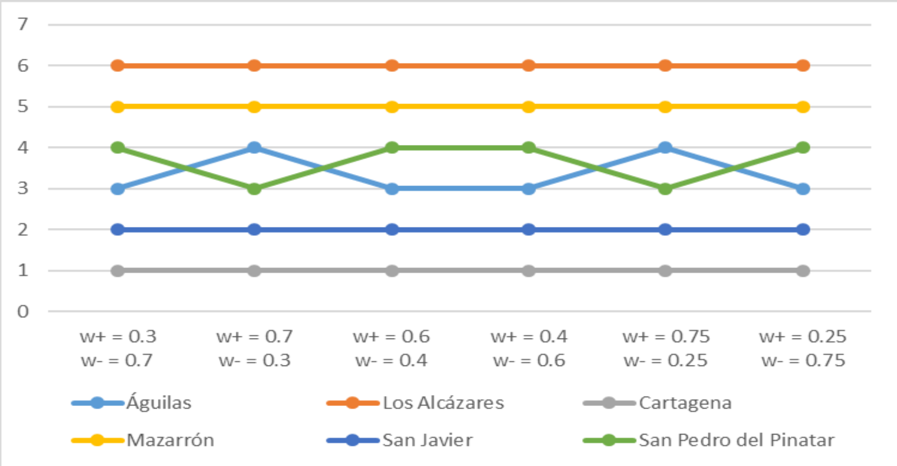

Figure 2: Ranking of municipalities assigning different pairs of weights to GPI+ and GPI-. Source: by authors.

When we change the weights between dimensions, greater variability is found. The municipality of Cartagena looses the first position when the weight assigned to the social dimension is small and the weight of the economic dimension is greater than or equal to the weight of the environmental dimension, giving up that position in favour of San Javier. Los Alcázares presents the last position in all the trials except for the case when the weight of the economic dimension doubles the other two, as this dimension was the one in which Los Alcázares occupied the second position.

We finally analyzed the changes under different weights assigned to the indicators. We started with a deterministic assignment of weights, giving double importance to those indicators that could depend on decision makers. In this case, the six municipalities keep on presenting a negative GPI_n, but Cartagena goes down to the second best value in favour of San Javier, due to a decrease in the position of Cartagena in the economic dimension. Águilas and San Pedro del Pinatar also interchange positions 3 and 4. Mazarrón and Los Alcázares mantain the positions 5 and 6, respectively. After one hundred different groups of weigths randomly assigned, the best value of the GPI_n is presented by Cartagena in 73% of the cases, and San Javier 27%. The lowest value is presented by Los Alcázares in 66% of the cases, and Mazarrón in 30%.

CONCLUSION AND IMPLICATIONS

In this study we collected information about 51 indicators for sustainable tourism in the main coastal municipalities of the Region of Murcia, to calculate a composite measure quantifying the level of fulfillment and non-fulfillment of each assessed unit compared to the rest, regarding a series of goals of sustainable tourism. Allowing the same importance to all the elements (indicators, dimensions and strengths and weaknesses), we found that all (the six) municipalities present a negative value of the global net indicator. This means the measure of non-fulfillment is greater than the measure of fulfillment, for all the municipalities studied. The municipality of Cartagena occupies the first position, nearly followed by San Javier, then Águilas, San Pedro del Pinatar, Mazarrón and finally Los Alcázares, although the distances between them are not huge. This ranking is found in around 20% of the settings analyzed. In general, we could conclude that, compared to the rest of the coastal touristic destinations in the Region, the municipalities of Los Alcázares and Mazarrón should pay attention to their touristic activity, from the point of view of sustainability. Having highlighted the strengths and weaknesses of the main touristic destinations in the Region, related to sustainable tourism, this study provides a starting point for the decision makers to wonder what should be done to improve the sustainable nature of the touristic activity.

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Methodology for modeling the relationship between culture and tourism-based on Memetic Multi-Agent System (MeMAS)

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INTRODUCTION

Through the human history the cultural transformations have been settled on blending processes and exchange, including communication evolution. Changes developed within national identity responds mainly to the globalization process because, as much as this process move forward, it tends to devaluate strongly cultures in the territory. Moreover, considering “one culture” as a coherently limited entity, can result in some disrupted criteria far away from the truly essence of this phenomenon. This is why the question of the production and reproduction of cultural forms is still a question mark, rather than as a static or finished element [1].

The tourism is a factor of development and human exchange and although it has become one of the most important economic activities of the century, its development implies in the destinations a high complexity in its origin, characteristic, functions and evolution.

The cultural tourism, as a gathering of both culture and tourism, reflects this complexity [2]. Consequently, there are numerous and disparate definitions in the literature of the concept of cultural tourism [2; 3; 4; 5; 6; 7; 8; 9; 10]. The interest in understanding what cultural tourism is and analyzing the new forms of cultural tourism is therefore still an intellectual and academic challenge.

However, it must be stressed that the interpretation and study of the relationship between tourism and socio-cultural aspects have been based on the management of insufficient variables, due to the traditional conception of tourism. The analysis of free time for the projection of new scenarios as well as the cultural uses and values have not been considered substantial for the elaboration of integral plans related tourism’s development. As a consequence of this problematic, it is neces-

sary to develop an approach that allows to understand in a way Tourism development in its relationship with cultural transformations in destinations.
In this sense, the use of an approach to complexity allows us to examine the principles and patterns that explain the behavior of social phenomena from the perspective of totality. The study of complexity is currently a perspective that transverse fields of knowledge of each and every one of the disciplines, be it math, physics, chemistry, geography, biology, social sciences, among others [11; 12; 13; 14].

Therefore, the general objective of this work is to figure out the suitable methodology in order to find a model that allows to describe the relations between Culture and Tourism from the theory of Complex Adaptive Systems.

METHODOLOGY

The present investigation was based on three phases or stages of work. In the first, the conceptualization of the relationship between culture and tourism was carried out. For this purpose, a bibliographic review was carried out in which 68 books, 56 articles and 8 diplomas related to the topic were consulted. Of these, 37% come from English literature, 15% from the Asian region and 54% from Latin American authors.

Subsequently, the second phase was to critically evaluate the current theoretical models of the tourism phenomenon with an analytical and projective character and from their analysis new ideas for the modeling of culture - tourism relations were developed. This step was very important for the research since it included the description, registration, analysis and interpretation of the current nature of the tourist phenomenon, providing a more detailed view of the object of study from its main characteristics and synthesizing limitations of the models with respect to the inclusion of culture.

During the final stage, the main characteristics of the complexity of the relationship between culture and tourism were identified. In addition, a selection was made of the methods that best fit to explain such relationship for modeling, taking into account the main features of complex adaptive systems.

RESULTS

The complexity of the relationship between Tourism - Culture

Culture and tourism, as dynamic entities within a highly changing environment, are systems that seek to maintain a dynamic balance with the environment through their internal processes and for it, these systems change, adapt. They are continually being modified and seek to organize their structures and processes to ensure their survival, in accordance with both internal and external demands [15].

The method to identify Complex Adaptive Systems [16] has been useful in the verification of symptoms of complexity in destinations. The research carried out using this method found these symptoms for destination Havana, Cuba, proving once again that tourist destinations are complex adaptive systems, which had been done in previous occasions in destinations in Europe and Asia. Undoubtedly the relationship between these two complex elements is mainly based on the construction and representation of experiences between travelers and communities in the destination.

In this sense, many attempts have been made to define cultural tourism, so either a specific cultural aspect or manifestation (or group of them) is analyzed in connection with visitor flows or the cultural tourism modality is analyzed. Therefore, it should be pointed out that cultural tourism is a category used, commonly defined as a modality, for the integration of products of travel, facilities and territories focused on segments of demand that express their cultural motivation, demonstrating this concept purely as a term for management in tourism.

Memetics and its evolution to the MeMAS method

Memetic multiagent systems (MeMAS) constitute the combination of agent technologies and the memetic automaton. [17; 18]. They are systems where the interaction and individual models of a population of agents is inspired by the memetic design. As with genes in genetics, a meme is synonymous with memetics as a "block of cultural unity" that is transmissible and replicable. A meme is represented internally as knowledge learned and externally as manifested behavior of agents. Based on the above, an automated meme or meme automaton is defined as an adaptive agent that automatically acquires increasing levels of capacity and intelligence through rooted memes evolved independently or via social interaction. Naturally, meme-inspired computing serves as a plausible platform for designing "the simulation of human behavior."

The basic MeMAS data structure contains the "meme representation" which is manipulated by four control functions called "meme expression", "meme assimilation", "internal meme evolution" and "external meme evolution". The internal evolution of the meme predominates in the growth of individual agent mainly through self-learning. The external evolution of the meme models the interactions between the agents, which are first driven by imitation.

Once described the basic MeMAS Method, it is appropriate to explain how it will be used for the description of culture-tourism relations. For this, it is necessary to define the system shutdown criteria, which will allow to describe the possible states derived from the simulation. Ultimately, it is necessary to understand such relationships are manifested basically as interchange of memes between agents in a system. This system (the relationship between culture and tourism) is basically composed of two types of agents, namely visitors (V) and local or host population (L). The difference will be that in the system the visiting agents have short life, equivalent to the average stay for the destination, while the local agents remain throughout the evolutionary process. The life time, measured in days, is therefore a parameter of the system.

On the other hand, each visitor and resident will have their own memotype, Mv and Ml. In the process of exchange, agents manifest the types of memes and it is precisely the manifest memes or sociotype that participate in the exchange. In this sense, each memotype (both Mv and Ml) can be understood as a vector of binary values, where the value of each element will correspond to 1 if the type of meme is manifested or zero in the opposite case. Thus, at the time of the exchange, each agent will have defined its sociotype in a binary chain according to the type of memes manifested.

It is convenient to know when the memes that are manifested are the product of an original attitude of the agent or as part of a process of imitation that is ultimately a sign of acculturation. Taking into account that the objective of this method is to measure the good health of the local culture, the reaction of the local agents in the exchange will be monitored. To do this, the following pseudocode shows the stop process.

```
while j < V do
    if Ml_j = Mv_j then
    i = i + 1;
      evolve ();
    else
       for k = 1 to n
            if Ml_jk < Mvj_k  then
               l = l +1;
            else
               s = s + 1;
       next k;
       if l > s then
          r = r + 1;
       else
         p = p + 1;
    store Ml_j;
    evolve ();
return i;
return p;
return r;
end
```

Here j is a variable that increases to V, the number of visitors to the destination in a given period (a month, a year, a season). The system evolves by counting the times that the manifestation of the local agents 'and visitors' memos coincide (counter i). If it does not coincide, count how many times they dominate visitors (counter r) and how many times those of the premises (counter p), returns those numbers and then stops the evolution once the number of visitors has been reached. In this way, V is another of the parameters of the system.

At the same time, the system keeps in memory the local agents who expressed memes different from those of the visitors, to later be able to make an analysis and identify the variations in the evolutionary process.

Moreover, it is necessary to begin with the ratio between the counters i, p, r and the variable V. i / V defines the percentage of coincidences, p / V the domain of the local memes and r / V the opposite case. In general, (p + i) / V defines the percentage of cases with a favorable response by the local culture while r / V denotes the percentage of cases in which foreign memes were imposed. By dividing the last two reasons and simplifying, the indicator defined as "cultural health of destiny" (SCD) is defined as follows:

SCD = (i + p) / r

Therefore, if SCD is greater than 1, the local population is dominating in cultural exchange. If, on the other hand, SCD is less than 1, memes of visitors are being imposed and there is a danger of a local process of acculturation. The case of the positive in the preponderance of the counter p is quite clear. It is necessary, however, to clarify why counter i is considered positive. In fact, contrary to what could be thought at first, it is precisely the manifestation of the same type of meme which indicates robustness of the local culture. The logic behind this statement is that if each type of meme manifested by visitors is counterpoised to the same type of local memes at each evolutionary stage, the local culture shows responsiveness in the exchange.

CONCLUSION AND IMPLICATIONS

The current theoretical models do not adequately explain how culture influences its complex relationship with tourism in order to raise the management of tourist activity in destinations such as Havana to a higher level. The study of the relationship of Culture - Tourism based on the theory of complex adaptive systems allows to explain from a theoretical perspective from the abstract, conceptual, graphic (or visual) representation, this phenomenon in order to analyze, describe, explain and to simulate it. This proposal will contribute to the proper design of a cultural tourism offer based on the cultural resource.

The conjunction between tourism and culture means to promote spaces where interactions and contacts materialize, allowing the tourist and host to communicate their experiences and dialogue about the universe of meanings and conceptions of the world of culture to which approach, this has to be one of the goals that cultural tourism can propose. The use of refined techniques of artificial intelligence in conjunction with the theory of memes will allow to approach the "load capacity" in the cultural sense of the tourist destinations. The indicator obtained here, SCD, is a sample of this.

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Factors that influence local food consumption motivation and intention to travel to a culinary tourism destination

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INTRODUCTION

As competition between tourism destinations increased, local assets and authentic culture, including local cuisine, emerged as a significant promotional tool for attracting tourists (Lin, Pearson, & Cai, 2010; Mak, Lumbers, Eves, & Chang, 2012). Travelling for food experiences, termed culinary tourism, has become vital in destination choice (Chen & Phou, 2013; Kim, Eves, & Scarles, 2009, 2013; López-Guzmán & Sánchez-Cañizares, 2012). The present study assessed the relationships among personality and food personality traits that influenced local food consumption motivation and how those traits influenced the likelihood that an individual would engage in culinary tourism.

LITERATURE REVIEW

The trend towards culinary tourism had potential to positively influence economies, especially for developing tourism destinations that required additional strategies for developing their locale and attracting culinary tourists (Kim et al., 2009). This potential was limited, however, as researchers noted for over a decade that the factors that motivate culinary tourists were undefined in tourism literature (Boyne, Williams, & Hall, 2002; Kim et al., 2009, 2013). The lack of understanding of motivation may limit the ability of regional commerce leaders to develop tourism materials or to cultivate destination image to best attract culinary tourists.

In response to the call for research into culinary tourism, recent researchers have focused on culinary tourism (Ab Karim & Chi, 2010; Chen & Phou, 2013; Kim et al., 2013; Lin et al., 2010; López-Guzmán & Sánchez-Cañizares, 2012). Specifically, researchers examined the influence of overall image of a destination (Fisher, du Rand, & Erasmus, 2012; Leong, Othman, & Ab Karim, 2012; Mak, Lumbers, Eves, & Chang, 2012), local food consumption motivation (Kim et al., 2009, 2013), and food-related personality traits, including food neophobia, or the aversion to trying new foods, and food involvement, the degree to which a person is interested in food (Kim et al., 2009, 2013; Mak et al., 2012) on culinary tourism. Some researchers suggested that Big Five personality traits of openness to experience and extraversion may influence willingness to try new things, like local cuisine (e.g., Pliner & Hobden, 1992). However, a gap in the literature existed with regard to a model of the factors influencing local food consumption motivation, and how they subsequently influenced culinary tourism.

METHODOLOGY

The researcher sought to understand the relationships among concepts extracted from the literature review, in which the image of a location's food, motivation for local food consumption, and the personality traits of extraversion, openness to new experience, food involvement, and food neophobia have a combined predictive effect on the intention to travel for local food consumption. This question involved the description of a basic psychological process where the complex relationships between intention and personality are investigated. Causality, as expressed in the prediction effects, suggested on intention to visit a destination by tourists; thus, to understand the underlying mechanisms behind motivation, a quantitative approach and a survey design were adopted. Figure 1 expresses hypothesized relationships and the model that was initially proposed for testing through structural equation modelling (SEM).

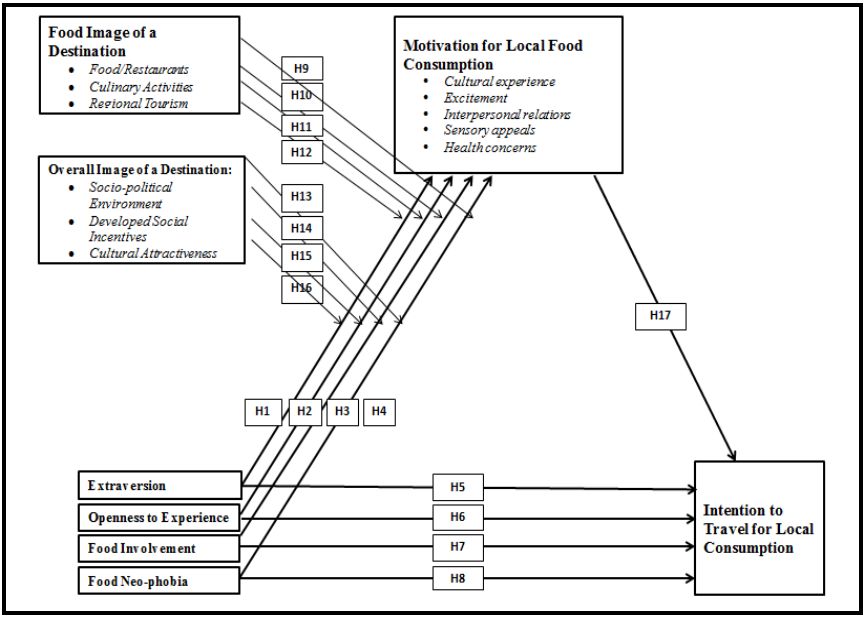


Figure 1. Proposed model.

This study's sample consisted of ethnically diverse individuals who travel to tourism destinations based, at least in part, on gastronomic experience. In the current study, the targeted population consisted of leisure travelers in Istanbul that travel at least once a year and who might consider travelling to a destination just for the sake of trying the local food. Istanbul is home to more than 100,000 leisure travelers, and this number lead to the determination of a suitable sample size of 200. After approximately 3 months of data collection through an online self-administered questionnaire, 562 responses were collected.

The multi-dimensional scale developed by Kim (2009) that was empirically validated by Kim, Eves, and Scarles (2013) was used to measure motivation for local food consumption. On this scale, 8 items measured cultural experience motivation, 6 items measured local food consumption motivation, 3 items pertained to health concerns motivation, 4 items composed the interpersonal relations motivation scale, and a final 4 measured sensory appeals motivation. The Big Five personality traits of interest were measured using the scale developed by Gosling, Rentfrow and Swann (2003), which consists of 10 items to measure extraversion and 10 items to measure openness to new experiences. Intention to travel to a destination was measured using 3 items adapted from Azjen and Driver (1992). Food neophobia was measured using the Food Neophobia scale (Ritchie et al., 2003). Bell and Marshall's (2003) 6-item food involvement scale measured food involvement. Overall image was measured through the items developed by Kim et al. (2013): 5 items to measure cultural attractiveness, 4 items to measure developed social incentives, 3 items to measure natural environment, and 8 items to measure socio-political environment.

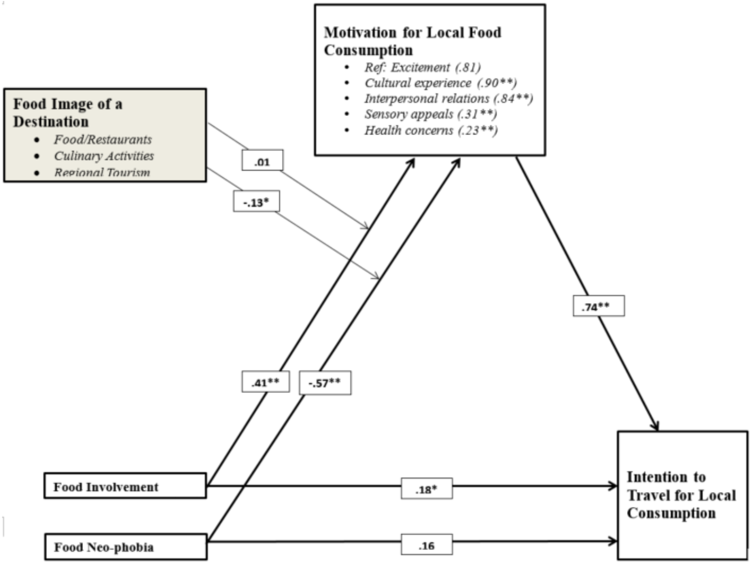
Food image had not been measured in previous research. To create a measure for this variable, items were derived from Ab Karim and Chi's (2010) research on food image. All relevant items from this study were grouped for an exploratory analysis, and outcomes from this analysis resulted in 10 items to measure perceptions of food / restaurants, 5 items for culinary activities, and 3 items regarding regional tourism. All three scales had an internal consistency of .80 or above.

RESULTS

Prior to testing the proposed model through SEM, a pilot study was conducted to determine the reliability and validity of the proposed variables, as none of the scales had been developed for use in Turkey. Results were satisfactory, and only minor modifications were made to any of the scales to comply with the purpose of the study, and to limit some items to pertain to travel intentions for local food consumption within the past year. In the beginning stages of analysis with the main sample of 562, a set of exploratory and confirmatory factor analysis indicated that minor modifications needed to be made to some of the variables. After removing some items based on a lack of factor loadings, the scales exhibited a satisfactory degree of validity.

Beginning with the original model (Figure 1), modifications were made based on the modification indices calculated from SPSS. Covariances between the four personality traits and three of the observed variables of motivation were drawn, which allowed the model to account for correlations and resulted in a satisfactory fit ($\chi^2(23) = 40.61$, $p = .013$, $CFI = .96$, $TLI = .93$, $RMSEA = .08$). Significant paths existed between openness to new experience and motivation (r = -.15), food involvement and motivation (r = .40), and food neophobia and motivation (r = -.58). The path between motivation and intention to travel was also significant (r = .72). Further, food involvement had a significant direct path to intention to travel (r = .18). After establishing these paths, several of the non-significant variables were removed to maintain parsimony. This resulted in a reduced model with only food involvement and food neophobia acting as independent variables, which had a further improved fit ($\chi^2(15) = 24.14$, $p = .063$, $CFI = .98$, $TLI = .96$, $RMSEA = .07$).
The reduced model showed a significant path between food involvement and motivation (r =.41) as well as food involvement and intention to travel (r = .18). Food neophobia maintained a negative relationship with motivation (r = -.57), and motivation had a strong relationship with intention to travel (r = .74). After reducing the originally proposed model, food image and overall image were assessed for moderating effects on the relationships between food involvement or food neophobia and motivation. Overall image did not show any significant moderating effects, but food image did show a significant moderating effect on the relationship between food neophobia and motivation (r = -.13). The final model (Figure 2) showed that motivation fully mediated the effect of food neophobia on intention to travel, and partially mediated the effect of food involvement on intention to travel. In addition, food image moderated the mediating effect of food image on food neophobia, weakening the relationship between food neophobia and motivation among those with high food image scores.

Figure 2. Final structural equation model with moderated mediation.



CONCLUSION AND IMPLICATIONS

The results of the study supported the role of food-related personality traits in understanding local food consumption motivation and intention to engage in culinary tourism. Motivation also emerged as a mediator in the relationships between intent to travel and food-related personality traits. Specifically, individuals with high food involvement scores were more motivated to try local cuisine, and more likely to engage in culinary tourism. Implications for the tourism industry are targeting individuals with high food involvement for culinary tourism materials.

Results also suggested that food neophobia negatively related to motivation to try local cuisine; however, when a participant with food neophobia had a high food image score, they were more likely to be motivated to try the local cuisine. The tourism industry may cultivate a positive food image to increase motivation to try local cuisine among individuals with food neophobia, providing a method of increasing their competitiveness in culinary tourism markets.

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Experience management framework for hotel managers

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INTRODUCTION

This research paper aims to propose an experience management framework for hotel managers. To this end, a case study following an intense literature review was conducted. The framework proposed basically includes 3 steps: getting inspired, designing and implementing. The concepts such as theming, storytelling, hybrid consumption, brainstorming, co-creation, innovation, memorabilia, aesthetics, and emotional and performative labour stand out as key experiential tools for managers to apply.

Nowadays, the customers' experiences of products, services, and all the touchpoints related to a company shape their perceptions towards that company and directly affect satisfaction and post-purchasing behaviours such as revisiting, recommending, and paying more. Therefore, paying attention to all the touchpoints that are related to the brand before, during and after the consumption appears to be the most important task of managers. Today, delivering impeccable service is not enough for managers to satisfy the customers, to convince them to come back or to do positive word of mouth for the company. Some hotel managers, now, resort intensely to customer relationship management (CRM) programs. However, it is only one of the milestones of providing valuable experiences. What they have exactly to do is to create extraordinary experiences by carrying out customer experience management programs (Schmitt, 2003). In this research, therefore, a customer experience management framework is provided for hotel managers by examining the literature and realizing a case study at a 5-star international hotel located in İzmir, Turkey.

LITERATURE REVIEW

In the literature, the experiential consumption was firstly realized and mentioned in the provocative work of Holbrook and Hirschman (1982). They were the early speakers of the emotional context of the consumption rather than its functional context. In 1999, Pine and Gilmore (1999), compared the consumption with theatrical performances and claimed that "we are working in an experience economy".

They asserted that the emerging consumption practices sign for arrival of a new type of economy. For them, this new economy, experience economy, has quite different dynamics from its prior fellows, agrarian, industrial, service economies. Similarly, Schmitt (1999) pointed out the importance of "experiential marketing".

Examining literature, it can be seen that some authors tried to shed light on the customer experience management concept by proposing frameworks and presenting the best exercises from enterprises such as Disney Imagineering and Hollywood Film Industry. The leading works come from Pine and Gilmore (1999) and Schmitt (2003). Pine and Gilmore (1999) simply have five experience design principles: theme the experience; harmonize impressions with positive cues; eliminate negative cues; mix in memorabilia; engage all five senses. Schmitt's Customer Experience Management framework consists of five steps: analysing the experiential world of the customer; building the experiential platform; designing the brand experience; structuring the customer interface; and engaging in continuous innovation. Nijs' "Imagineering" approach, too, seems to be quite relevant and useful in this context. Nijs (2010) defines imagineering as a "process, by which an imaginative artefact is brought into existence in order to orient, animate and stimulate the imagination of stakeholders by value creation processes". According to NHTV Imagineering Academy (2010), imagineering enables not only seducing people but keeping them emotionally committed to the company. Imagineering framework is composed of four steps including inspiration, creation, exploration and organization. Bryman (2004), in Disneyization of Society, portrays how Disney Company creates the ultimate customer experience. According to his classification, the customer experience is delivered to the customers by principles including theming, hybrid consumption, merchandising, and performative labour. Wyatt, (1994) in his book, "High Concept: Movies and Marketing in Hollywood", articulates how Hollywood Filmmakers succeeded to make millions of dollars with the usage of high concept after realizing the commercial potential of the movies. The high concept simply helped filmmakers to earn money not only from the sales of the films but also tie-ins and related advertisements. Wyatt (1994) defines high concept as a commercial narrative, which possesses an effective aesthetical and marketable core. It includes the principles such as the look (the aesthetic quality), the hook (the marketability nature), and the book (the reduced narrative).

METHODOLOGY

The aim of this research is to propose a managing framework for the hotel managers. To this end, an intense literature review onto customer experience frameworks was held. In addition, the case study method is chosen as the research method since our research content include basically a "how" question about contemporary issues, over which no control is possessed (Yin, 1994). To examine the issues in its real-life context (Yin, 1994), a visit to a 5-star international hotel located in İzmir was dropped. Observations on the experiential issues in the hotel were made. And, an interview, which is semi-structured and in-depth, with the

General Manager was realized. Jacelon and O'Dell (2005) states that: "Once the data are sorted into manageable chunks through coding, the process of interpretation begins". Accordingly, the findings obtained from the interview was, firstly, classed as codes according to the contexts derived from the literature review and then interpreted.

RESULTS

In this part, the findings are presented by indicating important points in the interview and observations related to the coded issues. The coded issues are as follows:

Analysis of experiential needs and wants of customers; the hotel collects information about the customer by sending forms to the guests during reservation. This form includes questions about favourite newspapers; type of bed and pillow preferred; special requests for breakfast, food and drinks liked; and so on. The other tool used to collect details of the repeat guests is the Opera program. Employees are empowered to inform supervisors about the complaints, comments, and acts of the guests during the stay. The hotel, also, outsources a service called mystery shopping. In addition, hotel considers socio-cultural backgrounds of the customers.

Designing experiential business strategies; the hotel aims to be remembered as an international upscale hotel, which serves delicious food and is famous with its warm and sincere hospitality. To give the hospitality image, theming is applied. The hotel uses a mind challenging logo; however, most people can recognize it at first sight.

Merchandising and hybrid consumption; they have cups with their logo on; however, they do not have commercial or marketing initiatives out of them even though they sell it if the guests want. In addition, they have coiffeur, sauna, spa, and massage centre since it is obligatory for all 5-Stars hotels.

Human Resource Management; they organize meetings to gather the employees and managers together. It evidently creates emotional labour situation. The general manager points out the importance of recruiting right people rather than training employees. It is seen that, empowering the staff to take responsibility, make decision and solve problem is also vital in the hotel.

Managing communications; they communicate with the guests in a personal way and face to face as much as it is possible. If not, the other tools used are phone and e-mail. They use newspaper and magazine ads to celebrate special days. They use bulletins. There is a PR department. Web and social media pages are managed from the centre. On the Web, the visual aspects are given importance. They also communicate emotional messages. Social responsibility events are realized from time to time.

Collaboration and partnerships; they make collaborations with local wine producers and an olive oil producer and outsource service from the mystery shopping agencies.

Innovations and memorabilia; they have some innovative service applications. They offer parents teddy bear and kid socks with the kid's name on. They also provide bathrobe, shampoo, care set, and toys. If it is a special guest, the bathrobes are given with the names on. The program called "I have an idea" encourages the staff to tell supervisors about their ideas. They provide some little giveaways such as hangers and table calendars.

CONCLUSION AND IMPLICATIONS

This study proposes an experience management framework by looking into the literature and completing a case study. The framework consists of three main phases; getting inspired experientially; designing the experiential strategy; and implementing the experiential strategy (see Figure 1). While managing these steps, tools such as theming, storytelling, hybrid consumption, brainstorming, co-creation, innovation, memorabilia, aesthetics, and emotional and performative labour stand out as strategic tools for managers.

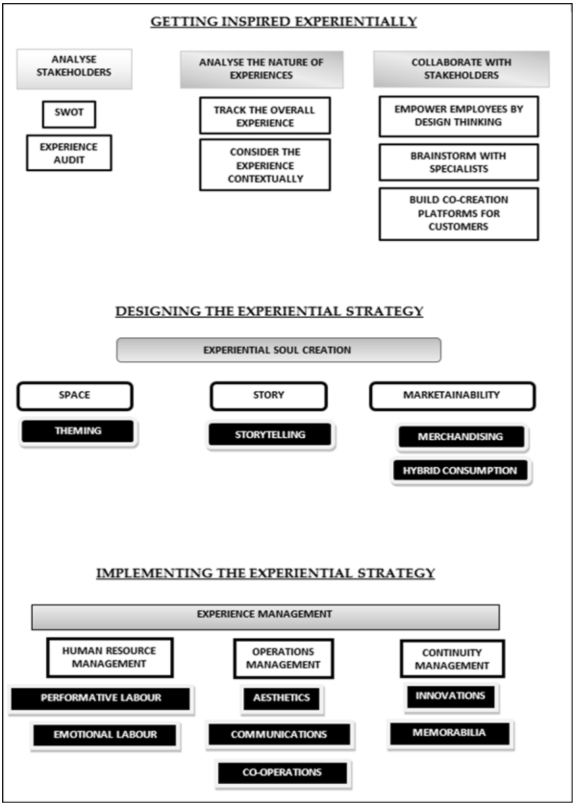
Getting inspired experientially; managers should firstly analyse the experiential needs and wants of the society in order to get inspired as to what kind of offering would be attractive for consumers. To do this, they should analyse stakeholders and the nature of experiences and collaborate with stakeholders. The possible useful tools can be swot analysis, experience audits, and co-creations in this step.

Designing the experiential strategy; managers should conduct an experiential based strategy, which allows aligning all interactions of a company to the experiential value that the company wants to offer to the outer world. After creating the vision, they should find out the communication tool, which will be the core of company's future interactions and communicate the experiential vision to the society. The term "experiential soul" is used to refer to this tool since it is considered that this tool should be the centre of the overall business strategy. The experiential soul should include components such as "the space, the story, and the marketainability".

The space component refers to all the sensorial influence the company generate within the society through its real and cyber environments. The spiritual core that appeals to the minds of the customers is called "story". The story should be communicated to the customers by storytelling applications. Managers should try to create stories, which will trigger the feel, think, act, and relate experience components of Schmitt (1999). In this context, managers can be inspired by analysing the storytelling at Disney theme parks. The collaboration with artists for the storytelling applications could also be an alternative strategy in this regard since the artists possess remarkable imaginative and creative skills. Furthermore, "marketainability" concept, created by mixing the words "marketing" and "sustainability", refers to the marketable essence of the experiential soul. To implement marketainability Disney-like merchandising is considered effective since it ensures the protection and longevity of the company's rights on special characters, logos, offerings and promotions by applying licensing and franchising. Furthermore, hybrid consumption provides differentiation possibilities for companies, thus motivating consumers to spend longer time and spend more in the consumption venues.

Implementing the experiential strategy; managers should handle human resource and operations management successfully while ensuring the continuity by applying innovations and providing memorabilia. Managers should seek to acquire performative and emotional labour. With the performative labour concept, the employees are expected to perform theatrical roles as in Disney theme parks (Pine and Gilmore, 1999). And, emotional labour refers to the workers who are emotionally attached and loyal to the enterprise, which they work for (Bryman, 2004). While realizing operations management, managers should take into account effective aesthetics and communication principles which are related to the main theme. And, they should enjoy co-operation occasions with other companies and customers to co-create in order to deliver unique experiences.

Figure 1. Experience Management Framework for Hotel Managers



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Recreational value of El Valle and Carrascoy Natural Park

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INTRODUCTION

Ecotourism, nature-based and rural tourism are products that have grown steadily during last years. All of them have the nature, and especially natural parks, as core resources. As tourism develops, natural areas can feel the impact of human activity, with problems of sustainability emerging in these areas (Lai & Hitchcock, 2017; Lucrezi et al., 2017; Moorhouse, D'Cruze & Macdonald, 2017; Fleming & Manning, 2015).

El Valle and Carrascoy is a natural park located in the southeast of Spain, with an increasing number of visitors given it is closely located to important population centres. This is a recreational area with an important environmental value. There is a need for managers and institutions to make recreational use of natural parks compatible with environmental conservation issues. In order to increase consciousness of surrounding population and institutions on the environmental value of this resource, this paper estimates the recreational value of the park by relying on individual travel cost methodology. Consumer surplus/benefit of the visit is computed for a data sample of 215 visitors. As a result we provide careful information to authorities managing this natural resource allowing them to rely on cost-benefit analysis when designing policies regarding such a natural place.

El Valle and Carrascoy: A Natural Park in the Southeast of Spain

El Valle and Carrascoy Natural Park is located in the southeast of Spain with an area of 17410 hectares that are spread about the municipalities of Murcia, Fuente Álamo and Alhama in the Region of Murcia, Spain. It's a natural park closely linked to local population, given its proximity to the city of Murcia and surrounding area. Historical heritage resources starting from the Bronze Age, and passing through

Iberian, Roman, Arab and Visigoth eras confers this area a huge historic, cultural and religious importance. It is part of Natura 2000 as a Site of Community Importance (SCI) and Special Protection Area for birds sightseeing due to the presence of eagle owl among others (Madrigal, 2015).

Agrarian use is decreasing and mines exploitation (iron, copper and plaster) stopped in 1993. Nowadays, recreational use predominates in this site. There are historic remains as Iberian Sanctuary of the Light or the Arab Castle of La Asomada. The catholic Sanctuary of La Fuensanta, in baroque style, is also a religious reference here. There are five geologic interest places and some facilities for recreational use as an environmental education centre, parking, flora and fauna observatory, visitor centre, recreational area or guided visits.

There are 18 different kinds of habitats of interest according to the European Union catalogue. Five of them, that occupy two thirds of the whole park, are included in Annex 1 of EU Habitat Directive since they are considered priority. There exists 55 species of catalogued plants, 48 of them included in the Regional Catalogue of Protected Wild Flora of the Region of Murcia; 33 are considered as species of special interest, 11 are considered as vulnerable and 4 in danger of extinction in the Region of Murcia. This Park also has great fauna diversity due to the different vegetation structures arising. Birds constitute the most important group and some species are included in Annex 1 of Directive 79/409/CEE as golden eagle, real owl, peregrine falcon, short-toed eagle, wheatear or Bonelli's eagle (Alcón et al., 2015).

METHODOLOGY

Environmental goods do not use to have related structured markets rigorously speaking, from which a market value and hence a reference market price can be obtained or approximated. As an alternative, economic analysis approaches these issues by relying on a number of helping to obtain an economic value for this kind of goods. Valuation methods can be divided into two big groups, namely direct or stated preferences methods (as contingent valuation or choice experiments) and indirect or revealed preferences methods (as travel cost or hedonic price).

Directs methods obtain the value of an environmental good or a change in its supply through a direct state of people. In them, a market is simulated. For example, in the contingent valuation method that uses a dichotomous answer (yes or no) in the valuation question, interviewed people are asked if they would pay a determined price for a good or an environmental improvement. Interviewed person would say "yes" if the value of this improvement for him/her was greater than the cost (or price) suggested and would say "no" in the opposite case. It is as a hypothetical or simulated market.

Indirect methods obtain information from markets of goods that are related to the good whose value is trying to be determined. For example, travel cost method gets a valuation of a good from information about of the cost of travel necessary to enjoy it.

Different concepts can be included in the cost of the travel. Between them the fuel expense or transport tickets, travel time, meal, overnight stay or the time of the visit. There is no unanimity between the authors about what of the mentioned concepts should be included in the travel cost except fuel expense.

Travel cost method has several variants, zonal with equidistance, zonal without equidistance and individual (Riera, 2005). Individual method considers individual data of visitors and the variable number of travel made in a determined period is a key variable. A function in which the number of travels in a period of time is explained by travel costs and other explicative variables is specified. In the easiest case, a lineal function in which travel cost is the only explicative variable besides the constant could be specified. Nonetheless, a Poisson or Negative Binomial model is normally used since they can reflect that number of travels/visits variable is not a continuous variable but a discrete one.

In statistical terms, Poisson model supposes a distribution of the kind

$$f(\text{Travels}) = \frac{e^{(\lambda)} \quad \lambda^{Travels}}{\text{Travels!}} \qquad [1]$$

Where Travels! is factorial of the number of travels or visits made by a visitor during last year and λ is a value such that ln λ = a + bcost, being λ the average of the number of visits, cost, the cost of the travel and ln, natural logarithm function. Once “a” and “b” parameters are estimated, consumer surplus associated to one visit can be obtained as 1/b.

Data are obtained from a sample of 215 visitors chosen randomly in different parts of El Valle and Carrascoy Natural Park during the months of June and July of 2016.

Typical visitor has previously enjoyed the area since 97% of the interviewed people stated having been previously and only 3% were visiting it for the first time. A high repetition rate exists since 60% of the sample stated to have visited the park more than 14 times during last year. People access to the park mainly by car but also on food and by bicycle. Principal activities during the visit are hill walking (87%), sightseeing (47%), having a picnic (40%) and flora and fauna observation (36%).

The level of satisfaction related to access, signposting, cleanness, flora and fauna, and general satisfaction was asked. Visitors are generally satisfied but cleanness and signposting received worse valuation than the others items.
The socioeconomic profile of a typical visitor could be deduced from the following figures: 62% of interviewed visitors were male, 56% had university studies, 46%

are between 31 and 49 years old and 30% stated to have a level of income between 1000 and 1500 euros.

RESULTS

An estimate of recreational value of El Valle and Carrascoy Natural Park is obtained applying individual travel cost method.

In this survey, the following truncated Poisson model is estimated

$$\Pr(\text{Travels}_i = n \mid \text{Cost}_i, X_i) = \frac{e^{-\lambda_i}\lambda_i^n}{n!(1-e^{-\lambda_i})}, \quad n = 1,2,\ldots \qquad [2]$$

Where travel is the number of visits to the park made by the interviewed person during the last year, n is the number of observed visits for individual "i", $cost_i$ is the travel cost for individual i, X_i is a vector of characteristics of individual i, and

$$\lambda_i \equiv E(\text{Travels}_i \mid n \mid \text{Cost}_i, X_i) = \exp(\beta \text{Cost}_i + \gamma X_i), \qquad [3]$$

where β y **γ** are parameters to estimate. Hellerstein and Mendelson (1993) showed that consumer surplus can be obtained from the estimate of the average of the number of travels λ and β parameter, as λ/β.

The Poisson model estimated has the following form

$$\ln(\lambda_i) = \gamma_0 + \beta \text{Cost}_i + \gamma_1 \text{Income}_i + \gamma_2 \text{Age}_i + \gamma_3 \text{Sex}_i \qquad [4]$$

where $Cost_i$ is the travel cost[1]. It includes the consumed fuel expense that depends on the covered kilometres from the departure point of the visitor to the park and his return. A reference cost of 0,19 euros per kilometre has been used to translate to euros the distance covered.

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[1] There is no unanimity about the concepts to include in travel cost when applying the method. All the authors agree including oil expense and transport tickets. Nonetheless, there is no agreement about including other concepts as meal expenses or the time of the visit. In this survey, only oil expenses have been included. The time of the travel was not. Given the park proximity to several cities, many visitors go on foot. This implies a longer travel for people that go on foot. When valuing the time of the travel, a paradox could emerge since people around the park could have a travel cost greater than people coming from more remote areas that came by car. That is why people coming on foot or by bicycle have been excluded in the estimate. The final sample used was of 98 visitors that came to the park by car.

$Income_i$ is the income of the visitor. Interviewed person was asked to choose one of five income intervals and the average of the interval chosen was assigned.

Age_i and Sex_i were the age, sex and level of studies of the visitor.

Regression results are shown in the following table

Table 1. Estimate of model [4]

Variable	*Coefficient*	*Std. Error*	*z-Statistic*	*Prob*
C	2.716013	0.099666	27.25114	0.0000
COST	-0.196335	0.011729	-16.73926	0.0000
INCOME	-0.000253	3.31E-05	-7.645440	0.0000
AGE	0.030568	0.001814	16.84845	0.0000
SEX	0.159705	0.050040	3.191546	0.0014
R-squared	0.570803			
Adjusted R-squared	0.552142			

We observe cost variable has a negative sign; the greater the travel cost is, the lower the number of visits made. Income variable also shows a negative sign. So, the greater the income of the visitor is, the smaller the number of visits made. So, visits to the park would be an inferior good. Age has a positive sign; so, older people tend to visit the park more frequently. Sex variable (taking into account the way in which it was codified as a dichotomous one) has a positive sign, indicating that men visit more this area than women.

Taking $-1/\beta$ as consumer surplus associated one visit, we obtain a consumer surplus for a visit of 5,09 euros. This is the benefit of the use of the El Valle and Carrascoy Natural Park as a recreational place for one visit that use to last one morning or one afternoon.

CONCLUSION AND IMPLICATIONS

El Valle and Carrascoy Natural Park is one of the most extensive protected natural areas in the Región of Murcia, Spain. Its proximity to the city of Murcia and other villages has turned this area into the most visited natural park by the inhabitants of the region and, potentially, this territory may suffer an important human impact. During last years, this natural park has acquired a recreational profile for the enjoyment of people together with a possible decrease in its environmental quality or use. In this way, it has become necessary the implementation of protection policies allowing a sustainable use of the park.

This paper has put the first stone in this way, as a mean of helping the stakeholders to improve the management and protection of such natural asset by proving a valuation of the visit and a clear visitor profile.

The paper has also computed the recreational value of the visit to the El Valle and Carrascoy Natural Park by relying on the individual travel cost method. Nonetheless, as this method allows us to value only recreational use, further work is needed to complete the picture of the environmental value of the park. Relevance of results includes the necessity of providing information on its recreational or tourist value to users and institutions in charge of its management. A consumer surplus or benefit of one visit (of one person) to this natural environment has been estimated in 5.09 euros according to our results. If total visitors figure is available, a total tourist valuation could be obtained, that had to be taken into account in the decision-making and policy design process.

The use of experiment choice could allow us to obtain other values of this area and even valuations of different tourist activities. These would be possible extensions of this investigation.

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Cruise seasonality profiles in European regions

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INTRODUCTION

Cruise vessels have the simultaneous characteristics of transport and accommodation. This means several advantages that differentiate the cruise tourism from other tourist typologies and maritime business. From the tourist point of view, cruise passengers visit different cities without having to carry their luggage between destinations. From the transport point of view, the vessel acts both as a transport means and as a leisure and entertainment facility. For this reason, nowadays cruise ships are known as *floating resorts*. The fact that the ship can be moved wherever demand is generated is an advantage for cruise lines, because these reposition their vessels from one destination region to another depending on the year season in order to maximise the occupation rate of the vessel. Moreover, some cruise regions are only visited during a specific season of the year due to weather constraints. Therefore, these constraints make that the cruise activity can present different seasonality profiles for each destination region.

Focusing on European cruise regions, this article, currently under development, aims to determine the seasonality profile of the cruise traffic registered on the European Atlantic coast and in the Mediterranean Sea. It also analyses the changes in seasonality during recent years.

LITERATURE REVIEW

During 2016, seven destination regions concentrated 86.2% of the deployed capacity worldwide. In order of importance these are Caribbean Sea, Mediterranean Sea, Northern Europe, Asia, Australia/New Zealand/Pacific, Alaska and South America (CLIA, 2016). These destinations can be classified into two types according to their period of operation throughout the year. On one hand, annual destinations remain active throughout the year, albeit with significant differences in the deployed capacity from one season to another. The Caribbean and the Mediterranean are examples of annual regions. On the other hand, seasonal destinations only remain active during a specific period or season, primarily because of weather-related factors. Alaska and Northern Europe are examples of seasonal regions (Esteve-Perez and Garcia-Sanchez, 2017). European regions, i.e. Mediterranean Sea and Northern Europe, concentrated 30.4% of deployed capacity in 2016.

The operating schemes described above highlight the presence of different seasonality profiles. Seasonality affects source markets because of seasonal weather constraints in certain regions. To counter this restriction, source markets can use *fly & cruise* cruises that allow future cruise passengers to select the best destination region in a particular season. In addition, this phenomenon has negative effects for each one of the three key stakeholders involved in drawing up a cruise itinerary—the cruise line, the tourist hinterland, and the port—in a different way.

In the case of cruise lines, seasonality affects the occupancy rate of ships, and they are also affected by 'natural' seasonality because there are regions with weather constraints. To minimise the negative effects of this type of seasonality, cruise lines reposition their ships between destination regions. This strategy is possible because cruise ships, which are fundamentally mobile floating resorts, can be moved seasonally from one cruise area to another to maximise their occupancy ratio by always sailing in climatically attractive areas (Charlier, 1999). Therefore, the cruise industry is characterised by a unique feature: the seasonal interregional and intraregional migrations performed every year by many vessels. Repositioning decisions are subject to a comparison between the sunk cost of laying up the vessels and the potential operating profit after taking into account the cost of repositioning (Wang, Pallis, and Notteboom, 2015).

For the ports, seasonality generates underutilisation of passenger terminals and cruise facilities during off-season months. Furthermore, in peak season it can lead to congestion in port. Port congestion is an undesirable effect for the cruise industry because it creates losses of service quality for ships and passengers. Additionally, the off season generates very low revenues or even null revenues from the cruise traffic to the port.

The number of tourists visiting the tourist hinterland is affected by the seasonality of cruise traffic. Tourist attractions visited during the port call are not exclusive to cruise tourism because they are shared with other types of tourism. Cruise traffic seasonality may exacerbate the negative effects of seasonality on the tourist hinterland if it coincides with that of the remaining tourist typologies that share the same tourist hinterland. Whereas, if the seasonality of cruise traffic does not coincide with that of the remaining tourist typologies, the cruise tourism acts a deseasonalisation mechanism for the tourist hinterland.

METHODOLOGY

The methodology to be applied in this article is based on the analysis of time series of cruise passengers to determine their seasonal component. Next, from the previous analysis, the seasonality profile of each port is obtained. Additionally, a cluster analysis will be applied to obtain groups of ports with homogeneous seasonality patterns. Moreover, depending on the geographical position of the ports that compose the sample it is possible to know if each cruise region has a characteristic seasonality profile and if this is different to the other regions. In addition, the annual changes in seasonality of each port will be also analysed using the Gini coefficient and the coefficient of variation.

RESULTS

The expected results are that each port has a specific seasonality pattern depending on its geographical position. Therefore, there are differences between the seasonality patterns of different European cruise regions. With regard to the changes in seasonality, it is interesting to know if the growth of cruise traffic during the last years has been accompanied by a decrease in seasonality or, however, has increased the seasonality of this maritime traffic.

CONCLUSION AND IMPLICATIONS

The results of this work may be of interest to managers of European cruise ports for the development of cruise traffic on their docks, and for researchers in the field of port and cruise industry. The geographical location is a fundamental aspect in the field of transportation. As a result, the geographical position of the port is expected to influence the seasonality patterns that will be obtained. Moreover, it is also expected that the dynamical development of the cruise industry during the last years has resulted in a decrease of the seasonality. Therefore, this means that the cruise activity has a more even distribution throughout the year. From the point of view of managerial implications, strategies to deal with the negative effects of seasonality are suggested. These counter-seasonal strategies will be carried out taking into account the different patterns that is expected to obtain.

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Special accommodation population Density in Turkey: Type and Properties

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INTRODUCTION

Among the most important factors affecting the survival and lifecycle of businesses are their ability to adapt to global conditions and their sensitivity to their environment (Mirze. K & Ülgen. H, 2010: 31). Taking organizational measures through continuous assessments of the environmental response is essential for those organizations which aim to grow and develop in the competitive business environment of 21st century if they are to survive the competition (Yücel, Gökdeniz & Erbaşı, 2006). The organizational ecology theory models an industry consisting of a group of companies competing for the same resources while trying to explain how to attract the resources following a specific model in order to use the resources and to make organizational decisions (i.e., which products and/or services to manufacture or sell) (Erdil, Kalkan & Alparslan, 2010).Organizational ecology investigates any group of living organisms and their relations with their environment; when applied to the organizations, it is able to assess any group of organizations operating in a specific society and industry and their relationship with their environment and each other (Yücel, Gökdeniz & Erbaşı, 2006). Recent studies in organizational ecology have offered rich content for population and/or organizational ecology approaches which made it possible to use these approaches in order to better understand the environmental behavior of organizations operating in the tourism industry (Hijalager, M., 2000).

LITERATURE REVIEW

Population density is defined as the total number of firms operating in the population (Carroll & Hannan, 1989; 524). Population is considered as the space where organizational activities are performed and can be defined as the development of organizations by the naturally available social resources (Erdil, Kalkan & Alparslan, 2010; 19). In organizational ecology, population can be defined as a group of organizations with similar activities as well as a group of organizations with a shared form competing for the same resources which interact with each other (Kaya & Ataman, 2013; 60). Examples of organizational populations commonly used in relevant studies include beer manufacturers, publishing, record companies, automobile manufacturers and banks (Carroll & Swaminathan, 2000; 715,). The structure of the organizational forms available in a population involves factors such as population density level and variety of the resources, population dynamics (Carroll, 1985; 1264); while the legitimacy of the organizational forms involves homogeneity or heterogeneity of the population (Petersen & Koput; 1991); and the population density involves liquidation, organizational evolution (Carroll & Hannan, 1989) and competition (Carroll, 1985). Organizational ecology theory confirms the adaptation model of the organizational change in a population, holds the selection model of the organizational change which forces the organization into a substantial change which eliminates the possibility of a flexible change as the adaptive change is a result of the environmental pressure (Erdil, Kalkan & Alparslan, 2010; 18). Having argued that such a situation is not always the case, Astley (1985, 226) claims that "organizations may differentiate in a flexible manner in order to become environmentally consistent". The level of homogeneity of a population decreases as the differentiation increases thus increasing the competition between organizations.

METHODOLOGY

This study explains the special accommodation population density in Turkey for the period between 1990 and 2015, by using the numbers of rooms and beds available in the accommodation facilities certified by the Ministry of Culture and Tourism of Turkey and the type of the accommodation assign (Ministry of Culture and Tourism of Turkey, http://yigm.kulturturizm.gov.tr/TR,9860/turizm-belgeli-esisler.html). This study uses official and legal criteria, definitions and classifications available in the "Regulation for the Certification of Touristic Facilities and Their Characteristics" issued by the Ministry of Culture and Tourism of Turkey (http://teftis.kulturturizm.gov.tr/TR14518/); classifications and criteria were used as is and are made available in the following tables;

Table 1. Accommodation types & building properties for special types - 1

ACCOMMODATION TYPES	Facility Location	Architectural Properties of the Building	Rooms							
			Min. N. of Rooms	Min. Size of Rooms	Furniture	Themes Available in Rooms	Materials Used for Furniture	Design of the Rooms	Management Room	Bathrooms
Boutique Hotel	-	B1	10	-	B2	-	B3	-	+	-
Private Facility	-	Ö4	-	-	-	Ö5	Ö3	-	-	-
Mountain House	D3	-	D4	D2	-	-	-	-	D5	-
Plateau House	Y1	-	5	-	-	-	-	Y2	-	-
Ranch-Village House	Ç1	-	5	-	Ç2	-	-	Ç3	-	Ç4
Thermal Facility	TT1	-	-	-	-	-	-	-	-	-
Camping	K1	-	K2	-	-	-	-	-	-	-
Holiday Resort	T1	T2	60	T3	-	-	-	-	+	-
Golf Hotel	G1	-	-	-	-	-	-	G2	-	-
Type B Holiday Resort	BTS1	-	10	-	-	-	-	-	-	-
Auberge		-		-						

SERVICES PROVIDED BY SPECIAL ACCOMMODATION TYPES

	First Class Restaurants	Dining Needs Satisfied with Facilities Available in Rooms	Dining Service Suitable for Traditional Turkish Dining Culture	Home made Meal and Beverage Service	Traditional Turkish Cuisine Menu	Meals from International Cuisines	Menu for Other Cuisines
Boutique Hotel	-	-	-	-	-	-	
Private Facility	-	-	-	-	-	-	Ö1
Mountain House	D7	-	-	-	-	-	-
Plateau House	-	Available	Available	-	-	-	-
Ranch-Village House	-	-	-	Ç4	Ç5	-	-
Thermal Facility	T1	-	-	-	-	-	-
Camping	-	-	-	-	-	-	-
Holiday Resort	-	-	-	-	-	-	-
Golf Hotel	-	-	-	-	-	-	-
Type B Holiday Resort	-	-	-	-	-	-	-
Auberge	-	-	-	-	-	-	-

B1: Architectural design is the structural property; material, furniture and decoration used are authentic.

B2: Rooms are delivered at least one daily newspaper according to the preference of the guest.

B3: Expected to have the furniture and decoration equal to a 5-Star hotel with furniture and material having modern, reproduction or antique features.

BTS1: Type B holiday resorts are facilities located in Culture and Tourism Protection and Development Regions or Tourism Centers or any other location supported by the Ministry which consist of at least 10 units and a shared area.

Ç1: Established as a ranch organization in rural areas. It offers both farm production and tourism accommodation; guests are able to take part in agricultural activities.

Ç2: Furniture and decoration are expected to be authentic.

Ç3: Arrangements are made in order to use natural environment visually with balcony, porch or terrace. **Ç4:** One shower, WC and sink is available for every five rooms.

D2: Rooms for maximum 6 guests with mechanical air conditioning.

D3: As they are sports and hunting facilities, Mountain Houses must be located in a place serving its purpose. Mountain houses are accommodations with at least 1-Star which can meet the needs of sports and hunting tourism.

D4: Meets the minimal properties of at least 1-Star hotels.

D5: Only teacher rooms are defined as rooms other than accommodation.

G1: Golf hotels consists of golf course, heating and practice areas along with supporting facilities located on areas suitable for the international norms of the golf sport.

G2: All the bedrooms available in this accommodation type may be arranged as apart and suite rooms.

K1: Located on and around motorways, at the outskirts of the city, and locations with natural characteristics such as sea, lake, etc.

K2: Minimum 30 camping units and 100m^2 space for each unit.

O1: The main purpose of Caravan parks is to meet the overnight stay needs of its customers who are travelling; these are mobile accommodation facilities for vehicles with at least two beds and they also include additional and complementary units for dining.

Ö3: Highest quality or superior material used for structure and decoration

Ö4: Must at least have one of the following features: architectural authenticity, historical value, natural value, artistic value.

Ö5: Reflects cultural features of the nation or other nations.

T1: Holiday resorts are maximum 3-floor buildings located in the nature or around archaeological sites.

TT1: Thermal facilities consist of treatment or recreational units located at hot springs, mineral springs and climate treatment centers which use natural healing factors of land, underground resources, sea and climate conditions. Thermal facilities are operated and certified in connection with the original accommodation facilities and named to include the type and class of the accommodation facility. These facilities are thermal facilities named with respect to the sports and dining facilities along with the type and class of the operating accommodation facility. Sports and dining facilities depend on the type and class of the operating accommodation facility.

Y1: Located in areas which are deemed suitable for development by the Ministry.

Y2: Expected to use authentic and quality material for furniture and decoration. Accommodation types considered private organizations in Turkey as per the regulations of the Ministry of Culture and Tourism of Turkey (http://yigm.kulturturizm.gov.tr/TR,9860/turizm-belgeli-esisler. html) according to their location selection, architectural characteristics of the building, number of rooms, thematic design in rooms, characteristics of the furniture available in rooms, sports, health and recreational facilities, dining services (availability of dining and beverage options suitable for Turkish dining culture, meals and beverages consisting of homemade options, Traditional Turkish Cuisine menu, options from international cuisines, menus for other cuisines, etc.)

RESULTS

We have grouped organization types as private organizations and compared themselves in the 5 years period between 1990 and 2015.

Table2. Paired Samples Statistics For Special Organizations

Organization Type	**Years**		Mean	**N**	**Std. Deviation**	**Std. Error Mean**
Special Organizations	1st Pair	1990	3424,69	29	10376,098	1926,793
		1995	3420,59	29	10285,877	1910,039
(Boutique Hotel,	2 nd Pair	1996	3480,52	29	10653,797	1978,360
Private Facility,		2000	3576,07	29	11393,775	2115,771
Mountain House,	3th Pair	2001	3689,21	29	8634,650	1603,414
		2005	2888,45	29	12084,903	2244,110
Plateau House,	4th Pair	2006	3696,97	29	12084,903	2244,110
Ranch-Village		2010	4564,00	29	11790,944	2189,523

House,	5th Pair	2011	4674,31	29	11881,560	2206,350
Thermal Facility		2015	5654,31	29	13064,718	2426,057
Camping,						
Holiday Resort,						
Golf Hotel,						
Type B Holiday Resort,						
Auberge)						

In the 5-year intervals, there was no difference in rate of change of facility and room in the special organization type.

While the average number of beds in private grouping in 1990 was n= 3454,69, there was a decrease between 2001 and 2005 (n = 2888.45) and it increased to an average of 5654.31 in 2011-2015.

When the number of beds was statistically analyzed, 2006-2010 pairwise t = -2.09; df = 28; p = 0.05. There was a significant increase between years and pairwise t = -2,33; df = 28; p = 0.03 for 2011-2015.

CONCLUSION AND IMPLICATIONS

This study explains the special accommodation population density in Turkey for the period between 1990 and 2015 by focusing organizational ecology theory and using the numbers of rooms and beds available in the accommodation facilities certified by the Ministry of Culture and Tourism of Turkey and the type of the accommodation assign (Ministry of Culture and Tourism of Turkey, http://yigm.kulturturizm.gov.tr/TR,9860/turizm-belgeli-esisler.html). Another topic for the future research in organizational ecology theory may be the rate of survival of organizations between special and general organization populations.

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The development of transversal skills: A successful pedagogical experience

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INTRODUCTION

Changes in the objectives and characteristics of teaching that come from the "new school" have created a new paradigm in teaching, that the Bologna declaration has come to emphasize, directing attention to the importance of the development of competencies, as well as for the role that teaching may play in the sustainable development of a region/country, between other factors. This new vision has redefined the role of teachers. As an answer to this challenge, a group of docents decided to develop a pedagogical experience that met the Bologna process goals and, for the effect, docents, students and stakeholders were involved. After six years of implementation, of the project/programme, the results are very encouraging, both for the positive impact that it had in the study area and with the interested groups, as well as with the significant improvement that was proportioned for the knowledge, competency development, obtained results in the evaluation and insertion of the students in the active life.

LITERATURE REVIEW

Even today, after several decades of the birth of the new school movement, it is clear the clash between two distinct pedagogical models such as the one referred by Not (1988), one in which the student is compared to an object and that the educator exerts a forming and shaping action of educating (Traditional school); another in which the student has the necessary means to be subject of their training (New school).

The pedagogical model proposed in this programme is a reaction against exclusively passive tendencies, intellectual and verbal from the traditional school. The teacher must intervene in objective conditions to provide a favorable environment for the development of knowledge in interaction with their needs and abilities, creating a valid experience, giving importance to capabilities and purpose of each individual.

It is increasingly believed that the methodological and theoretical body in the area of tourism should be worked in an interdisciplinary manner (Decosta and Grunewald, 2011), despite the great difficulty which has been experienced in its applicability as is (Tribe, 1997), in which the student is active, committed, responsible, capable of planning their actions, take responsibility, take attitudes in the face of facts and interact in a medium in which he lives, thus contributing to the improvement of the teaching-learning process. Therefore, it is the responsibility of teachers to assure that the student is subject to learning, because as Stewart refers, (1998: 113) "it is necessary to keep in mind that the success of the structural intellectual capital management depends on the leadership".

Degrazia (2005), from his studies on building skills in vocational training in tourism, reinforces the sense of know-how-be bolstered by the reality of the country, and to account for this, the process of teaching and learning skills assumes a subject teacher with a new attitude: a reflective professional to constantly analyse their own teaching practices.

Although there has been a considerable emphasis on current research related to the systematic and rigorous development of tourism, we should point out that it has been given little attention to the conduct of the school itself (Dimitrius, 2008). It should be said that in many parts of the world there is no proper link between tourism, education and policies of national and regional tourism. Learning outcomes are statements of what a learner is expected to know, understand and/or be able to demonstrate after completion of a process of learning (Kennedy et al., 2007:5).

As Sheldon, Fesenmaier and Tribe (2009) say the challenges of the tourism industry and training are increasingly facing a new paradigm of education in tourism, where we assume this challenge with the intention of developing a program of project/program of boosting, valorisation and promotion of local and regional heritage interdisciplinary.

METHODOLOGY

Project to valorize and promote local and regional heritage

Spatial area of intervention

The Alto Douro wine region

The main activities of the program

1) Cultural Volunteering
2) Technical study of interpretation of local historical resources
- Design of thematic itineraries: the same space, different readings;
- Production of promotional and informational flyers, at the request of local;
- Fairs/Exhibitions and historical representations.
3) Open Classes with promoters of tourist industry and conducting workshops on local heritage and tourism.

Monitoring

The program/project and the development of transversal skills

Coming now to the consequences and results of skills and competences developed by students in the whole system, which integrates classroom space and the curricular activity in synchronization with the extracurricular activity, we can investigate the relationship of these actions of active teaching with teaching, in regard to the development of generic skills, because learning takes place through the active behaviour of the student: it is what he does that he learns, not what the teacher does (Biggs & Tang, 2007).

Tuning Educational Structures in Europe started in 2000 as a project to link the political objectives of the Bologna Process and at a later stage the Lisbon Strategy to the higher educational sector. The name Tuning is chosen for the Process to reflect the idea that universities do not and should not look for uniformity in their degree programmes or any sort of unified, prescriptive or definitive European curricula but simply look for points of reference, convergence and common understanding.

Within the framework of the powers we can consider three analytical dimensions of analysis (adapted from Tuning Educational Structures in Europe):

- Instrumental skills, considered as means or tools for a particular purpose;
- Interpersonal skills, which refer to different abilities, so that students have a good interaction with others;
- Systemic, skills that are related to the understanding of the totality of a group or system.

RESULTS

The instrumental skills grouped into five categories presuppose the development of cognitive, linguistic, technological and methodological skills. For example, in the

Table 1. Correspondence between skills and actions developed

Correspondence between instrumental skills/ educational experiences and activities	
Analysis and synthesis capacity	Inventory cataloguing, inventory and description of heritage resources.
Organization and planning capacity	Planning of cultural itineraries; Obtaining and relating verbal, iconic, statistical, cartographic, information from several sources.
Written and oral communication *Knowledge of foreign languages*	Work the information in an autonomous and critical manner, accounting the desired result, and communicating it to the recipients in an organized and flexible fashion; Elaboration of flyers in several languages; Conducting the groups in several languages.
Information management capacity *Informatics knowledge*	Elaboration of: audio-tours, web page, databases, flyers, thematic itineraries and tourist maps.
Problem resolution *Decision making*	Solve problems developing internal capacities, dexterity, skills and the domain of practices acquired by the student.
Correspondence between interpersonal skills/educational experiences and activities	
Team work	Across project.
Working in an international context	Accompanying international visiting groups and contacting with other similar structures abroad.
Skills in interpersonal relationships	The student must realize combined efforts to resolve conflicts.
Acknowledgment of the diversity and multiculturalism	Preparation of visits for distinct segments.
Critical spirit	Through group work, the student should acquire a critical and global knowledge of the environment in which he's in.
Ethical commitment	Foster a new perception in the student so that, starting from his immediate reality, he should be able to do his knowledge and ethical values.
Correspondence between systemic skills/educational experiences and skills activities	
Autonomous learning *Adapting to new situations*	Development of educational and multidisciplinary projects; Learning to get information from the past from different types of sources, especially the material and iconic ones.
Creativity	Creation of heritage interpretation plans adequate to the public; Elaboration of tailor made programmes taking into attention the solicitations of the different audiences.
Leadership	Ability to lead groups; Each team has a responsible person.
Knowledge of other cultures and customs	The study of the natural, cultural and artistic heritage of the Douro provides reflection elements for the understanding of the world's richness and cultural diversity.
Initiative and entrepreneurship	Proximity to norms, programmes, innovative projects and institutions of local and heritage management.
Motivation by quality	Acting in the territory, and with external institutions, a rigorous know-how is needed.
Sensitivity to current themes and associated to preservation	Respect the natural, cultural, linguistic, artistic, historic and social heritage, assuming the responsibilities that presuppose their conservation and enhancement, enjoying it as a source of pleasure and using it as a resource for the individual and collective development.

capacity of information management and computer knowledge, the procedure passes through audio-tours, making web pages, databases, interpretative brochures and thematic itineraries.

According to the same structure, the personal skills here grouped into six categories imply the development of individual capabilities that allow interaction and cooperation from the social point of view. For example, learning to work in a team is across the project.

Another example is the development of critical spirit because the students, through group work, acquire a critical and comprehensive knowledge of the environment in which they live, through the study of its multiple factors: physical, human and cultural.

Systemic skills combine understanding, sensitivity and knowledge. In this case we enhanced the creativity that was worked through heritage interpretation plans suited to the environment and to the public through the elaboration of tailor made programmes, taking into account the different audiences.

Finally, in the centre of the entire program, the motivation for quality because the student requires a culture of its own: not just good will is needed, but thing should be done well.

Correspondence between actions and skills developed

With reference to actions undertaken under the programme and to its correspondence with the instrumental skills (I), interpersonal (P) and systemic (S), we can prove that, almost always, there is the simultaneous development of the three analytical dimensions of analysis, despite the actions belonging to the areas of intervention and educational experiences.

Table 2. Correspondence between actions and developed skills

	•	X	•	X	•	
	•	X	•	X	•	X
	•	X	•	X	•	X
	•	X	•	X	•	X
	•	X	•	X	•	X
	•	X	•	X	•	X
	•	X	•	X	•	X
	•	X	•	X	•	X
	•	X	•	X	•	X

CONCLUSION AND IMPLICATIONS

Everything leads us to believe that the introduction of this methodology in the area of tourism and heritage, fostered a greater commitment and participation of the student in different curricular units, as well as influencing very positively the development of the various competencies, based on motivating interdisciplinarity, translated into the union of knowledge that has at its end a raison d'être, the creation of competent professionals who make a difference.

It is also noted that this program, by proposing joint actions, promotion and dissemination of the cultural heritage, seeks to simultaneously contribute to the strengthening of cultural identities and developing socially and economically local communities. By the data available to us and for the feedback that we have received, we can assert that, within our capacity for action, we have somehow managed to contribute to this development.

Finally, we want this programme to continue to grow within a dynamic management plan with the involvement of groups particularly interested in the whole process, having an axis of differentiation, adjusting and readjusting itself, through permanent monitoring in the light of surveys and discoveries that have been made, confronting themselves, always with the needs, desires and suggestions of all stakeholders.

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The influence of TripAdvisor quality signals on hotel prices in Iran

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INTRODUCTION

Nowadays, in order to search for the information and compare the services, tourists use different websites, among which TripAdvisor is one of the most famous ones that allow them program for their trips by analyzing the reviews, rankings, and lodging services scores. Therefore, in order to present solutions in terms of hotels' pricing activities, the present research studies the relation between hotel price and quality signs by means of hedonistic pricing model and minimum regular square regression. Apart from quality indicators of TripAdvisor (ranking, rating, and number of reviews), it will use the number of hotel stars, chained nature, and featuring a pool as well as sport facilities.

LITERATURE REVIEW

Pricing is a strategic choice for companies which not only generates income, but can be used as a communicative, bargaining, and competitive tool. Consumers can use price as a tool to compare products, evaluate the value, and product quality (Ivanov 2014). Pricing decisions of tourism industry is more complicated. For example, accommodation price in a hotel is usually influenced by seasonality, type of the room, presented facilities, and even outdoor features such as crowdedness, sound pollution, access to transportation, and proximity to city center (Papatheodorou, Lei et al. 2012). There are many models for pricing; one of the most famous of these is hedonistic pricing model.

Hedonistic pricing model was presented in mid-1970s by researchers such as (Rosen 1974) and (Goodman 1978) in order to identify the value of products' features, considering market behavior. It regards many goods and services as a set of features, claiming that the price of a product is a function of its features (Monty and Skidmore 2003). It is expected that positive features increase the total price, having a positive influence on individuals' convenience level. On the contrary, negative features have a negative impact on the price and convenience level (Thrane 2005). Therefore, hedonistic pricing makes it possible to divide the total price of a certain product based on the usefulness, perceived by the customers, to separate prices, related to inherent features of the product (White and Mulligan 2002, Dwyer, Forsyth et al. 2010). Such separate prices essentially reflect customers' payment intentions(Goodman and Thibodeau 2003). Essentially, hedonistic pricing model for tourism products, especially accommodation, is very appropriate(Yang, Mueller et al. 2016).

METHODOLOGY

By studying the theoretical literature, a set of tangible features, which can affect hotel prices, were determined: hotel ranking (stars), chained nature, pool and sport facilities, and gym. Due to the importance of quality indicators in customers' buying decisions and hotels' price, this research will use TripAdvisor quality indicators: hotel rating, hotel rank, and hotel rating mass. As Tehran, Isfahan, and Shiraz are main destinations of foreign tourists in Iran, hotels in these cities have been selected. Based on previous studies, the minimum price of a double-bed room (Jin and Si 2004, Yang, Mueller et al. 2016)for a seven-night stay of two people has been considered as the dependent variant. Since by increasing the hotel ranking, its value is lowered (First rank, the best; and fifteenth rank, the worst), the data have been normalized by means of the formula below and then its process has been reversed(Chakraborty and Yeh 2009):

$$(maxN - n)/(maxN - \min N) \qquad 1$$

Based on what (Rosen 1974) proposed, most researches, conducted on hedonistic pricing model, used log-linear regression, in which linear logarithm of the dependent variant is calculated (Thrane 2007). In log-linear regression, as independent variant is increased for one unit, the dependent variant alters (increases or decreases), depending on its coefficient. Yet, this is not true for virtual variants and big coefficients (coefficient > 0.20). For such variants, antilogs minus one should be used ($e^x - 1$) (Halvorsen and Palmquist 1980, Thrane 2007)Therefore, regression model of this research is as below where ε is the error and β, the coefficient:

$$\ln PRICE_i = \beta_0 + \beta_1 STAR + \beta_2 CHAIN + \beta_3 POOL + B_4 GYM + B_5 RATING + B_6 RANKING + B_7 REVIEWS + \varepsilon$$

Table 1. Variables, and descriptive statistics

Variables		Mean	Sd
$\ln PRICE$	Seven nights in hotel prices in dollars	2.82	0.17
$STAR$	Number of star	3.65	0.98
$CHAIN$	In hotels chain(0-1)	0.2	0.40
$POOL$	Pool(0-1)	0.32	0.47
GYM	Sports and Fitness facilities (0-1)	0.25	0.43
$RATING$	Rate on TripAdvisor	3.77	0.47
$RANKING$	Rank on TripAdvisor	0.5	0.31
$REVIEWS$	Number of reviews on TripAdvisor	110.27	118.35

RESULTS

After estimating the model and studying the findings, the determination coefficient (R^2) shows that 74% of total price changes in the hotels depends on seven independent variants of this equation. What is more, since the amount of Test F is meaningful (53.86), it can be said that the research's regression model, composed of 7 independent variants and a dependent variant, is a good model, for which the set of independent variants are able to explain price changes.

According to the results of the model's regression estimation, the most important variant in determining hotel price, is the ranking in TripAdvisor (RANKING), which is meaningful with positive coefficient of 1.38. As the coefficient of this variant is above 0.2, the formula ($e^x - 1$) should be used. Furthermore, since the amounts of this variant has been normalized by means of Formula 2, the result should be divided by 14 (the number of ranks). In this case, the effectiveness rate of this variant is 21.25% and with the one-rank ascension of Iranian hotels in TripAdvisor, prices of this hotel increases by 21.25%. Among the variants, the second place in TripAdvisor belongs to hotels' rating (RATING). Based on the results, increase of one unit in hotels' rating, causes the hotel price to rise by 32.71%. Hotel grading (STAR) with a meaningful coefficient of 0.241 is in the third place and when the hotel grading increases for one unit, its price rises by 27.25%. Presence of a swimming pool in the hotels (POOL) is the fourth influential variant on hotels' prices, which has a meaningful coefficient of 0.174. Although this variant's coefficient is less than 0.2, since it is virtual, its effectiveness on the price should be interpreted with ($e^x - 1$) formula. Thus in case all features of two hotels are equal, the one with a pool can increase its price by 9.08%. Membership of a hotel in a set of hotels and its chained nature (CHAIN) is the fifth influential factor on the price; the changes that this virtual variant inflicts on the price is 9.08%. The number of reviews about a hotel in TripAdvisor (REVIEWS) is the final influential variant on hotels' prices. As a review increases, the hotel price undergoes a 0.11% increase. According to(Minazzi 2015), in addition to hotel's rating and ranking, the number of written reviews about the hotel is important too. Finally, the only model variant which has not become meaningful is to have sport facilities and a gym (GYM). Hence, it can be concluded that for tourists, using Iranian hotels, the presence of sport facilities and gym creates no value and that they do not want to pay any price for it.

Table 2. Results of model estimation

Variables	coefficient	t-test	P value	Percent change in the dependent variable
fixed point	4.877	9.991	0.000	
$STAR$	0.241	13.825	0.016	$(e^{0.241} - 1)x100 = 27.25$
$CHAIN$	0.087	2.842	0.007	$(e^{0.087} - 1)x100 = 9.08$
$POOL$	0.174	2.608	0.037	$(e^{0.174} - 1)x100 = 19$
GYM	0.215	1.182	0238	
$RATING$	0.283	5.783	0.000	$(e^{0.283} - 1)x100 = 32.71$
$RANKING$	1.38	8.341	0.000	$((e^{1.38} - 1)x100 = 297.49)/14 = 21.25$
$REVIEWS$	0.0011	3.491	0.01	$0.0011x100 = 0.11$
R2	0.741			
F	53.86			

Obtained results are a general function for all hotels, yet hotels with different rankings have indeed targeted different sectors of the market as well as various groups of customers. Each sector of the market includes customers with similar needs and features, which differ from other sectors (Blythe and Megicks 2010). Moreover, these sectors give different values to received services; therefore, they tend to have differing dealings with one another(Breidert 2007). That is why, for a more precise calculation of the impacts of research's variants on different sectors, the model is estimated separately for 3-, 4-, and 5-star hotels. In this model, hotel's grading variant (STAR) is removed.

Results of model estimation for each group of hotels

5 star hotel				*4star hotel*			*3star hotel*		
Variables	coeffi-cient	P value	im-pact	coefficient	P value	impact	coeffi-cient	P value	im-pact
fixed point	4.601	0.000		5.173	0.002		4.118	0.000	
CHAIN	0.152	0.000	16.416	0.049	0.000	5.022	0.012	0.004	1.207
POOL	0.047	0.027	4.812	0.242	0.000	27.379	0.043	0.149	
GYM	0.036	0.032	9.746	0.176	0.021	19.243	0.017	0.219	
RATING	0.162	0.000	17.586	0.266	0.007	30.473	0.347	0.000	4148
RANKING	1.07	0.000	13.681	1.13	0.013	14.968	1.07	0.02	23.92
REVIEWS	0.0024	0.000	0.24	0.0019	0.000	0.19	0.024	0.000	0.22
R2	0.649			0.672			0.614		
F	27.49			31.07			29.07		

Based on the obtained results for these three models, it can be seen that hotel's chained nature for the customers of 5-star hotels is of high account. Having a swimming pool, sport facilities, and gym is uninfluential in the prices of 3-star hotels and in 4-star hotels, it is greater than the 5-star ones. According to these results, TripAdvisor's rating is of very high account for the customers of 3-star hotels. This group of the tourists pay specific attention to the rating of this website too, whereas tourists who stay in 4-star and 5-star hotels almost give similar importance to this variant. At the end, it can be said that the influence of the number of reviews in TripAdvisor for all three groups is almost close to one another.

CONCLUSION AND IMPLICATIONS

The present research has studied the role of hotel's ranking, facilities and TripAdvisor reviews as quality indicators. In order to compare the influence of each factor in different market sectors, the research's model was analyzed separately for 3-, 4-, and 5-star hotels. Results show that official hotel grading (STAR) as well as its ranking, and rating in TripAdvisor is of high account for the tourists. Customers are ready to pay more for 5-star hotels that are chained. Moreover, if 4-star hotels have a pool and gym, customers are ready to pay more in order to stay there. Perhaps the reason behind this is that tourists view the presence of such facilities in 5-star hotels, necessary and are not ready to pay extra for it, while travellers in 3-star hotels have no intention of using such a service neither. Furthermore, customers of 3-star hotels pay more attention to hotels' ranking and rating in TripAdvisor than other tourists; however, the influence of the number of reviews for all three groups of hotel is almost in the same level.

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A new challenge for brands: The effectiveness of the online sport sponsorship

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INTRODUCTION

Nowadays consumers know a brand thanks to a huge variety of contact points. Conventional media and publicity crisis, as well as audience breaking up, have caused that organizations have more difficulty to impact on their target customers. For that reason, companies also go for non conventional media to make their brands known. In the conventional media, Internet has consolidated in second position by volume of investment. However, already 198 million users have downloaded publicity lockers to avoid intrusion (Ad Blocking Report, 2015). So despite traditional publicity is still an important area in the budget item of companies, they have also bet for another kind of non conventional tools to get their target customers, amongst which is highlighted sponsorship. On the other hand, since the World Wide Web, companies have started to set sports sponsorship actions online as a complement of sports sponsorship offline (Drennan and Cornwell, 2004).

LITERATURE REVIEW

Sponsorship is one of the communication fields that have grown more in the last decades (Meenaghan, 1999). Despite all the investigations done about sponsorship, there is not an accepted definition (Walliser, 2003). However, in the past, the more used was the Meenaghan one (1983). Nowadays, this concept has been overcome as some authors have enriched it (Sandler and Shani, 1989; Quester and Thompson, 2001). According to Barreda (2009), all sponsorship definition has to include: what does the help involve, who the benefactor can be, who the beneficiary can be, the purpose of this help and the obtained compensation. Companies go for sponsorship as it reports many advantages to the brand or organization. Cornwell and Maignam (1998) underline that companies go for sponsorship because it improves goodwill, increase brand image and its knowledge, increase profitability, management interest and staff recruitment. Nowadays there are not many studies of sponsorship effects (Meenaghan, 2013). Also, he notes that models about the effects of sponsorship are based on the adaptation of the different theories about communication and publicity.

On the other hand, the sponsorship area that has grown most is the sports one. However after analysing scientific literature it could be noticed that the approximation to sports sponsorship definition has been rare. Barreda and Moliner (2004) contribution is to be highlighted as their wide definition: a resources supply by one or more organizations to one or more sports personalities, sports authorities or institutions to let the sponsored follow an activity in exchange for sponsor rights and can be stated in corporative objectives terms, marketing and/or communication sales.

Nowadays sponsorship is not only an important source of income for federations, sportsman, events and sports organizations (Sandler and Shani, 1989), but also is a valuable tool for all the companies that want to connect its brand to certain values that come from a sports activity (Schaaf, 1995). Not surprisingly the more used way to measure the sport effect is the consumers attitude to the brand (Meenaghan et al., 2013). According to Han et al. (2013), the sports sponsorship can increase brand knowledge and strengthen as well as modify the attitude and image of the brand. Also attitude to the consumer is determined by some elements: event factors (event condition, the personal link with the event), the sponsorship factors (suitability between sponsorship and event) and the sponsor factors (the attitude to the sponsorship, the sponsor honesty and ubiquity) as is pointed by Speed y Thompson (2000).

So in the theory of the sports sponsorship effects, the image transfer in the sports events and organizations is the most used model to measure results. Gwinner (1997) develops a model that highlight the factors in the creation of an event image and its posterior image transfer of the sponsored brands through moderating variables. This theory has been applied in different investigations to evaluate the image transfer in the sports events (Grohs and Reisinger, 2005; Han et al., 2013; Walraven et al., 2016). However studies about the weight of the web in the image transfer in the sponsorship are rare.

At present we can see how sports sponsors bet for online sponsorship as we can find them in the different webs of sports events, being conscious that online sports users search actively quality contents with the aim not only to be informed about a concrete event, share opinions or eventually get a sport product or service. In this context, Flanagin y Metzger (2007) define the online sponsor as the organization, group, or person referenced in the logo on the top of a web site .

METHODOLOGY

In order to know the influence of the sports events web in image transfer on the sponsor brand, it has been considered relevant to analyse this transfer in relation to the cycle race M312 web. The race is due on the 29th of April in Mallorca. Regarding to methodology, an empiric investigation will be done in a qualitative and in a quantitative way. The qualitative stage will be based on a group dynamics and deep interviews, to organizers and entrants that will make up the pre-test. All this with the aim to test the emotions that cyclists can experience in the race. On the other hand, the quantitative stage will be based on interviews to participants of the event with the aim to analyse in the sports sponsorship, the image transfer between the event's web and the sponsor brands (Giant y Taiwan) for the M312 participants. It should be noted that the main variables of the investigation will revolve around: value and experience of the event and the brand; implication and exposition of the cyclist with the event, identification with the event and the familiarity with the brand; brand knowledge, event satisfaction, brand satisfaction, future performance with the event and sponsorship effect on the brand.

RESULTS

As the investigation is still in the initial stage, results cannot be determined yet. However after reviewing scientific literature, it seems that the image transfer theory, announced by Gwinner (1997), will let us analyse the influence of M312 website compared with consumers attitude to brands and as a last resort, the buying intention on sponsor brands. In the same way we will be able to find out if the level of similarity between the event and the sponsor brands cause image transfer more effective.

CONCLUSION AND IMPLICATIONS

After a detailed literary revision, we have confirmed that sports sponsorship has become a potential tool for brands. Sponsorship not only involves a commercial benefit for companies, it also improves brand image thanks to the association of certain values that flow from the sponsored activity. In this context, online sports sponsorship lets companies to promote itself globally and to impact its target market in a less costly way. For all this reasons, we are going to prove these statements in a local sports event in order to analyse the online sports sponsorship effectiveness.

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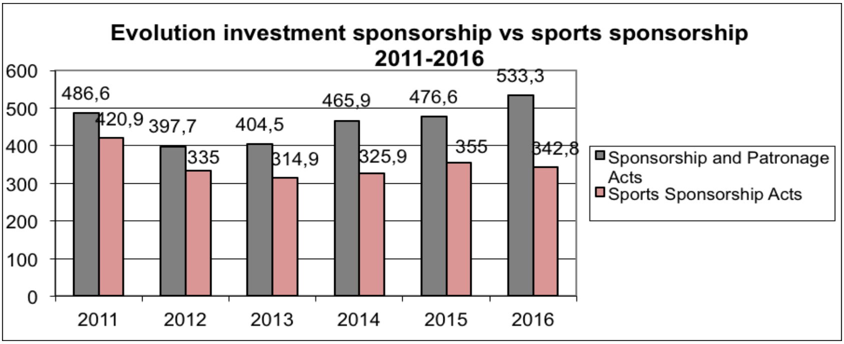
Figure 1


Evolution investment sponsorship vs sports sponsorship 2011-2016
600
500
400
300
200
100
0
486,6
420,9
397,7
335
404,5
314,9
465,9
325,9
476,6
355
533,3
342,8
2011
2012
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Sponsorship and Patronage Acts
Sports Sponsorship Acts

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Tourists' city trip activity program preferences: A personalized stated choice experiment

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INTRODUCTION

Cities are important destinations for tourists. Nowadays, new digital technologies support tourists in planning their city trips (e.g., Buhalis, 1998; Steen Jacobsen & Munar, 2012). Specifically, a personalised recommender system can assist a tourist who wants to make a tour that comprises a scheduled list of activities and points of specific interest (POIs; e.g., museums, heritage sites, shops, parks) as well as the trips needed to travel from one point to the other (e.g., Gretzel et al., 2004). To generate useful program recommendations the system must use information about specific needs, preferences, and budget constraints the tourist may have regarding the content and duration of their trip. In commonly used approaches, the recommendation of activities is based on a ranking of points of interests with the more advanced systems taking into account personal interests of the tourist (e.g., Yeh & Cheng, 2015). However, a selection based on separate evaluations of interests points, even if personal interests are accounted for does not necessarily result in a most preferred program (e.g., Gibson & Yiannakis, 2002; Vansteenwegen et al., 2011).

Therefore, to develop a smart system that can give tourists an optimized complete activity program for their trip, we do not only need to know the preferences and interests of tourists but also whether they like combinations of activities/POIs or not. Thus, the recommender system should be able to suggest and present a program that is related to the selection and sequence of activities and POIs to follow. The aim of this study is to measure and predict tourists' preferences for an activity program during a city trip.

A personalized stated choice experiment

A personalized stated choice experiment was developed to measure tourists' preferences for combinations of activities during a city trip. Note, that each activity in itself is a combination of a POI and a specific theme.

To provide the respondents with meaningful sets of activities, they were first asked to indicate their interest for POIs (e.g., attraction, museum, festival, park, nightlife, shopping) in general while making a city trip on a 6-point scale ranging from very uninterested to very interested. Subsequently, they were asked to indicate their interest for specific themes (e.g., architecture, heritage, modern art, war, design) related to the POIs on a similar scale.

Per respondent all POIs and themes that were of interest (scores neutral-very interested) were selected and combined into program activities. Also 'no specific theme' was added as a possibility because some POIs do not have a specific theme. Furthermore, as some combinations of POIs and themes make no sense they were excluded from the list of possible combinations.

Then, a personalized stated choice experiment was developed. Respondents were asked to imagine that they were going to plan a city trip to an unknown, safe, not too crowded and well accessible city. They are traveling together with a person who has the same interests. It is good weather for visiting the city, and the walking distances in between activities are small. Moreover, they have a city pass-partout that allows them to visit all activities/POIs for free.

The respondents were presented with a set of 10 combinations of POI's and themes, representing the tourist activities available in the city. As previous research has shown that attraction value is an important factor for tourists to select an activity, Michelin starts were used to classify the attraction value for each combination of POI and theme, where * = of interest, ** = worth a detour, *** = worth the trip. The stars were randomly assigned to each combination. This task was repeated four times, meaning each respondent planned four city trips. Time spending was controlled for and the respondent needed to spend the exact indicated time (4, 6 or 8 hours) over all activities including a break. In addition, the survey included questions to record relevant background variables of the persons. Invitations to participate in the survey were sent to a random sample of an existing national panel which should be representative for the Dutch population in March, 2016. Only respondents that have made at least one city trip in the last two years proceed with the questionnaire. A city trip is defined as a visit to a city in leisure time with the aim to explore the city. A city trip lasts minimally 4 hours and do not include more than 3 nights. By this filter, we make sure that the relevant segment of the population is selected.

RESULTS

In total 283 respondents completed the survey including the personalized experiment. The distributions of some key socio-demographic characteristics of the sample showed that the respondents are fairly representative for the (Dutch) population.

The descriptive analyses regarding tourists' interest in city trip activities show that the top three of preferred POIs is eating/restaurants (mean score of 5.0 on a 6-point scale), park/water/gardens (mean 4.5) and shopping (mean 4.4). The top three of most preferred themes is food & drinks (mean 4.8), nature (mean 4.4), and history (mean 4.3).

Binary mixed logit models (Hensher et al., 2016) were estimated based on the data collected with the personalized stated choice experiment. The model estimation results are shown in Tables 1 and 2. Table 1 presents on the left hand side the results for model 1 including the standard deviations for the POIs and on the right hand side the results for model 2 including the standard deviations for the themes. (note that because of a restriction on the number of random parameters two models were estimated) The corresponding correlations matrices for both models are presented in Table 2. Model statistics are also presented in Table 1. Both models are performing fine although the goodness of fit presented in pseudo R2s are low. This is due to the fact that the experiment already included the preferred activities; the models were specifically estimated to find preferences for the combinations of POIs/themes.

Table 1 also includes the most significant interaction effects between POIs and themes. They show that tourists prefer certain POIs for certain themes: museums for religion or old art; a monument and religion; parks & nature. On the other hand, some combinations are not preferred such as: films with the themes old art, science or animals. The parameters for the attraction value indicate that POIs with more Michelin stars are most preferred.

Table 2 presents the correlation matrices. A significant, positive covariance between two POIs or themes implies that when one activity is chosen the other activity is more likely to be chosen during the same day trip to a city, thus would complement each other in the activity program. A significant negative covariance means that the two activities are not likely to be selected for a city trip program by the same tourist during a one day visit. Thus, the estimated correlation matrices indicate which POIs and which themes tourists wish to combine on a city trip. The positive correlations between museum, film, park and eating out, for example, indicate that these activities are particularly favored combinations and hence would constitute a good program for a city trip. Negative correlations indicate the opposite. For example, tourists on average do not prefer to combine a film and nightlife on a same day.

CONCLUSION AND IMPLICATIONS

Specifically a personalized stated choice experiment was developed and presented in a survey to a random sample of 238 respondents. Binary mixed logit models for POIs and activity themes were estimated. A special feature of this model is that preferences for specific combinations of POIs or themes, can be estimated. The model parameters provide information on combinations of activities and themes that tourists prefer during their city trip and that the recommender system can use this to further fine-tune the recommendations of city trip programs and optimize the tourist experience.

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Table 1. Estimation results of the binary logit model for POIs (Model 1) and Themes (Model 2)

Variables	Model 1 parameters	t-value	standard deviation*	Model 2 parameters	t-value	standard deviation
POIs						
Attraction/theme park	-.276	-3.62	1.157	-.500	-7.50	
Museum/art gallery	-.488	-7.34	1.693	-.597	-10.70	
Monument/churches	-.173	-2.39	1.556	-.360	-5.87	
Music/festival/concert	-.259	-3.04	.932	-.407	-5.15	
Film/theater	-.660	-8.79	1.420	-.740	-11.47	
Park/water/gardens	-.099	-1.43	1.227	-.315	-5.18	
Going out/nightlife	.148	1.41	.894	-.042	-.46	
Eating/restaurants	.602	6.07	.997	.319	3.86	
Shopping	.611	5.79	1.200	.329	3.56	
Touring	-.137	-1.95	1.231	-.359	-5.95	
Break (base)	0					
Themes						
Archeology	.097	.95		.159	1.63	.953
Architecture	.066	.86		.108	1.59	
Religion	-.549	-4.05		-.579	-4.07	1.636
Heritage	.172	2.25		.276	3.61	1.410
History	.119	1.81		.114	1.95	
Old art & culture	.012	.14		.137	1.59	1.241
Modern art & culture	-.378	-4.75		-.185	-2.75	
War	.004	.05		.047	.58	.994
Science	-.012	.09		.046	.39	
Sport	.288	2.18		.301	2.61	
Animals	.471	4.93		.501	5.02	1.301
Nature	.156	1.85		.166	2.03	.946
Food & drinks	.296	4.66		.326	5.15	.839
Design & fashion	-.336	-3.64		-.224	-2.31	1.671
No theme (base)	0					
Interactions						
Museum*Religion	.643	2.65		.785	3.18	
Museum*Old art	.640	3.70		.439	2.72	
Monument*Religion	.844	3.60		1.111	4.44	
Film*Old Art	-.622	-3.00		-.625	-3.13	
Film*Science	-.477	-2.21		-.302	-1.60	
Film*Animals	-.428	-2.32		-.410	-2.20	
Film*Nature	-.637	-3.87		-.606	-3.84	
Park*Nature	.504	3.37		.463	3.18	
Shopping*Food	-.464	-2.97		-.427	-2.82	
Attraction value						
1star	-.115	-5.32		-.099	-4.90	

2stars	.036	1.57	.036	1.72
3stars (base)	.079		.063	
Available Time				
in half hours	.029	10.50	.038	15.84
Chi-square value	729.204		196.754	
Significance level	.000		.000	
DoF	91**		81	
LL(0)	-8165.547		-.8165.547	
LL(B)	-7800.945		-8067.170	
Pseudo-R2	.045		.012	
Sample size is 12452 choices: 4 days, 11 choices per day from 283 respondents				

Table 2. Correlation matrices for Model 1 & Model 2

POIs	Attraction	Museum	Monument	Music	Film	Park	Nightlife	Eating	Shopping	Touring
Attraction	1.000	-.570	-.136	.966	-.885	-.337	.510	-.156	.037	-.302
Museum		1.000	.690	-.438	.587	.432	-.305	.308	-.144	.415
Monument			1.000	-.031	.301	.794	-371	.644	-.403	.523
Music				1.000	-.824	-.350	.384	-159	-.005	-.399
Film					1.000	.523	-.761	.443	-.414	.323
Park						1.000	-.473	.834	-.552	.750
Nightlife							1.000	-.507	.616	.013
Eating								1.000	-.890	.717
Shopping									1.000	-.385
Touring										1.000

Themes

	Archaeology	Religion	Heritage	OldArt	War	Animals	Nature
Archaeology	1.000	-.449	-.637	-.789	.922	-.126	.617
Religion		1.000	.567	.815	-.638	-.445	-.337
Heritage			1.000	.884	-.692	-.540	-.761
OldArt				1.000	-.834	-.336	-.622
War					1.000	.171	.732
Animals						1.000	.555
Nature							1.000

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Impact of Airbnb on customer's behaviour in the UK hotel industry

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INTRODUCTION

Airbnb is one of the sectors of sharing economy, which is disrupting hotel industries. In order to find the approaches for the hotel to mitigate the threat from Airbnb, the research will focus on the major elements influence the customers to choose Airbnb and the issue for the future hotel industry. Previous studies have looked at how Airbnb influence the customer behaviour, and the impact of Airbnb on hotel industries, but so far no study has been done with regard to focus on the impact of Airbnb on the UK hotel industry. Therefore the purpose of this research is to evaluate the impact of Airbnb on the customer's behaviour in the UK hotel industry to determine how hotel sectors will mitigate the threats posed by the Airbnb. This abstract consists of two main sections, literature review, and discussion.

Airbnb is an online platform, which allows sellers to rent out their accommodations and buyers can require the accommodations via Airbnb directly (Proserpio and Byers, 2014 cited in Scholdan and Straaten, 2015). However, Airbnb has already been disrupting hotel industries rapidly (Scholdan and Straaten, 2015).

Based on the literature review, there are some key findings; firstly, 1% increase of Airbnb's listing could cause 0.05% decrease of hotels' revenue. Secondly, the average customer age of Airbnb is 35 years old, and 70% of the customers have a middle-income level. Thirdly, the key reasons for the customers to choose Airbnb are convenient and good value for money. Fourth, Airbnb is more attractive to leisure clients who have a budget travel and do not need to services, such as gym and loyalty program from the hotel. Finally, hotel industries have competitive advantages of brand services and system, security, and safety and obey the regulation, which can be used to against the threat from Airbnb.

About Airbnb

PWC (2015, p5) defined sharing economy as a platform allows groups and individuals to make money from underused resources. Nowadays, sharing economies have spread in different sectors; Hospitality industry (Airbnb, Feastly, and CouchSurfing) is one of the most important industries (PWC, 2015, p5). The guests can rent the space directly through the Airbnb's platform and then both hosts and guests will charge service fees from Airbnb; the fees are respectively 3% and 6-12% of booking subtotal ("What Are Guest Service Fees," 2014 cited in Nguyen, 2014). With the development of sharing economy, the Airbnb has an increasing market growth, until 2015, Airbnb had over 800,000 listings in 190 countries with over 20 million registered users (Scholdan and Straaten, 2015). From Boston University's study, a 1% increase of Airbnb's listing could cause 0.05% decrease of hotels' revenue (Nguyen, 2014). Moreover, the listing had increased about tenfold from 50,000 in 2011 to 550,000 in 2014 (Nguyen, 2014, See Figure 1).

Figure 1, Airbnb Listings Growth, Nyguen, 2014

Source: http://venturebeat.com/2014/06/19/uber-and-airbnbs-incredible-growth-in-4-charts/

Furthermore, the drivers of development of Airbnb are the technological development; the economics crisis and the unemployment cause the decline of purchasing power.

Guest's behaviours

Quinones and Augustine (2015) showed that the average age of Airbnb's customers is 35ages. Also, according to the research data by Nguyen (2014), 52% of UK population has already used Airbnb, among them, 29% of the customers are re-users, and 48% of people have never used Airbnb. Mintel (2016) found that 70% of individuals use Airbnb with has middle-level income ($70,000-$90,000).

As for the customers' reviews for Airbnb, nearly 95% of the rating between 4.5-5 stars (5 is the maximum). This phenomenon shows a definite prospect for Airbnb because over 70% of the customers indicated that they would trust the online reviews (Zervas and Proserpio and Byers, 2015). However, the accuracy of the rating for Airbnb has been questioned because of the majority of listing have not been reserved, especially, 22% of users will re-book the same property (Moore, 2012 cited in Nguyen, 2014).

There are two main factors attract the customers to use Airbnb, good value for money and convenient (Nguyen, 2014). Price is the most important considerations for travellers to choose accommodation because 46% of the respondents have an intention for budget travel (Global Business Travel Association, 2011 cited in Nguyen, 2014). For example, renting a room via Airbnb is always cheaper than the hotel; the average saving is 49.4% from renting a property on Airbnb (Bea, 2013 cited in Nguyen, 2014). Furthermore, Airbnb is convenient for the customers; for example, the customers will often be delivered residential atmospheres, such as full kitchen equipment, washing machine and dryers (Guttentag, 2015). For instance, a client described that his host invited he join their dinner and let him know more about local culture and custom (Guttentag, 2015). As for the business guests for accommodation, 76% of guests agree that Wi-Fi is the most important selling point, followed by the breakfast and gym. Conversely, the leisure customer prefers to choose a convenient location, swimming pool and non-smoking accommodation. However, most of the leisure described they are willing to choose the hotel if they can get the discount from the loyalty program.

Why customers choose Airbnb

There are top two factors attract the customers to use Airbnb, good value for money and convenient (Nguyen, 2014). Price is the most important considerations for travellers to choose accommodation, for instance, the survey from Global Business Travel Association showed that there were about 46% of the respondents have intention for budget travel (Global Business Travel Association, 2011 cited in Nguyen, 2014) For example, renting a room via Airbnb is always cheaper than hotel, the average saving is 49.4% from renting a property on Airbnb (Bea, 2013 cited in Nguyen, 2014). In terms of pricing, rent a private room via Airbnb cost roundly same with the midscale hotel (Nguyen, 2014). Additionally, the competitive prices of Airbnb benefit from the fixed cost of rent and utilities for the hosts, and minimal labour cost and not taxed provide extra income for the hosts (Oskam and Boswijk, 2016).

Furthermore, Airbnb is convenient for the customers; for example, the customers will often be delivered residential atmospheres, such as full kitchen equipment, washing machine and dryers. Moreover, the guests of Airbnb will enjoy local experiences; such as interact with the host and neighbours (Guttentag, 2015). For example, a customer from Airbnb described his unforgettable experiences from Airbnb; his host invited he had a dinner with his family and chatted with them, and he knew many local customs and was not feel lonely (Guttentag, 2015). Similarly, the CEO of major tour operators claimed that the tourists eager to have local experiences, and Airbnb launched a new marketing logo 'Belong Anywhere' immediately to attract more visitors (Baran, 2014 cited in Nguyen, 2014).

Threats from Airbnb to hotels

There are still many different opinions on the Airbnb whether will be a threat to the traditional hotel industry. Quinones and Augustine (2015) found that the traditional hotel will face the pricing pressure from Airbnb, who forced hotels to have to push the price time during the high-demand period to ensure the occupancy. The same with the finding from (Zervas and Proserpio and Byers, 2016), Airbnb is flexible to adjust their price during the peak time of demand, whereby to limit the pricing power of hotels. Besides, Airbnb is changing the customer attitude to a traditional hotel; for instance, the study from San Fransisco Financial Times showed that people reduce their likelihood to stay in a hotel (79% vs. 40%).

However, the opposite points of view also exist in the high-end hotel organisation. The CEO Mark Hoplamazian from Hyatt claimed that there is no need to have a business response to Airbnb, which provides a different product with a brand group (Santoli, 2014). Also, Professor at Harvard Business School showed that Airbnb does not have the ability to become the rivalry to the entire hotel industry because it has several criticisms in nature (Goree, 2016). To begin with, Airbnb lack security of hotel, for instance, somebody was robbed or murdered in the US (Finely, 2013) and a man in Britain raped a CouchSurfing guest from HongKong in 2009 (Guttentag, 2015). In the second place, the regulation always limits the development of Airbnb. For example, New York City introduces the law in 2010 to prohibit the short-term rental, implied any apartment to be rented fewer than 30 days (Quinones and Augustine, 2015). Rent a property via Airbnb to avoid the tax is one the factors to attract customers, but In San Francisco, Airbnb was required to collect 14% hotel taxes from its guests and asked the organisation to pay the city $25 million tax back (Said, 2014 cited in Nguyen, 2014). Furthermore, rent out a property for strangers also bring the inconvenience for the neighbours or community (Leland, 2012).

Competitive advantages for hotels

Obviously traditional hotels have a competitive advantage because they reduce risks through standardisation, safety regulations and business reputation (Oskam and Boswijk, 2016). Unlike independent hotels, chain hotels allocate large marketing budgets to advertising, brand building, guest loyalty programs, and other tactics, which should make them less vulnerable to competition ((Zervas and Proserpio and Byers, 2016). Also, the barriers to entry are also low in the sharing economy, and rival firms and services can quickly come into a market, undermining profitability (Quinones and Augustine, 2015). Finally, as Airbnb becomes more established, and hotels have time to incorporate Airbnb in their investment strategies, studying the nature of hotels' longer-term response will be worth revisiting (Zervas and Proserpio and Byers, 2015).

DISCUSSION

The purpose of this research is to evaluate the impact of Airbnb on the guest's behaviour in the UK hotel industry to determine how hotel sectors will mitigate the threats posed by the Airbnb. Based on the literature review, it can be found that Airbnb is disrupting the hotel industry; mainly benefit from its competitive price is attracting the budget leisure travelers, and the local residential atmosphere and the convenient location. However, there are also many experts believe Airbnb cannot be a threat for the hotel industry, because of it lacks security, regulation, and loyalty program or the facilities and services that hotel can offer. Therefore, 100 questionnaires will be delivered to investigate the customer's behaviour towards Airbnb and Hotels, including the major elements influences the different age guests to choose Airbnb in the UK and the main issues for the future UK hotel industries and determine the approaches that UK hotel industries can use to mitigate the threats.

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What percentage of travelers are writing hotel reviews?

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INTRODUCTION

During the last years, hotel reviews databases have gained great importance, generating a large number of publications on this topic (Cantallops & Salvi, 2014; Kwok et al., 2017). Although TripAdvisor seems to be the most used website, Booking.com (Booking) has also been widely used in recent years (Mellinas et al., 2015), especially in Europe because of the large number of reviews it collects (Revinate, 2017).

In these cases we are talking about a sample of customers (those who fill out the survey) from a universe of guests, but there is not information about the percentage that those samples represents. Information provided by TripAdvisor and Booking is very similar, but there is an important difference in terms of the process of collecting reviews.

The procedure for collecting information in Booking is quite clear and known by all. A few days after the stay, the traveler receives an email inviting to participate in the survey (Mellinas et al., 2015a). In this case we could talk about "response rate", as every customer receives an invitation and some of them fill out the survey.

However, there is no procedure of how to collect hotel reviews on TripAdvisor, as this website does not have information about who is visiting hotels and cannot sent emails like Booking. In this context, the level of participation will depend on the percentage of registered active users on TripAdvisor among hotel visitors and actions implemented in order to promote participation between customers. In this case it is not appropriate to talk about "response rate" and we should talk about "participation rate". This level of participation could also increase due to the existence of fake reviews generated or promoted by hotels, using different strategies (Mayzlin et al, 2014; Mellinas et al., 2015b).

The purpose of this research is to make reliable estimates about "participation rates" or "response rates" in these surveys, both on TripAdvisor and on Booking.

Additionally, a series of factors that can determine variations in this rates are studied.

LITERATURE REVIEW

TripAdvisor establishes the number of reviews as one of the factors that influence hotel rankings in each destination (TripAdvisor, 2013) and also provide a "*review collection tool*" called "*review express*" to send professional-looking emails that encourage guests to write reviews (TripAdvisor, 2014). Previous studies demonstrated that *"as the number of reviews of a hotel increases, the ratings in these reviews are more positive"* (Melian-Gonzalez et al., 2013). Although there is a relationship between these two factors, the number of hotel rooms is a determinant for the number of reviews too, probably over the efforts the hotel can make to encourage reviews.

The share of online travel agencies (OTAs) in hotel room bookings is 22.3% (62% comes from Booking) in Europe and 27.6% in Spain (54.9% comes from Booking) (Schegg, 2016). It means that about 15% of hotel room reservations are made through Booking in Spain.

METHODOLOGY

We used a selection of 200 hotels (3 and 4 stars), located in 5 major urban destinations in Spain (Madrid, Barcelona, Valencia, Sevilla, Granada). This way we avoid possible biases that could occur with coastal hotels, because of the temporary closure during the low season in most of them.

We identify the number of rooms in each hotel, number of reviews during 2016 (TripAdvisor and Booking), total number of reviews, number of reviews in English, and hotel ratings. We also check if the hotel usually responds to customer reviews in TripAdvisor and the use of "Review Express".

Using data from the Spanish statistics national institute (INE, 2017), we identify occupancy rates and the average stay in each city, for 3 and 4 stars hotels. This information allows us to estimate the number of guests per hotel room in a year (118-158) and therefore the total number of customers per year in each hotel (category/city). We consider this figure as the "universe" for each hotel and the number of reviews as the "sample", so we can estimate participation rates using the 200 hotels data set.

In the case of Booking, we cannot estimate the real "universe", since it would be the number of users who reserved that hotel with Booking, something that varies for each hotel. Accordingly to this limitation, we calculate the ratios for Booking using the total customers "universe".

RESULTS

The results show average participation percentages of 2% (mean: 2.33; median: 1.95) on TripAdvisor, with more than 60% of hotels with percentages between 1% and 3% (Table 1). Only 10% of hotels exceed 4% rate and a single hotel exceeds 10%.

Table 1. Participation rate and average score in TripAdvisor.

Participation rate (%)	*Number of hotels*	*Average score*
0 to 1	28 (14%)	3,59
1 to 2	75 (37.5%)	3,89
2 to 3	48 (24%)	4,07
3 to 4	29 (14.5%)	4,26
4 to 14	20 (10%)	4,41

Source: Own assesment with open data from TripAdvisor.

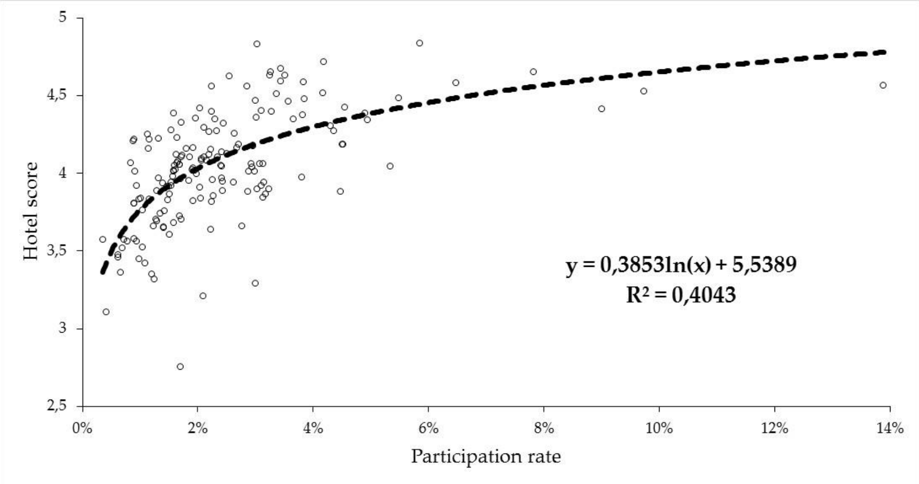
We observe how the percentage of reviews registered in English has an important influence on participation rates. The data range from 1.48% of hotels with less than 25% of reviews in English, to 3.77% of those with more than 60%.

Ratios by cities do not show significant differences, with percentages ranging from 1.88% in Valencia to 2.95% in Barcelona, probably related to the higher levels of English-speaking users (60% in Barcelona and 27% in Valencia).

We observe that there are no significant differences by hotel category (3 or 4 stars). Nevertheless, we noticed that hotels that are active in their relationship with TripAdvisor tend to accumulate more reviews. Besides, we observed that not active hotels show average participation rates of 1.88%, while those who respond to reviews and use “Review Express” reach 2.89%.

We analyzed the relationship between participation rate for each hotel and the average rating obtained in TripAdvisor, observing a clear relationship between both values. A graphical representation is designed using results for each hotel, reflecting “participation rate” on the x-axis and “hotel score” on the y-axis (figure 1). As shown in table 1 and figure 1, there is a much more pronounced relationship than between the number of reviews and scores (Melian et al. 2013).

Figure 1. Logarithmic regression for participation rate and hotel scores in TripAdvisor



Source: Self elaboration with open data from TripAdvisor.

In the case of Booking, although the real universe should be smaller, the average response rate is close to 10%, without major variations by city or hotel category in terms of average value. However, we observe important differences between hotels, that range from 1% to 30%.

CONCLUSION AND IMPLICATIONS

Although TripAdvisor claims a huge database of 500 million reviews (most of them about hotels) it only represents a small percentage of total hotel stays. Data show that studies conducted using TripAdvisor hotel reviews have been using samples, which represents around 2% of customers who visit hotels. This issue is relevant in determining the reliability of results and conclusions by using this valuable source of information, but none of previous researches pay attention at this figure.

Hotels should encourage their customers to write reviews on TripAdvisor, since the website itself indicates that it improve their rankings. Moreover, it has been shown that increasing the number of reviews is associated with a higher average score. Hoteliers should set their targets on participation ratios, knowing that it is very difficult to reach figures close to 5% and almost impossible to reach 10%.

Despite the efforts that some hotels seem to make, even compiling emails from customers, to invite them to participate on TripAdvisor, results indicate that it is unusual to exceed 4% of participation rate, while the percentages in Booking usually exceed that figure. The high rates detected in Booking could be due to the fact that these travelers are active users of the Internet or the fact that they have provided a valid email in which they receive an invitation to write a review. Conversely, a percentage of total hotel visitors are not even active users of Internet or they do not receive any email inviting them to review the hotel in TripAdvisor. Furthermore, even if they are invited to participate in TripAdvisor, the user must register in this website, something that is not necessary in Booking, since the user has done it previously.

The average data in Spain indicate that about 15% of sales are made through Booking, while we observe in our sample an amount of reviews equivalent to 10% of estimated stays, suggesting a 66% response rate for Booking surveys, which seems too high. On the other hand, we observe that there is a group of 15 hotels (7.5% of the sample) that have 20-30% participation rates in relation to the total hotel customers. Even considering that these hotels could funnel almost all their sales through this intermediary, the data indicate that we could be facing response rates above 20% for Booking surveys.

These data shown for Booking indicate that participation figures on Tripadvisor could increase substantially if clients were actively invited to participate. It requires an effort by hotels, which necessarily implies the collection of emails, among other possible strategies.

The conclusions of this study are limited to urban hotels in 5 major Spanish urban destinations, therefore it would be advisable to use different samples to check if the results are similar or significant variations are observed. Future studies should attempt to collect individualized hotel information on the exact number of guests received and number of reservations through Booking over a period. These data would allow to determine more accurate participation ratios than the estimated in this initial research.

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How can cultural tourists contribute to sustainability destinations?: A probability analysis for the Spanish case

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INTRODUCTION

Cultural tourism is nowadays a relevant field of study, given the multiple connections between culture, leisure and tourism. According to WTO, tourists engaged with cultural activities currently attracts 40% of all world tourism, totaling 1184 million arrivals in 2015 (WTO, 2016). The great diversity of forms of cultural consumption existing today has been expanding the definition of "culture" and thus of cultural tourist, including other activities such as performing arts, cultural events, architecture and design (OECD, 2009; Richards, 2003). There is an evolution from a consumption of "high" culture products (museums, heritage, art) to the search for and consumption of popular culture as a tourist experience, with a growing participation of creative activities and intangible heritage (Richards and Wilson, 2006; McKercher and du Cros, 2002). An increasingly educated global society also implies an important growth of cultural consumption as a relevant and massive activity in the field of tourism. It even takes advantage to realize this type of cultural consumption during the trips, since less time is available to realize it during the daily life (Richards, 2014). These issues lead to increased demand for cultural tourism on their part (Smith and Richards, 2013).

Investment in cultural infrastructures and activities, as well as in the promotion of cultural events of international impact, has spread widely in the world, serving both mature and emerging destinations in order to (re) position themselves on the world tourism map. This has been significantly increasing the cultural offer (Richards, 2001). Excessive growth of cultural infrastructures in times of prosperity may well become unsustainable when economic conditions worsen (Richards and Palmer, 2010; Timothy and Boyd, 2003). It can also contribute to an extreme commercialization of local culture or to a "staged authenticity" of one's own destiny, as some authors point out (Toselli, 2006). In any case, the tourism of cultural activities presents an undeniable boom, being a product very appreciated by the tourists (Smith and Richards, 2013).

In this context, the objective of this article is to gain better knowledge of the international cultural tourist that visits Spain. After this brief introduction, the second section performs a first descriptive analysis of data, characterizing tourists´ profile and behavior on the trip. Subsequently, and through an econometric model, the main variables that increase the probability of being a cultural tourist in the national geography are identified. In addition, we analyze the similarities and differences between the tourists of cultural visits and those of cultural events in Spain. The results of the research lead to policy recommendations associated with cultural tourism, with a special interest in the ability of these visitors to contribute to the sustainability of Spanish tourist destinations.

METHODOLOGY

The data sample used in this work comes from the Tourist Expenditure Survey (EGATUR) by the Institute of Tourist Studies of Spain (IET http://estadisticas.tourspain.es). The sample includes about 177,000 questionnaires of foreign tourists visiting Spain in 2013. Tourists who make some kind of cultural visit are 55% of the total, while those who attend cultural events account for 14%. General profile of visitors indicate that cultural tourist show higher presence of women compared to general leisure tourist, slightly with higher average age, higher income level, coming from more distant destinations such as The Americas and Asia, higher level of studies, proportional more share of first-visitors, and coming prominently to hotels. Trip satisfaction of cultural tourists is also higher than for leisure general tourists as well as their mean level of expenditure at destination. Cultural events tourists differ from cultural visits´ tourists in that they are relatively younger, stay more frequently in house of relatives and family, and come more often alone or with the couple.

Further in this section, we analyze the factors explaining the probability of being a cultural tourist by using a bivariate probit model defined as:

$\mathbf{Pr(y_j \neq 0 | x_j) = \phi\ (x_j \beta)}$ where ϕ is the standard cumulative normal, with 0 being the probability of not doing cultural activities while on vacations, and β the parameters associated to covariates in the model.

The set of explanatory variables include the following ones:

- Profile of the tourist: origin, studies, income level, age, and gender.

- Trip characteristics: first-visitor, stay length, accommodation, purpose, season of the visit.

- Destination dummies

- Overall trip satisfaction

RESULTS

The results of the estimation in Table 1 are computed in terms of marginal effects of the individual variables and their corresponding level of significance. The dependent variable is the probability of carrying out cultural visits or events in Spain while on vacations. In order to avoid perfect co-linearity we define a reference category. As shown in Table 1, the model behaves quite well, with a high joint and individual significance of explanatory variables. No problems of multicollinearity appear to arise, as indicated in the inflation factor of the variance indicator (IFV) (Wooldridge, 2010).

In general, factors increasing the probability of doing cultural visits appear to be those of coming from outside Europe, being a first-visitor, using the Internet for booking tickets, coming to the center of Spain (Madrid, Toledo), pursuing complementary activities such as gastronomy or health related ones, and coming to a rent house. Regarding tourists engaged in cultural events, particular factors increasing their probability are those of mostly coming from closer European countries, with younger age, coming in couple or alone, with high income level, and pursuing gambling and nightlife activities altogether. These tourists visit more often the coastal areas of Spain in comparison with those of cultural visits.

Results splitted by region of the visit along the whole country of Spain show that the probability of receiving cultural tourists varies for each destination. For example, the level of studies is more relevant in Andalusia, Catalonia and Madrid, the age is important in the Balearic Islands, the income level in the Canary Islands, the north of Spain and Madrid, and the first-visitor increases this probability in Valencia, the center of the country and Madrid. The tourist of cultural visits lengthens its stay in certain communities, Madrid in particular, while being a tourist in business travel increases the probability of doing cultural visits in the two islands. Being a proximity tourist coming from closer countries, such as Portugal and France, and coming with their own car increase the probability of doing cultural visits for the regions of the center and north of the country. Gastronomy as a complement of cultural tourism raises its probability for Andalusia, Valencia and the Balearic Islands, as well as health tourism does. The use of the Internet increases the probability of cultural visits in the center of the country, while showing high overall trip satisfaction levels increase cultural visits at Catalonia.

As a general result, cultural tourism would be a good product to increase the sustainability of Spanish destinations in general given the profile and trip activities developed by this type of tourists, as we have seen. For example, cultural visits and events attract, compared to general leisure tourists visiting Spain, international visitors with higher levels of income, coming from more distant countries, as first-time visitors at these destinations. They also show higher levels of education, and overall trip satisfaction, with a bigger relative share of females compared to general leisure tourists. Levels of expenditure also increase for these tourists, and cultural activities use to be complemented by gastronomy (food-related) and health products´ consumption. All these features of cultural visitors enable to improve the economic, social and environmental sustainability of destinations in the mid run, given the particular profile these tourists have shown. Moreover, some of these individual profiles of visitors differ between tourists of cultural events and visits, when for example the former come prominently to coastal destinations, while the latter prefer the center of the country and its capital, Madrid. In sum, we have seen that cultural tourists differ in their profile significantly regarding general leisure tourists in Spain, while they show relevant treats in improving the sustainability and renovation of some mature destinations in the country.

CONCLUSION AND IMPLICATIONS

Cultural tourism is a key element of the European tourism sector. It is a factor of regeneration of mature destinations and allows the development of tourism products in those emerging destinations that lack obvious comparative advantages. The application of probability models has allowed us to study some relevant features of tourists doing cultural visits or cultural events, and how these features can contribute to a higher sustainability of destinations.

From an economic point of view, tourism of cultural activities is related to higher levels of expenditure compared to that associated with other activities and to the general international leisure tourist visiting Spain. It is also related to lower seasonality levels, presenting an interesting complementarity with rising tourism products such as gastronomy and health, what could allow to reinforce cultural features typical of South-European countries, such as street life or the enjoyment of nightlife. Other important aspect that improves the performance of the destination associated with cultural tourism is its ability to attract visitors from more distant destinations than the traditional European source countries, for example for North American and Nordic visitors. It also attracts a higher number of first-visitors, and those with higher levels of education, with greater presence of women compared to general leisure international visitors in Spain.

All of these are important characteristics in the definition of the target for promotional policies that seek to attract these cultural tourists, as well as in the improvement of the sustainability of the destination in the medium term, both in the development of new products, with different characteristics in terms of income, level of studies, stay duration, and expenditure level. Indeed, one should expect an important loyalty of these visitors, given the high degree of satisfaction with the tourist experience that characterizes this type of traveler. However, repeated visits to a cultural destination requires a constant renewal of the supplies and offers to maintain attention of previous visitors, and therefore making an important effort in new investments to renovate the cultural offer. In this sense, it is not surprising that the capital of the country, Madrid, with its wide cultural, heritage and event offer, emerges as the most relevant destination in the country for cultural visitors, along with other areas of the center and north of the country, that are making important investment efforts in new cultural supplies in order to attract international and domestic tourism.

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A theoretical framework for key processes on environmental knowledge management

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INTRODUCTION

The basic condition that promotes the ecology of knowledge contains a system of values characterized by the concepts of confidence, teamwork and free availability for continuous change process *(*Pór and Spivak, 2000*)*. Strategic decision making in the organisation consists in creating, exploiting and maintaining a “knowledge stock” that provides the company with specific strategic advantages over competitors. Both knowledge and learning can be considered inherently related concepts, as follows: knowledge is a stock variable and learning is a flow variable.

El medioambiente se ha convertido en un factor importante en la toma de decisiones de empresas a nivel mundial, no sólo por cumplir los requisitos legales sino también

Environment has become an important factor in the decision-making process of the companies at world level, not only to meet legal requirements, but also due to the ever changing customers needs. It arouses a segment of agents that awards those businesses taking environment into account in their commercial practices, this segment of agents also penalties those corporations that ignore or misuse the “green” imperative*.* (Boiral, Raineri, and Talbot, 2016; Cegarra-Navarro and Martinez-Martínez, 2010; Fraj, Matute, and Melero, 2015).

Environmental knowledge can be defined as the degree to which one express concern about ecological issues (Amyx *et al*., 1994). To this respect, other authors state that the term “environmental knowledge” refers to the understanding and retention of information on ecological problems and connexions (Fryxell and Lo, 2015).

Several studies have confirmed that the absence of knowledge is an important barrier to generate a higher environmental compromise in the organizations (Worthington and Patton, 2005). However, it is possible to wonder about how to create environmental knowledge, how it is transferred by those holding such knowledge, how could it be available to be used and how environmental knowledge can contribute to development. Companies need to consider the changes that take place in their environment.

Learning is strongly linked to company environment, thus, the consideration about the changes in the organization environment is necessary for companies. That is, when an organisation faces a chaotic situation, it capability to learn, turn out to be vital when stablishing competitive advantages, it is known as the creative chaos. The connection between learning and environment is so strong, that the possibility of creating learning is driven from the ability of the organisations to perceive their environment. Thus, the deep link between environmental knowledge and organization learning has been pointed out in an explicit way. In order to examine the relative importance of key processes on environmental knowledge we have conducted a theoretical research.

ENVIRONMENTAL LEARNING

The acquisition of environmental knowledge is a process that is not totally manageable through planning or control (Martínez-Martínez, Cegarra-Navarro, and García-Pérez, 2015), on the contrary, it is generally an unpredictable process. Environmental knowledge generation is not just a question of processing subjective information, it also implies the possibility to assimilate in a useful way the tactics, the perceptions, that are commonly very subjective, the intuitions and the hutches of the agents that interact (Nonaka, 1991).

Under the point of view of environmental learning, the key factor is the human approach and, within it, the knowledge exchange, because the organisation learns from environment, basically as a consequence of the information that individuals obtain interacting with the environment.

Without losing sight of the above considerations, figure 1 represents the environmental learning process, by means of which, the organisation transforms tacit and explicit knowledge of customers into environmental knowledge. Key processes have been included (acquisition, distribution and use of knowledge), going through the levels of classification of Nonaka and Konno (1998) (socialisation, externalisation, combination and internalisation). It follows the specification of each process;

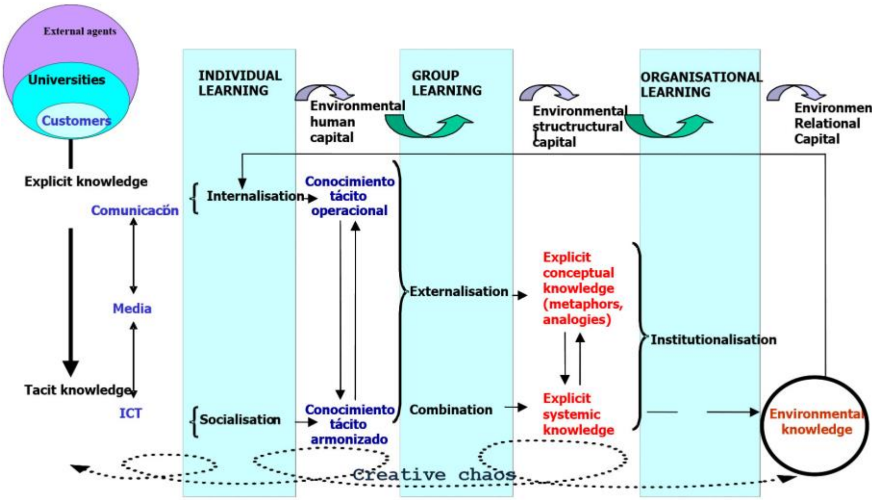

Figure 1. Environmental learning proces

Environmental knowledge acquisition

Fruto del argumento que provee la teoría de la empresa basada en el conocimiento de que una gran proporción del conocimiento relevante se encuentra fuera de los límites organizativos, surge el concepto de "capacidad de absorción" (Cohen and Levinthal, 1990; Van den Bosch *et al.*, 1999; Zahra and George, 2002) y la adquisición de conocimiento externo (Bierly *et al.*, 2009).

Resulting from the argument provided by the theory of the organisation based on the knowledge that a high proportion of relevant knowledge is found outside organisational limits, it arouses the concept of "absorption capacity" (Cohen and Levinthal, 1990; Van den Bosch *et al.*, 1999; Zahra and George, 2002) and external knowledge acquisition (Bierly et al., 2009). The principal idea of the mentioned investigations is that the organisations must continuously acquire knowledge from outside to expand the current basis of knowledge of the company. To this respect, it is not impossible to implement of exploratory learning, based only on the recombination of the currently available knowledge in the organisation.

When learning about environment, we should take into account that many hotels do not have means or experience of dealing with environmental investigations and, for that reason, they must rely on external sources of knowledge. Moreover, it is considered a must to have staff interested in acquiring knowledge affecting not only firm environment, but also interested in learning about social environment. In the small medium companies, this role should be held by the Chief Knowledge

Officer; those holding the position use to be high management staff of the organisation.

Environmental knowledge distribution

The basic problem that faces an organisation consist in exploiting enough knowledge to guarantee the current viability and, at the same time, to allocate sufficient efforts to knowledge distribution in order to assure that every member of the company can learn (Uotila, Maula, Keil and Zahra, 2009), it is also important for the organisation to explore new knowledge searching for the right balance between exploiting knowledge and exploring knowledge.

Following the reasoning of several theoretical works, as those of Benner and Tushman (2003), and the result of empiric works, as Jansen's, Van Den Bosch & Volberda (2005) or Uotila, Maula, Keil and Zahra (2009), it can be expected that the acquisition of external knowledge, as an exploratory mechanism, should have positive consequences for the creation of new environmental knowledge developed in the organisation. In this process of distribution, it plays a vital role the organisation culture and its organisational structure.

Environmental knowledge utilization

Distintas personas expuestas a las fuentes de conocimiento comentadas en los epígrafes anteriores no garantizarán los mismos beneficios, puesto que es necesario que las organizaciones desarrollen su capacidad de absorción para poder internalizarlo y utilizarlo de manera satisfactoria (Escribano and Fosfuri, 2009), esto es, "la habilidad de reconocer el valor de la nueva información, asimilarla y aplicarla con fines comerciales" (Cohen and Levinthal, 1990).

Different people exposed to the above mentioned knowledge sources will not guarantee same benefits, because it is necessary that organisations develop their capacity to absorb, to internalise and to use knowledge in a satisfactory way (Escribano and Fosfuri, 2009), that is, "the capability to recognize the value of new information, to assimilate it and to apply it with commercial purposes" (Cohen and Levinthal, 1990). Environmental knowledge utilization helps hotels to meet national and local environmental legal rules in order to preserve the environment.

Those companies, that already apply or that are in process of applying environmental initiatives, are seeking the following benefits: cost saving, management control improvement, matching customers' expectations, showing their compromise with environmental responsibility, improving environmental operation, being ahead of legislation, higher staff motivation, accomplishing the stakeholders' expectations and demands and better corporate results (Martínez-Martínez et al., 2015; Pérez Arbelo and Sellés Mussons, 2016).

CONCLUSION AND IMPLICATIONS

The research presented in this paper contributes to both theory and practice; it provides a general integrating framework for the study of key processes on environmental knowledge management. Following to the revision of the literature, we have reached the conclusion that using environmental knowledge includes the absorption of knowledge generated in the individual learning process, thus, what has already been learned through this process could be applied to hotels and their activities. This finding is interesting for researchers and business managers. Another contribution of this paper is consists of analysing the dynamic character of environmental knowledge. In this respect, the previous arguments provide a static view of environmental knowledge inspired by Environmental Management Systems (EMS) and they ignore the new conceptions of learning cycles.

Another important reflection lies in the key processes related to environmental management in hospitality sector, the way of creating, distributing and using the environmental knowledge. To this respect, group learning is presented as the best option. Group learning is based upon interpersonal processes of observation and upon sharing with group components the individual knowledge, in this sense, networking is fundamental and ICTs are facilitating tools.

This paper is crucial because it gives us the opportunity to start in a general model looking for how to improve key processes and it also shows the link between environmental knowledge and company results as future research lines. The main limitation of this work being that it consists in a theoretical research.

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Tourism integrated supply chain management for catering services in Isfahan, Iran

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INTRODUCTION

In tourism industry, paying attention to integrated supply chain management (ISCM) increase coordination between service providers(Dwyer, Edwards et al. 2009), since ISCM could have the highest influence on financial performance, service quality, communications, and tourist satisfaction(Fantazy, Kumar et al. 2010). Yet there has been many researches on definition, models, and variants of service quality. Service evaluation is majorly regarded very difficult, because service evaluation, due to the intangible nature of service quality, is quite difficult(Banki, Ismail et al. 2016). Consequently, evaluation of different tourism factors in destinations has become something necessary. Through identification of factors' importance as well as prioritizing them, one can shift the focus on planning and resource allocation to the development of most important factors, as international environment of tourism has brought numerous economic and social changes, leading to instability and uncertainty. Hence, in order to offer tourism services, we require a persistent, high-quality, and sustainable improvement, along with the ability to meet all needs of the tourists(Molina-Azorín, Tarí et al. 2015). On the other hand, appropriate fulfillment of tourists' needs not only leads to their satisfaction, but increases the competitive advantage of cities. As a result, cities seek out ways to increase their competitive advantages, competing with each other in order to attract more tourists. Such an intense competition has increased the focus on supply chain (SC) network as well as its combination, instead of focus on individual companies(Zhang, Song et al. 2009). All told since catering services are the prominent components in tourism industry development and one of the most important tourism service providers in a destination which play a significant role in the economic development of a destination, attract tourists and increasing the quality of the services rendered. Therefore, this study aims to identify the dimensions and key attributes of ISCM in catering services, to propose a conceptual model and guidance for the members of Isfahan's SC members in manipulating the integrated measurements all over their SC and to help them to achieve higher competitiveness and gain their customers' maximum satisfaction.

LITERATURE REVIEW

By the 90s, the traditional approach of the project management made the organizations sacrifice the flexibility in providing new products and satisfying the customers' new demands in favor of competing with the prices, and project management was considered to be an efficient tool in responding to the complicated environment of the organizations (Munns and Bjeirmi 1996). Nonetheless, due to the technological advances which jeopardized the companies' positions, they had to apply the methods to survive in the markets and improve the conditions including making coherent decisions in various levels of SC which resulted in increasing the performance, flexibility, profitability, durability and efficiency of the organizations (Ho, Gaffney et al. 2003), for the organizations looking for creating effective SC methods need to unify the SC. Supply chain Integration (SCI) includes unification of the physical stream from the suppliers to the customers and of the information stream in the reverse direction from the customers to the suppliers. Another effective factor in SCI is the financial stream which consists of payment timing, credit units and the owners' agreement, and the success in such a seriously competitive environment depends on the management competency in coordination with coherent connections within the SC (Fox, Chionglo et al. 1993).

On the other hand, complicated circumstances of business environments as well as companies' activity in very-competitive environments, paying attention to other components of the chain, and increasing their cooperation level has been considered a necessity with inter-company competition being substituted by completion inter-supply-chain competition(Chandra and Fisher 1994). Therefore, a chain, which has no cooperation and harmony among its components will lose as it is unable to satisfy customers' needs and establishes no level of convenience for them. Apart from the issue of complication and competition, which has increased the necessity of paying attention to SC as well as harmony and integrity among its members, always and under each condition, even uncomplicated and uncompetitive ones, paying attention to cooperation, harmony, and integrity with the members of SC will result in improved general performance of the process and customer satisfaction of quality, price, and time(Bowersox, Closs et al. 2002). In tourism, an integrated management system leads to increased tourists' satisfaction of a destination, economic development, sustainable development of the destination, and improved life quality in societies, bringing about the least environmental impacts on destination's environment(Szczepanowski 2015).

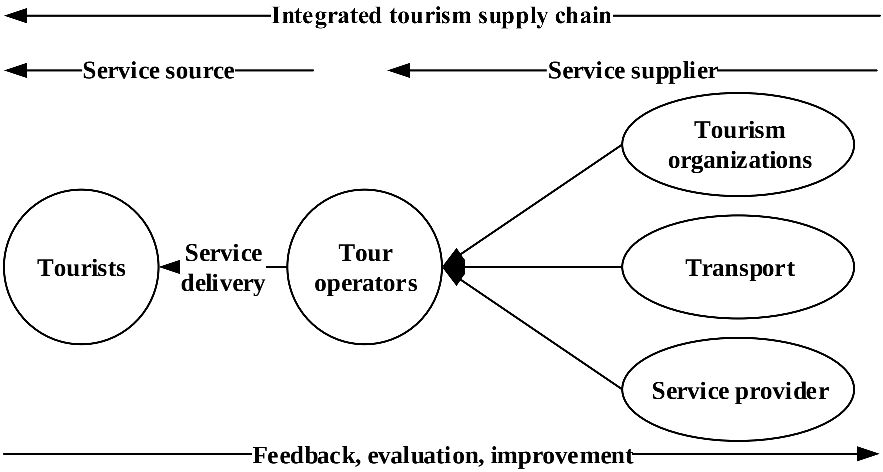


Figure 1. Integrated tourism supply chain

METHODOLOGY

In terms of goal, this research is practical, for which effective factors on the integration of SC had to be studied. By means of previous researches, five main factors were identified which were: cooperation levels, internal integrity, customers' integrity, providers' integrity, and product integrity. A questionnaire was used in this research to collect data that evaluated five aspects of integrity in a business. If a business can function efficiently in these five aspects, it can be said that it is integrated. Statistical society of the present research included all catering services of Isfahan, counting to 340 catering services. Since the size of this society was small for gathering information, all of them were analyzed.

Data Envelopment Analysis (DEA)

DEA was used by (Farrell 1957)to measure the efficiency of agriculture sector in USA, compared to other countries, where he had an input and an output in his own model(Charnes, Cooper et al. 1978). Later, Ferrel's viewpoint was developed and by means of linear planning, a model was presented that could estimate the boundary of production and efficiency measurement with multiple inputs and outputs(Rødseth 2016) .This method has two input-oriented and output-oriented models(Azadeh, Zarrin et al. 2016). In this research, given the nature of the data, the collected data are considered as output variants for these models. Moreover, the inputs are assumed to be constant. Efficiency Index is measured by means of both BCC and CCR Models.

The output-oriented BCC mathematical model

$$Max \ \theta \tag{1}$$

$$s.t. \ x_{i0} \geq \sum_{j=1}^{n} \lambda_j x_{ij}, \quad i = 1, \dots, m \tag{2}$$

$$\theta y_{r0} \leq \sum_{j=1}^{n} \lambda_j y_{rj}, \quad r = 1, \dots, s \tag{3}$$

$$\sum_{j=1}^{n} \lambda_j = 1 \tag{4}$$

$$\lambda_j \geq 0, \quad j = 1, \dots, n \tag{5}$$

The output-oriented CCR model

$$Max \ \theta \tag{6}$$

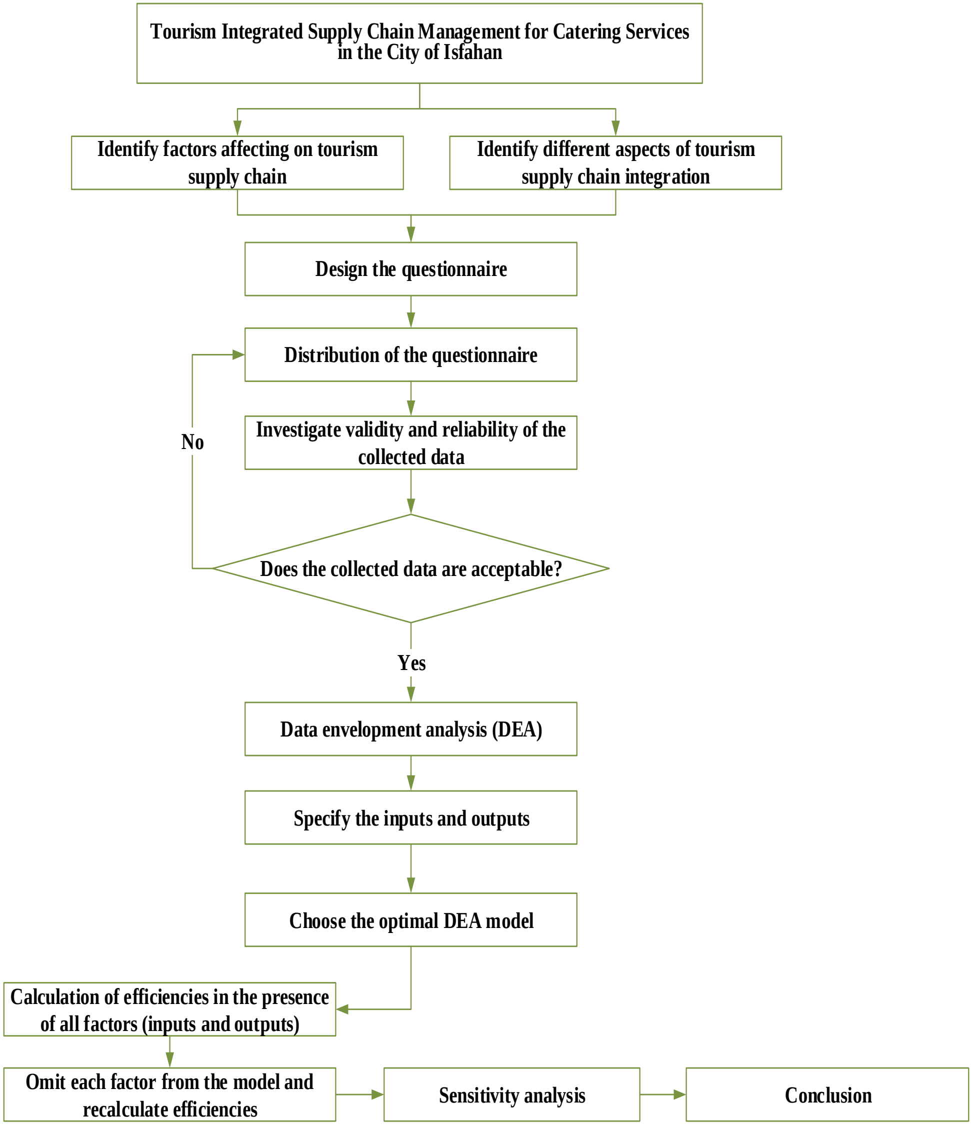
$$s.t. \ x_{i0} \geq \textstyle\sum_{j=1}^{n} \lambda_j x_{ij}, \quad i = 1, \dots, m \tag{7}$$

$$\theta y_{r0} \leq \sum_{j=1}^{n} \lambda_j y_{rj}, \quad r = 1, \dots, s \tag{8}$$

$$\lambda_j \geq 0 \qquad j = 1, \dots, n \tag{9}$$

Next, K-S Test was used so that the normality rate of efficiency for the obtained results would be employed. Each DEA to offer more normal rates was used as the optimal model. In case, results of two models were not normal, the one, giving higher efficiency index, would be the appropriate model(Azadeh, Zarrin et al. 2016). The steps of conducting this study are presented in figure 2:

Figure 2. The flowchart of the presented approach



RESULTS

Initially, findings about the selection of appropriate DEA for research data and normal test of both DEA models were rejected at 0.05 level. In such a circumstance, to select a more appropriate model, we can choose one that presents higher efficiency average. Output-oriented CCR Model with an efficiency average of 1.283 gave the highest rate and was finally chosen as the optimal model to evaluate research factors. In the next step, by considering a constant rate as the model input and each identified factor as the model output, the integrity of catering services was studied which gave the following results.

Analysis of Sensitivity

In this step, by means of the measured efficiencies for different cases of the problem at hand, the results are analyzed and the effectiveness of the factors is studied. At first by averaging the calculated efficiency rates, the efficiency average for each case is calculated. Afterwards, the analysis is done via Average Test as well as calculation of the coordination among the obtained average efficiencies, in each case an input is eliminated in relation to the general case. results of average test between the efficiency of the case where all outputs have been considered and other cases where the factors are eliminated one by one has been rejected in 0.05 level, which shows the effectiveness of all considered factors on the integrity of the SC of catering services in the city of Isfahan, while in a case where all outputs (factors under study) have been considered, the average efficiency is 1.47. In factor-to-factor analysis, after omitting the factor of cooperation level and repeated calculation of the model efficiency, it increased up to 1.88, which shows no appropriate establishment of cooperation levels in catering services of Isfahan. It is deduced that cooperation levels has no positive performance among catering services of Isfahan. On the other hand, once the internal integrity factor is omitted, as it has been shown, average efficiency of the model has decreased by 1.68 and this factor was not able to have a positive performance in the integrity of catering services. Moreover, as the results have shown, after omitting the factor of customers' integrity, the efficiency of the model has decreased by 1.38, indicating that this factor is well influential on the performance of catering services integrity. Concerning the integrity of the providers, results concerning the model analysis showed that this factor has a good performance in catering services integrity, with a rate of 1.03. On the hand, the factor of product-based value, despite having an influence on catering services performance, with the obtained rate (1.12) has managed to have a suitable performance. As for service-based value of this factor, considering its average was 1.27, model efficiency rate has decreased, indicating that this factor has been well established in the considered case.

CONCLUSION AND IMPLICATIONS

Integration on TSC is an important factor to achieve competitive advantage since the integration based on what the customers prefer regarding costs and services has higher quality, and it is inevitable. This factor has not been operated properly in TSC of Isfahan which culminates in decreasing tourism services quality. In this scope, the findings of (Schadel, Lockström et al. 2016) are equal .in addition, Considering technology advance and increased competition in tourism destinations' level, integrity of catering services SC is a very important topic; therefore, the present research was done to study the integrated management of catering services SC in the city of Isfahan by means of DEA. A questionnaire was designed based on the considered factors and was given to the owners, managers, or catering services owners of Isfahan. Findings in this part showed that in terms of cooperation levels and internal integrity, catering services face some problems that in order to improve their services, some reforming problems should be taken into consideration.

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Dependency of Spanish urban hotels on Booking.com

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INTRODUCTION

The emergence in the past 20 years of online travel agencies (OTAs) as a distribution partner has had a profound effect on the hotel industry. Direct bookings have reduced their share to just over 50%, while OTAs share has been increasing to levels around 30% (Schegg, 2016). Within these OTAs, Booking.com (Booking) is the leader in most European countries with 62% market share.

Nonetheless, the percentage of sales through Booking varies for each hotel, even resulting in a matter of concern for hotels when it is too high (Garijo, 2017; Smarttravel, 2017). Any hotel will always prefer direct bookings rather than intermediaries like Booking, charging commissions above 15% (Hosteltur, 2015). These commissions can be increased when a hotel wishes to achieve a better placement on this website, something theoretically illegal in France (Hotrec, 2016).

The purpose of this paper is to identify a valid indicator, that allows to know the level of dependence of each hotel on OTAs, focusing on Booking case. By using this indicator we study some factors that could affect the level of dependency, like hotel size or star category. Given the difficulty of obtain accurate data from a significant hotel sample, we use the number of reviews of each hotel on Booking, as a proxy for hotel reservations.

LITERATURE REVIEW

The previously cited research from the European trade association of hotels (Schegg, 2016), based on responses from 2,000 hoteliers, showed that 22.3% bookings were generated through an OTA (27.6% for Spain), with one player (Booking) controlling closely 2/3 of the market. Data collection for Spanish hotels was supported by Spanish hoteliers confederation (CEHAT, 2016), with a sample of 132 hotels, showing Booking share market of around 15%. A similar undisputed leadership position is observed if we look at the number of reviews in this website (Revinate, 2017).

Additional data about "*OTA market shares by segment*" are provided by the cited research, showing figures of 23.5% for independent hotels and 18.3% for hotel chains, also variations by star category from 33.5% (1 star) to 17% (5 stars) and additional differences by hotel size that range from 27.5% (less than 20 rooms) to 17.6% (over 100 rooms).

Booking belongs to Priceline Group since 2005 and is the world leader in booking accommodations online. It is available in 42 languages, offers over 1,000,000 accommodations and covers over 96,700 destinations in 227 countries and territories worldwide (Priceline, 2017). Booking is also a huge reviews database that features over 109 million verified reviews written by guests after their stay.

The only way to leave a review in Booking is to first make a reservation. After their trip, guests receive an email and write about their stay (Booking, 2017). Assuming customers have a constant probability of posting a review on Booking, the number of reviews is expected to be closely correlated to the number of room sales. Therefore, the number of published reviews on Booking might be taken as a proxy for sales of a hotel's rooms through this travel agent during a period. This methodology has been used before (Ghose and Ipeirotis, 2006; Ye et al., 2009a, 2009b) and its validity tested for the Chinese online travel agency Ctrip.com (Ye et al., 2011).

METHODOLOGY

All hotels in the main Spanish urban destinations (Madrid, Barcelona, Valencia, Seville and Granada) which meet the condition of being in the center of the city and have a minimum of 100 reviews registered in Booking are selected. From these hotels we get information on the number of rooms, number of reviews and star category. We also establish "big hotel chain" criterion for hotels belonging to chains with at least 20 hotels, which manage at least 2,000 rooms. The data were collected during March 2017 and the total sample is 624 hotels, 165 belonging to "large hotel chain", while 459 are independent hotels or belong to small hotel chains.

To measure the level of dependency for each hotel with regard to Booking, a very simple ratio (reviews per room) RpR is designed. It is obtained by dividing the number of reviews in Booking for a year by the number of hotel rooms. Since Booking shows last 24 months reviews, the number of reviews should be divided by 2 to get the average number of reviews per year.

The relationship between number of reviews and number of reservations through an OTA has been demonstrated (Ye et al., 2011), although it is not a perfect correlation. In our case, this ratio could also be affected by data we do not know, such as occupancy levels of each hotel, average stay or a hotel closure for a period in the last 24 months.

RESULTS

The study shows large differences in RpR figures, ranging from 0.26 to 59.71, with an average of 12.63 (median: 10.33). When hotel segments area analyzed, the average value for "big hotel chain" is 7.12 (median: 5.80), while it is 14.61 (median: 12.58) for other hotels. The three hotel chains with a higher RpR (Catalonia, Exe and Grupotel) barely exceed 12, while Meliá and NH get values around 3 and H10 gets 8. There are no significant variations in the RpR of hotels within the same chain, something that was expected since all should follow the same business practices.

None of the 45 hotels with the highest RpR (values over 30) belongs to the "big hotel chain" group. The average stay in these cities is around 2 nights, while occupancy levels around 70%, which implies about 120 guests per room and year. Such high RpR values would indicate high levels of dependency on Booking, high response rates to Booking surveys or a combination of both.

Since hotels belonging to "big hotel chain" show a certain homogeneity, we focus on analyzing the results for those who do not belong to that group. Firstly we investigate about the relation between hotel size and RpR (Table 1).

Table 1. Average RpR per hotel size.

Rooms	*Hotels*	*Average RpR*
0-19	66	23,8
20-49	154	17,64
50-99	140	12,03
100-200	69	8,26
200 or more	30	5,48
TOTAL	*459*	*14,61*

We observe how variations are very significant among each hotel size section. In fact, we detect increments close to 50% in the RpR for each section, accumulating a total difference of 434%. The same process is performed for star categories (Table 2) observing large differences again, very similar to those identified for the 5 hotel sizes.

Table 2. Average RpR per star category.

Stars	*Hotels*	*Average RpR*
1	30	23,12
2	68	20,76
3	160	16,56
4	168	10,69
5	33	4,69
TOTAL	*459*	*14,61*

We try to identify differences by city, but variations are minimal, since RpR range from 12.77 in Madrid to 15.95 in Granada. It could be explained by inequalities between cities in hotel size and star categories.

CONCLUSION AND IMPLICATIONS

Results obtained draw a situation where Booking is the main distribution channel for hotels with low resources. Hotels with a reduced staff because of their small size or low star category seem unable to implement an appropriate direct booking strategy, reduce its dependency on this great operator and avoid the costs involved. From hotels point of view, given that Booking commission rates are over 15%, there is a clear incentive to book hotels directly through their own sites.

Among the "big hotel chain" we see how most of them get RpR below the sector average, but other hotel groups are barely on the average, showing that there is still space for improvement. The enhancement of direct bookings through loyalty programs or other business strategies could reduce its dependency on Booking.

We wonder if the dependency situation identified in small hotels is given by a low level of staff education, a premeditated strategy or just laziness. This would mean that the hotel assumes commission payments of 15-25% to one or several intermediaries, with the purpose of avoid expenses of time and resources trying to maximize direct bookings. If we want a valid answer to this question, a deeper research should be developed.

Data obtained do not seem to match with those observed by the previous study developed by HOTREC (Schegg, 2016). The RpR of 12.63 indicates that approximately 10% of guests write reviews on Booking. It would mean a response rate for Booking surveys of 66% if the Booking share is really 15% for this Spanish hotels sample, since with lower response rates Booking share would be much higher. On the other hand, differences in RpR identified by type of hotel (chain or independent), by star category and hotel size, are significantly different too. While variations by star category or hotel size imply increases up of 50% for HOTREC, in our study we observe variations of about 400%.

The RpR could be used as a benchmarking tool for hotels when comparing with competitors. It also applies to other OTAs that have a similar reviews system, like Expedia, Agoda or HRS. By using this system each hotel can have approximate data about competitors distribution mix.

This study presents several limitations, since we worked on estimates and also focus on a specific profile of Spanish hotels. Moreover, we used the number of reviews as a proxy to measure actual hotel sales. Although this has been shown to be a valid approach in previous research, it may cause an information distortion, particularly when we do not have information about occupation rates or average stay.

Further research should be developed using hotel surveys, in order to obtain accurate figures of the percentage of sales through each channel, especially because of the surprising data observed through these estimates, which differ significantly from those obtained in previous studies.

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Big data and data analysis for the tourism sector

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The tourism sector is of vital importance in the Spanish economy and is also one of the most affected by digitization. The intelligent management of the vast amount of data that is obtained by digitization and how to turn it into information that is useful for our company or sector we consider as vital. For this reason, we want to present the possibilities that the big data and the analysis of the data collected can have for the tourism sector and the changes and incorporations that the company has to take into account o turn it into a competitive advantage.

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A culinary tourism innovation: The fourth wave of coffee

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INTRODUCTION

The purpose of this study is to suggest an alternative type of tourism: The fourth-wave of coffee. For this reason, the literature on the evolution of coffee products, processes and services related to coffee was reviewed. A case study approach was applied by observing the coffee houses and coffee producing places and interviewing customers, managers and producers. As conclusion, a coffee based tourism type, as well as its possible production, marketing, and human resource management principles, is proposed.

To summarize the evolution of coffee based commercial applications, the literature uses "waves" approach. It is claimed that the coffee had three movements (waves) through it is commercial and cultural existence. During these waves coffee transformed many times in terms of its brewing process and socio-cultural meaning. In this paper, it is suggested that the fourth wave of coffee has a potential to become an effective tourism type. In the following sections, the reason behind this suggestion and how to manage this proposed newly tourism type are explained.

LITERATURE REVIEW

Coffee has been a vital drink for five hundred years and still playing a vital role in human life. Some researchers claim that first coffeehouses were opened in Damascus, Syria while others believe that they firstly appeared in Kiva Han İstanbul, Turkey in the late 15th century. In Cairo, too, it is asserted that there were remarkable coffee houses (Standage, 2006). No matter where it existed first, it can be concluded that coffee has had a place in people's everyday life for a long time. It has also been taking its social role by gathering people together. Coffeehouses have been a place where people socialize and spend their spare time; and a class to give moral, behavioral, religious lessons for intellectualists. In the 17th century, coffee had emerged in Europe. After that, openings of plenty of coffeehouses did not take long. And, Europeans loved this exotic, double sided seed berry. After a short period of time, coffee and coffee drinking became quite popular throughout Europe and expanded to other continents of the world (Ellis, 2005).

Coffee consumption and development of coffee as a drink has evolved significantly over recent years. The literature classifies three unique ages (waves) for the development of coffee consumption. The "first wave" of coffee traces its roots back to the beginning of 18th century. In this wave, some businessmen discovered and realized the commercial potential of coffee. They went into mass production in order to trigger mass consumption. Taste was not seen important. The field of interest was to discover new methods to raise mass production. Coffee was made with freeze-dried techniques. And, innovations such as vacuum packaging and freeze-drying peaked during the first wave of coffee (Parker & Austin, 2011).

Then, with the arrival of globalization, like many other commodities, coffee was immensely affected. During 1970s, the notion of a personalized cup of coffee, upended expectations of both coffee and café cultures. This wave is called the "second wave". This wave came with international coffee chains and franchises attempting to dominate the marketplace. People began to change their coffee consumption habits from Robusta to Arabica, which is considered a higher quality bean. There also started an understanding of enjoyment of coffee and new modifications such as adding aromas, syrups, cream, milk and sweeteners to coffee. The main criticism of second wave is that it lost its direction and sacrificed the source of bean for the sake of creating social experience by drinking coffee.

Finally, in the third wave, the world was to witness the transformation of coffee as an artisan or craft beverage. This wave was dominantly led by small roasters working directly with specific farmers and producers. They started to analyze beans, and give deep scrutiny to methodologies, in pursuit of the most ideal form of espresso or pour. In this wave, coffee was treated as wine or beer. The third wavers form a direct relationship with growers, help them improve quality, and pay a great amount of money for their beans (Pendergrast, 2010). Weissman (2011) states that "the first wave made bad coffee, the second wave pioneered specialty coffee, and the third wavers are younger specialty obsessives". Hence, the coffee was treated meticulously through all its processes, from harvesting bean to serving it. The third wave was about evaluating and enjoying coffee elaborately and taking coffee to a whole new level of sensory experience and appreciation. This wave appreciated each coffee making method and coffee beans coming from different regions and supported the use of sophisticated and qualified preparation techniques and products in order to reveal the perfect coffee.

The third wave of coffee made customers informed and satisfied, by providing detailed information and a unique coffee drinking experience for them. The third wave of coffee met increasing demand of people to innovation. It has made the artisanal methods of production popular in the world. Most coffee shops of the third wave, considerably, took place in the market and gained remarkable competitive advantage against the international coffee chains. However, one of the criticisms about the third wave was that the modern and technological applications used for coffee brewing were ruining the coffee. Yet, Brian Gross from Smartco International claimed that the new applications allowed consumers to appreciate the real flavors (Robles, 2016).

METHODOLOGY

In this study, a qualitative method was carried out. Interviews with customers and managers of international and local coffee houses and producers, following a literature review, were conducted. On-site observations were carried out. Analyzing the interests and expectations related to coffee, it was intended to reveal the needs and wishes of the consumers. Getting eventually inspired, in the results section, the proposed applications on the coffee is explained.

RESULTS

The concept: fourth wave of coffee; this concept can be classified as a type of culinary tourism just as the wine and olive tourism. In addition, since the coffee consumption is considered as a hobby for some consumers, it can be also assumed as a kind of special interest tourism (Kozak and Bahçe, 2012). This new type of tourism will promote touristic travels to the coffee producing regions. In the United States, people already attend to these kinds of activities (Wilk, 2006); however, these activities are not deliberately supplied by touristic purposes. Hence, the branding of coffee destinations emerges (Jolliffe, 2010). In the fourth wave, the local coffee producers and the coffee houses will be key tourism enterprises. The local tourism authorities or these enterprises themselves will supply guiding services. The guides will inform the tourists about all issues related to coffee. Pine and Gilmore (1999) give the example of bankers who provide financial service to the customers while serving drinks as bartenders on the counter in pursuit of creating better customer experience. Similarly, in the coffee houses, especially, the baristas may take the role of guiding; thus even making the experience more attractive. Training courses on coffee types, production, processing factors that influence quality and flavor, and culture will be another aspect of the fourth wave. People will basically travel to learn about the coffee.

Production; Slow Food movement encourages preserving and promoting local and traditional food products (Andrews, 2008). Therefore, it promotes the more traditional methods for brewing coffee rather than modern espresso machines. Therefore, a fundamental goal of the fourth wave should be producing coffee by protecting the nature of coffee. The fourth wave also promotes using organic and natural compounds (i.e. filter paper, packaging material) in coffee production. The enhancing health conscience of the consumers makes it a necessity to redesign and reformulate coffee and its related products in respect to the human health.

Marketing: coffee lovers and gourmets seek organic coffee. Therefore, while prompting this new type of tourism, terms such as organic, local, fresh, pesticide free and traceable should be stressed. Environmental sustainability should be respected since it provides enterprises a socially responsible look; which is also crucial in the eyes of postmodern consumer.

Customization is another important aspect of the fourth wave of coffee. New service styles based on technology will make ordering coffee customized via tablets and phones. People will be informed about coffee beans, production method, barista's name, aroma degree, sweetness, calorie, bitterness, aroma degree and so on. These applications will trigger emotional side of the consumers and make them socialized while keeping them engaged and thoughtful. As these are important components of Schmitt's (1999) customer experience concept, it will end up with ultimate customer experiences.

Human resource: the fourth wave of coffee sees barista as an artist. Therefore, education is obligatory. In the postmodern society, coffee drinkers want to know details about the origin, production, processes and flavor of the coffee. Therefore, to enhance the understanding of whole coffee process from production to service, training sessions can be organized for baristas. Having highly educated, well trained, and genuinely inspired (Ging, 2011); baristas will be a strategic component of the fourth wave. Because the tourism sector is labor intensive, the existence of skilled baristas will enhance the quality of touristic experiences.

CONCLUSION AND IMPLICATIONS

As discussed earlier in the text, fourth wave of coffee has a potential to be a new kind of culinary and hobby based tourism. With the fourth wave of coffee, old systems will be revitalized while some new innovative but authentic techniques will appear. This wave will be the other golden age of coffee. The fourth wave will appeal to various want and needs of the postmodern consumer. It will, for instance, appeal to most needs in the Maslow's hierarchical pyramid. It will appeal to physiological need by providing its taste and quench the thirst. Providing a coffee oriented social environment including the consumer, barista, guide, producer, trainer and other related people, it will appeal to social needs. Attending to this coffee oriented trip will obviously raise consumer's self-esteem as even drinking quality coffee is considered prestigious. Applying to training seasons and exploring exotic coffee places in the world will lead self-actualization of the consumers. On the other hand, since the green consumption approach grows in the world, people who want to support poor communities will feel as a better, more ethical citizen when attending this kind of tourism activity in the developing regions. In this respect, it can even be dealt as an economically developing tool for developing regions.

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Tourist routes strategies of local development

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INTRODUCTION

Tourism as an economic activity can contribute to the social, economic and cultural development of a region. In order to understand this hypothesis, it is important not only to introduce the guiding principles of development, but also to think about strategies to implement and develop the activity in specific regions. The positive and negative factors of tourism can be shown based on the peculiar characteristics of each area. However, rather than a general discussion of the problem, this study presents the planning and management strategies of tourism on the Vale dos Vinhedos Wine Route.

Tourism today is seen as an economic solution for many municipalities, and it often acts as an incentive to non-agricultural activities in marginalized rural areas. The reason for this policy of encouraging rural tourism was the return of "urban man" to the countryside. In the 1980 rural life became a tourist attraction, not only for environmentalists and nature lovers, but also for urban families seeking a life free from exposure to contamination by chemicals and to the noises and disturbances of urban spaces.

The purpose of this study, based on Mintzberg's (2000), theory of intended, emerging and fulfilled strategies, is to find out whether the proposals for the management of regional development of tourism on the Vale dos Vinhedos wine route fit the concept. The research aimed to discuss theoretically the mechanisms responsible for the efficiency and effectiveness of the wine tourist economy and therefore considers the segments responsible for the sustainable economic development of the Route Winery Valley of the Vineyards.

Strategy and Planning

Mintzberg (in Mintzberg et. al, 2001, p.125) defines strategy broadly and eclectically, emphasizing that the definition cannot be simplified and needs multiple approaches. Therefore, five definitions which he calls "the 5 Ps of strategy": Plan, Ploy, Pattern, Position and Perspective. In another work (Mintzberg et al., 2000) the same author catalogues ten different views on the process of strategy, or ten schools to formulate a strategy, namely: design, planning, positioning, entrepreneurial, cognitive, learning, power, cultural, environmental and configuration.

In strategy as a perspective, Mintzberg (1996, p.15), looks into the organization, into the minds of its strategists and upwards to the great vision of the company. The content is not only the position chosen, but also the rooted (and shared) way of seeing the world. The State's intervention in this new rural space must be strategic in the same sense as the 5 Ps of Mintzberg et.al. (2001), and reposition this space taking into account both the agricultural and non-agricultural activities. For this purpose it has to create the infrastructural conditions for local development.

Development and rural tourism

The rural development in its classical interpretation was identified as a "Green Revolution" by incrementing chemical and biological processes pertaining to the agricultural products, based on the development of large scale production factors. This process caused the industrialization of small farms in order to respond to increasingly demanding and dynamic mass consumption.

When tourism in rural areas is analyzed, it is a non-agricultural activity that is supported by agricultural activities. It should be pointed out that tourism is not the only activity that can complete and reinforce agricultural activities, as is the case of services, communications, handicrafts and others, depending on local peculiarities. All of them, especially rural tourism, create new jobs and redesign the rural economic space itself. Rural tourism induces the growth of non-agricultural occupations in the rural environment (Silva, 1997).

In Brazil, the rural tourism program is being implemented by EMBRATUR, the Brazilian tourism authority, and its purpose is to regulate the activities of this segment, whose focus of attraction is the relationship between man and the rural environment. The characteristic of this type of leisure is weekend trips, in which the tourist travels more often for shorter stays.

According to Beni (2002, p.36), in a business-oriented analysis, rural tourism is the name given to travel to rural spaces in programmed or spontaneous itineraries, staying overnight or not, in order to enjoy the scenery and the facilities of the countryside. He stresses that roads, routes, and forms of development are rarely compatible and comparable, since in each country, region, municipality or place a number of factors interact: economic, social, political and cultural, which over time are molded into a specific, unique form, which is precisely why they offer special attractions.

In this sense, development is essentially a strategy for interrelated actions, in which the nature of the disequilibrium process is overcome by the equilibrium of the trajectory of the main economic and social variables: “From this perspective, people have to be seen as actively involved [...] in shaping their own destiny, and not only as passive beneficiaries of the fruits of ingenious development programs (Sen, 1999, p.71)”. In this sense, development is characterized by the transformation of a modern, efficient economy, together with the improvement of the way of life of the population as a whole.

The local actors (persons and institutions) play a crucial role in a context in which the economic logic is not always dominant. Cooperative practices and collective initiatives have been cited in the literature as decisive factors to strengthen the local social tissue, often providing economic advantages which would not be obtained otherwise.

METHODOLOGY

The methodology was exploratory and descriptive case study and qualitative analysis. Data were collected through interviews with winemakers and tourism in the Valley of the Vineyards Route, with representatives from the public sector (Secretary for Development, Tourism Secretary and the Deputy Mayor of Bento Gonçalves-RS) and the sector entities under study as APROVALE, ATUASERRA, EMBRAPA-Grape and Wine.

RESULTS

The Vale dos Vinhedos Route, an action strategy of public policies that can be identified is local development, where the social relationships of production actually occur. The public sector initiatives for the region can be classified according to Mintzberg (1996), as training, structuring and business strategies, according to the summary table 1:

Table 1. Structuring and business strategies

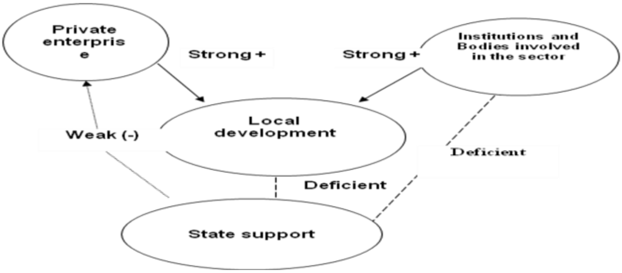
Training	*Structure*	*Business*
Activities that promote community' sensibility for tourism; Dissemination and institutional promotion of the attractions of the region and the itinerary for tourism on the Vale dos Vinhedos Wine Route using videos, folders, lectures and film; Technical and administrative support to perform an inventory of tourism in the region, in partnership with the University of Caxias do Sul.	Preparing the structure of the Rural Master Plan; Adapting infrastructure services such as water supply in the localities, public lighting and paved municipal roads. Restoring and painting the columns at the side of roads and highways; Supporting the businesses, especially wineries, making access easier by means of earthworks.	Support for cultural projects such as the hot spiced wine ("*quentão*") festival, and the Vale dos Vinhedos choir; Negotiation of a partnership with the Visa credit card company.

Source: adapted (Mintzberg, 1996)

Analyzing the information, giving more relevance to the literature by Mintzberg (2000), it could be said that the Vale dos Vinhedos Wine Route still lacks strategic actions to promote local development. According to Table 1 the elements necessary for sustainable economic development prospect site, it is necessary to training, public policy structures and promoting local business.

As shown (Table 1) the results of research in the Valley of the Vineyards Route, it is clear that the participation of local actors is still incipient, regarding the ability of joints with supporting institutions and government. Thus, reflects the structural conditions and the promotion of business. However, the role of the state in their political status and administrative happens to be one of the decisive factors for the local development initiatives. Ma also is critical to strategic bargaining between local socio-economic actors (business associations, financial institutions, advisory centers for companies, universities and research institutes and development, among others), to seek joint access to new technological innovations and organizational and productive in the business place. Local development was considered based on Figure 1, showing local development as depending on the sectors.

Figure 1. Local development as depending on the sectors



Source: Authors, 2010.

The analysis showed that private enterprise and the grape growing and winemaking industry bodies provide strong support to local development, but that government initiatives are insufficient. At the same time, government support is also seen to be deficient, followed by weak support from the institutions and bodies of the grape growing and winemaking sector to private enterprise, as seen in figure 1.

The Vale dos Vinhedos, offers its tourist products in the form of routes, identified as "tourist routes" which are no longer a novelty in the world of leisure options, in recent years. However, the configuration of space is important in tourism development as a possibility of producing enchantment, fantasy and fulfillment, since objectively space is a simple being that only exists in its relationship with human awareness. In this sense, tourists consume a global product that is the result of travel experience as a whole.

The position of the development proposal for Vale dos Vinhedos is based on the interrelationship of economic activities around the production process which is also multifaceted with two aspects: grape growing and winemaking and tourism. These sectors are related to the socio cultural enhancement and identity in the relationship built up among the economic enterprises in the region.

Final Considerations

The productive process activity in tourism is not autonomous and unique. Several sectors are responsible for producing tourism products. Thus, it might be said that besides generating foreign currency, tourism can integrate the local economy and generate complementary products which are not necessarily agricultural, but add to and foster local development.

The case studied, it was seen that the State has not provided the necessary infrastructural support for the region to integrate different activities and consolidate it as an attractive rural space for tourists. In view of this, it is necessary to be aware that the development of rural zones must be conceived globally, integrating economic, social and cultural dimensions, and finally acknowledging that this development is based on people and on rural communities.

Finally, the confrontation with specific characteristics of this activity, which are generally identified in all regions, are: a) to enable transforming local resources into wealth; b) the local community conceiving tourism as an economic activity; c) stimulating the creation of local infrastructures.

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Travel motivations of ecotourist: An exploratory study from India

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INTRODUCTION

Ecotourism has emerged as an alternative to mass tourism as its need was identified in the late 80's. The tourism industry has evolved over the period of time. The four platforms in which tourism evolution has been described are Advocacy Platform, Cautionary Platform, Adaptancy Platform and Knowledge base Platform (Jafari, 1990). In the decade of 1950-60, mass tourism was considered as the major drive for economic opportunity and with no negative impacts. This phase was called "Advocacy Platform". With rise in tourist number over the years, the negative impact of the tourism became apparent to the people and the "Cautionary platform" became the dominant ideology in 1970's. The "Adaptancy platform" was the phase when the ecotourism emerged as one of the alternatives to mass tourism (Misela & John, 2009).

Though, there are many definitions of ecotourism given by different researchers, the definition given by The International Ecotourism Society (TIES) is frequently quoted in the ecotourism research. It describes ecotourism as "responsible travel to natural areas that conserves the environment and improves the welfare of local people". The various definitions came up with many components like conservation, education, local ownership, small scale, economic benefit for local communities, social consciousness, responsible attitude, relevance of cultural resources, minimum impacts and sustainability. The most common components are "host community participation", "natural areas", "low impact" and "culture". From the various definitions and components derived from the definitions we may infer that ecotourism is:

1. Nature Based (attractions, activities and experiences)
2. Focuses on sustainability (Environmental, Economic and Socio-Cultural)
3. Where education and Interpretation is a major component (Eg. Environmental awareness, cultural awareness of locals, ecological balance, animal behavior)

LITERATURE REVIEW

In general the tourist is described based on his motivations. Since the travel motivations describe the reason to travel and travel expectations, motivational factors are suggested to be the foundation of tourism behavior studies by Iso-Ahola (1989).In general tourist motivations are thoroughly researched which may be summed up under push travel motivations and pull travel motivations (Kim, 2008). The motivations of ecotourist may be different as it is nature based, educative and focuses on sustainability. Consumer values, social values, personal values and environmental values as the motivators and determinant of ecotourist behavior has been studied by (Higham & Ritchie, 2001) but there are other motivational factors apart from values which may play important role as motivators.

According to Eagles & Cascagnette (1995), ecotourists are individuals who visit a natural setting with the intention of observing, experiencing, and learning about nature. However, it is hard to define ecotourists by the products in which they express interest and their motivations often overlap with those of other types of tourists. Hence, there is a need to focus more on the other two components of ecotourism which are sustainability and education and interpretation component. Furthermore, an individual's onsite behavior should be in accordance with the principles of ecotourism if he/she is to be called an ecotourist. Supporting the view, many studies emphasized on the importance of using a behavioral approach to distinguish true ecotourists from other types of tourists (Eagles & Cascagnette, 1995; Kerstetter, Hou & Lin, 2004).

The scientific understanding about the motivation and behavior of ecotourist remains incomplete (Perkins & Brown, 2012). Hence, there is a need to research the motivations of ecotourist based on above mentioned components. The motivation leads to behavioral intentions which ultimately form the behavior. Hence, this study aims at finding the motivational factors of visitors to nature based tourist areas in India, and will attempt to define ecotourists based on motivational grounds.

METHODOLOGY

A questionnaire was designed to collect responses on tourists understanding of nature based tourism, motivations and demographic details. The questionnaire was divided into three sections. Section A covered seven multiple choice and optional questions on tourist's preference of nature based destinations, number of visits, length of stay, companion and source of obtaining information etc. Section B of questionnaire covered 50 items on tourist motivations on 5 point likert scale, indicating 1 as strongly disagree and 5 as strongly agree. Section C covers the demographic details of the tourist. The motivation items were developed based on the work of (Eagles,1992; Eagles and Cascagnette,1995; Palacio and McCool, 1997), and (Wright;1996).

Data Collection- Individual tourist was taken as the sampling unit. Sampling area was distributed over Dudhwa National park and Corbett national Park in the contiguous states of Uttar Pradesh and Uttarakhand respectively in North India. These two national parks are known for their wide variety of habitat and protected eco systems. We randomly surveyed individuals 15 years of age and older who were visiting one of the two study sites during the tourist season. In all 422 questionnaires were collected. After leaving the half-filled and partially filled questionnaires 389 questionnaires were found to be good for analysis.

RESULTS

Cronbach alpha was used to test the reliability and using a cutoff threshold of 0.7 all the variables returned a Cronbach alpha greater than 0.7. The Kaiser Meyer Olkin index at .934 which is above 0.75 and rejection of Bartlett's test of sphericity confirmed the suitability of data for factor analysis. Exploratory factor analysis was carried out using varimax rotation and principal factor analysis. The Principal Component Analysis indicated presence of eleven factors.

Approximately 65.1% of the respondents were male. 51.6% respondents were less than the age of 40, educated (37.8% had undergraduate university degree and 42% post graduate degree), and relatively prosperous (44.5% reported personal average household incomes in excess of INR 60000 per month, 1 USD= 65 INR)

Based on principal component analysis we extracted eleven factors, accounting for 64.8% of the cumulative variance explained. These factors are extracted based on cases accounting for Eigen values more than 1. The cumulative variance explained by first three factors account for approximately 34% of information with items accounting for 13.97%, 12.33% and 7.57% variance respectively. These factors were named as Nature; Culture; Freedom and Relaxation. Other factors emerged are Extravagant/Materialistic intent, Adventure, Budget, Homily Environment, Consumerist intent, Exploration, Escape and Similar Interest. The EFA reduced the number of items from 50 to 11 factors.

DISCUSSION

Results of analysis indicate there are eleven distinct types of motivational factors of tourists interested in ecotourism.

Nature : Nature motivated tourism emerged as the most popular type of motivation to travel by tourists. This phenomenon could explain the increasing growth of ecotourism in India.

Culture : Culture based tourism emerged out as second most popular motivation. Apart from its geographic attraction , India's major asset is its multi-racial and multi cultural population, which is reflected in its festivals, food and general way of life.

Freedom and Relaxation : Freedom and relaxation is another form of travel motivation. These tourists want a change from busy job and relive old memories, they want to act the way they feel and want to be entertained and have fun.

Extravagant/Materialistic intent : Though this is against the idea of ecotourism as its definition suggests but there are tourists visiting nature based destinations with materialistic intent and extravagance also. These tourists intend to stay in high end resorts and hotels, eat in high end restaurants and spend time in big cosmopolitan cities.

Adventure : Seeking adventure is another motivation found. Nature Based tourism and ecotourism activities seemed to be very important components in the mix of so called adventure product experiences as the activities include hiking, rafting, canoeing, cycling, kayaking, horseback riding and wildlife viewing.

Budget : Budget is another motivation for tourists. These tourists prefer low budget accommodations, they enjoy simpler lifestyle and relish locally produced food. They feel comfortable in simple lifestyle. This idea of ecotourism indicates towards ecological values which is foundation of ecotourism principles.

Homily Environment: Under This motivation tourist want comfort, acquaintances, and environment to be homelike. Primarily the intent is convenience.

Consumerist intent: This motivation is against the idea of ecotourism. These tourists believe in consuming the resources for pleasure. This could amount to unsustainable practices in the long run. For eg. Fishing is one motivation items covered under this factor.

Exploration: These tourists believe in visiting new places to share new knowledge and information with friends and relatives. They also seek novelty in doing so.

Escape: These are the tourists who prefer to engage in a more passive kind of travel. Resting and relaxing is all they want to do while on their vacation.
Similar Interest: These are the tourists who wish to share their knowledge and experiences with the people of similar interest. They also seek knowledge from similar interest people.

CONCLUSION AND IMPLICATIONS

These motivational factors which have emerged through factor analysis can be used for predicting ecotourist behavioral intentions and ecotourist behavior. Also, these factors can be utilized for profiling the ecotourists or creating typologies. Segmentation studies can also be conducted based on the latent motivational factors. This will help in planning a tailor made package for the tourists and target the niche segments based on identified motivations.

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Local culture, place identity and support for tourism development in a mining destination

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INTRODUCTION

In the 21st century tourism is yet a global industry, with the literature exploring the effects of tourism development on destinations. Recent studies focus on the role of place identity in shaping the perceptions on tourism development by residents (Wang and Chen, 2015). Development not always implies an improvement of the welfare for local residents. With the spread of sustainable practices, some destinations start to build on local identity issues when promoting new tourism products. This strategy helps to align the interest of entrepreneurs with those of the population, providing higher levels of support for tourism development (Korpela, 1989). Social Exchange Theory (SET) is the usual framework employed in the literature when measuring the perceptions and attitudes of residents towards development of tourism. This theory is based on the assumption that residents would be willing to exchange the impact that tourism infringes in the territory and local life by all the set of benefits this industry provides to residents (Andereck et al., 2007). In this paper we build on Place Identity Theory as a theoretical complement of SET framework when analysing residents´ perceptions and attitudes towards tourism.

The case of mining tourism provides a good laboratory for testing the role of identity in support for tourism. Locations where mining industry has been an important activity show good memories at the level of people. The development of mining as a new tourism product is then expected to receive important support because of the link to the historical background of the population. Identity issues are also expected to influence the perception of tourism impacts by local population (Edwards and Llurdés, 1996). The present paper seeks to explore those issues by focusing in the case of La Unión in Spain. This is a mining heritage tourism destination historically linked to the mining industry. Building on survey data, we conduct a Structural Equation Modelling (SEM) analysis testing for the relationship between product identity, residents´ perception of tourism impacts and support for tourism.

Hypothesis of the model include testing the effects of Place Identity (PI) on the perception of tourism impacts by residents, and then from those perceptions towards the support for tourism development of local population. Figure 1 shows the hypothesis of the model:

- **H1.** Resident´s place identity has a significant direct influence on resident attitudes toward socio-cultural tourism impact.
- **H2.** Resident´s place identity has a significant direct influence on resident attitudes toward environmental tourism impact.
- **H3.** Resident´s place identity has a significant direct influence on resident attitudes toward economic tourism impact.
- **H4.** Attitudes of residents toward socio-cultural tourism impact have a significant direct influence on their behavioral intent on supporting tourism.
- **H5.** Attitudes of residents toward environmental tourism impact have a significant direct influence on their behavioral intent on supporting tourism.
- **H6.** Attitudes of residents toward economic tourism impact have a significant direct influence on their behavioral intent on supporting tourism.

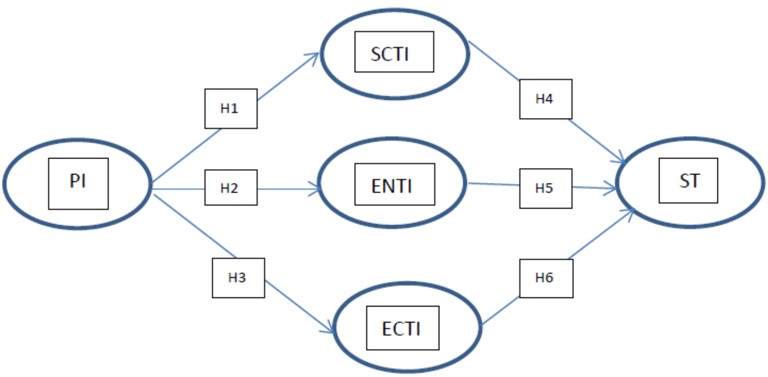

Figure 1. Hypothesis of the model

METHODOLOGY

A survey was carried out in La Union in the summer of 2015, in order to retrieve data from residents. Questionnaire included items on the construct of place identity, their perceptions on economic, socio-cultural and environmental impacts of mining tourism development at the municipality, and some questions about their level of support for tourism. After depuration we count on 269 usable instruments. Data descriptives show a profile of respondents with 52% of females in the full sample, with a mean age of 46 years old, level of studies up to secondary (50%), secondary (38%) and tertiary education (12%), having direct relationship to mining activity in the past in 51% of cases. The survey comprised eight constructs: four of them measuring place identity by means of concepts of distinctiveness, self-steem, continuity and self-efficacy, three measuring the tourism impacts (economic, sociocultural and environmental) and one for measuring the support for tourism of residents. Each construct is measured with multiple items and all of them were adapted from previously validated scales in the literature (Stylidis et al., 2014; Nunkoo and Gursoy, 2012; Vargas-Sánchez et al., 2011).

RESULTS

Data analysis was conducted with Smart PLS 3.1 software, applying the two-step procedure (Hair et al., 2013). The assessment of the measurement model is performed through the analysis of reliability and validity for reflective constructs in the model. To determine reliability both individual item and construct reliability approaches were used. Results in table 1 indicate that all items are reliable due to factor loadings. Only in the case of Sociocultural Tourism Impacts (SCTI) two items showed a factor loading under this value, although we decide to maintain them following Hair et al. (2013). In the same way, constructs appear to be reliable with CR above 0.707. Convergent validity of the scales is evaluated according to AVE measure. Significance of weights and loadings is also tested by bootstrapping. As shown in results not all weights appear to be significant, but the loadings show a level of significance of 99%. In general, we observe good properties of the measurement model, as items seems to reflect the constructs of the model.

The assessment of the structural model is based on traditional tests, including the structural path coefficients (⍰), the R^2 values, the effect size f^2, the SRMR, and the Q^2 test for predictive relevance. Table 2 presents the path coefficients of each hypothesized association in the research model and t-values confirm the significance of hypotheses H1, H3, H4 and H5, confirming the effects of place identity on the perception of socio-cultural (H1) and economic (H3) impacts of tourism, and that of socio-cultural (H4) and environmental (H5) perceptions of impacts on the support to tourism development by residents. Socio-cultural dimension appears to be the most prominent dimension in the place identity framework, as one would expect, while environmental coefficient in H5 shows negative sign, reflecting a negative relationship between this type of perceptions and the support to tourism development.

Table 1. Properties of Reflective Measurement Constructs

Construct	*Items*	*Factor Loading*	*CR*	*CA*	*AVE*
Distinctiveness (DISTI)	DISTI_1	0.848	0.934	0.911	0.738
	DISTI_2	0.896			
	DISTI_3	0.833			
	DISTI_4	0.892			
	DISTI_5	0.822			
Self-Steem (SSTMD)	SSTMD_1	0.810	0.951	0.943	0.638
	SSTMD_2	0.783			
	SSTMD_3	0.781			
	SSTMD_4	0.780			
	SSTMD_5	0.795			
	SSTMD_6	0.796			
	SSTMD_7	0.814			
	SSTMD_8	0.745			
	SSTMD_9	0.821			
	SSTMD_10	0.857			
	SSTMD_11	0.802			
Continuity (CONTI)	CONTI_1	0.918	0.915	0.861	0.783
	CONTI_2	0.817			
	CONTI_3	0.917			
Self-Efficacy (SEFCCY)	SEFCCY_1	0.823	0.848	0.738	0.650
	SEFCCY_2	0.796			
	SEFCCY_3	0.799			
Sociocultural Tourism Impacts (SCTI)	SCTI_1	0.695	0.903	0.870	0.610
	SCTI_2	0.860			
	SCTI_3	0.843			
	SCTI_4	0.812			
	SCTI_5	0.800			
	SCTI_6	0.654			
Environmental Tourism Impacts (ENTI)	ENTI_1	0.739	0.874	0.800	0.699
	ENTI_2	0.858			
	ENTI_3	0.902			
Economic Tourism Impacts (ECTI)	ECTI_1	0.898	0.941	0.908	0.842
	ECTI_2	0.924			
	ECTI_3	0.931			
Support for Tourism (ST)	ST_1	0.777	0.953	0.944	0.717
	ST_2	0.831			
	ST_3	0.856			
	ST_4	0.833			
	ST_5	0.816			
	ST_6	0.900			
	ST_7	0.857			
	ST_8	0.896			

The structural model shows good predictive power as the variances (R^2) in the endogenous constructs are acceptable. The f^2 values of 0.02, 0.15 and 0.35 indicate a small, medium or large effect size, respectively. As shown in Table 2 the model shows good explanatory power for the accepted hypotheses. Furthermore, the blindfolfing approach was followed to calculate the construct cross-validated redundancy index or Stone-Geiser's Q^2 statistic. All values of Q^2 are positive (Chin, 1998) so the relations in the model have predictive relevance.

Table 2. Summary of results of hypotheses testing: Place Identity-Tourism Impacts-Support for Tourism Model

Hypothesis	*Path Coefficients (β)*	*t- statistic*	*p-value*	*R^2*	*f^2*	*SRMR*
H1. PI-Sociocultural	0.789	26.329	0.000***	0.622	0.1648	
H2. PI-Environmental	-0.081	1.221	0.222n.s.	0.007	0.007	
H3. PI-Economic	0.361	4.567	0.000***	0.130	0.150	
H4. Sociocultural-Support	0.463	7.163	0.000***		0.244	0.079
H5. Environmental-Support	-0.155	2.258	0.024*	0.277	0.030	
H6. Economic- Support	0.093	1.386	0.166n.s.		0.009	

CONCLUSION AND IMPLICATIONS

The place identity framework has been tested in order to provide evidence on how such construct could be affecting perceptions of tourists on the industry impact and attitudes towards its development. Mining tourism product is an interesting one to test this theoretical setting, as the product is closely linked to the history and culture of the area, as in the case of La Unión, Murcia, Spain. Results of the structural model have shown that place identity highly influences the perception of socio-cultural impacts of tourism at this particular destination, an expected result, as this is the main dimension reflecting specialization pattern of the destination. Effects of place identity on local perception of economic and environmental impacts are both behind the usual findings in literature, showing the specific nature of the mining product, and that this destination still stays in the initial stages of the tourism lyfe cycle. In fact tourism impact appear not significant in the environmental dimension, as one will expect for this type or cultural-heritage tourism.

In general, the model has additionally shown, in the place identity framework, how perceptions of tourism impacts allow to shape local attitudes in supporting further tourism development, mainly for the socio-cultural and economic dimension. This is an an important result of the research, conferring Place Identity Theory a complementary role to SET in framing the analysis of linkages between peoples´ perceptions and attitudes. Economic dimension does not seem to be important in this framework, this being another interesting result, given that these type of impacts use to dominate in the literature, again reinforcing the particular nature of the mining heritage tourism.

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Gastronomic Tourism: A bibliometric research in international and national scientific databases

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INTRODUCTION

The gastronomic tourism was characterized for Londoño (2015) like as activity of good food and drink appreciate during the vacations. Complementing Forné (2016) affirms which that type of tourism has no main motivation in displacement of tourist, and for that characteristic, can be present in any type of trip. However, Gordin, Trabskaya e Zelenskaya (2016) highlight which the modern touristic market be changing for attending the news trends of consumption models. This way, researchers of area understand which the gastronomic is a flexible component of offer capable of adjusting of theses trends.

Given that the relevance and contributory feature of gastronomic tourism, for society like for local/regional economy, seems to be opportune to search what has already been published and, in this way, to have a scenery of construct on academy, opportunizing to prospect the next steps of area in therms of scientific development. Therefore, the aims is to analyze the scientific published, using the bibliometry technique, about gastronomic tourism available in the national and international scientific databases.

THEORETICAL FRAMEWORK

The gastronomic tourism involves different aspects: tours, events, classes and competitions. This type of tourism is a trip destined to explorer the gastronomy, specially to taste the national delights culinary, among others typical foods. In addition, should also be considered belonging to gastronomic tourism: the visiting the food companies, gastronomic events, food classes and active or passive participation in gastronomic competitions Schwartzhoffová (2014). In this way, the gastronomic tourism have an amplitude bigger that is commonly considered.

Thus, the best understanding gastronomic tourism, in addition to its links with development local and, in this specific case, the role of played of stakeholders and networks that form, should to contribute for an implementation of efficient strategy of region development in the society and local region, being that the food are the mechanism to improve the socio-economic status (Londoño, 2015).

When analyzed the tourism gastronomic literature and the gastronomy, Forné (2016) teaches which these constructs are described in different ways, such as: i) gastronomy is a product of touristic attraction; ii) the behavior of tourist in relation the consumption of food; iii) interest of tourist in relation the eat and drink in any event and/or related activities. Indeed, according the author, what more clearly represents this context is the gastronomy as the main motivating source for the realization of a certain journey. In this way, o tourist "seeks to know local culture though its gastronomy, way of food production, origin of recipes, utensils and cooking techniques, etc" (Martins *et al.*, 2016:230).

METHODOLOGY

The search was carry out in the scientific databases: periodicals CAPES, Scientific periodicals electronic library (SPELL), PROQUEST and EBSCO. Key descriptors were used: turismo gastronômico, tourism, turismo gastronómico. Therefore, it was aimed to add papers of language: Portuguese, English and Spanish papers. As initial filter, the descriptors were considered in different ways, according to the limitations/options of each database: i.e: a) periodicals CAPES: the search considered the title of papers; b) PROQUEST: papers were considered based on the association of those described with the summary of papers and publications reviewed by specialists; c) EBSCO: papers were selected based on abstracts, full text and academic journals; d) SPELL: considered the abstracts of papers

It was possible to identify in the databases a total of 94 full papers, allowing the system download 87 articles, because many did not found with the link to access and/or the files did not exist. After comparing the texts, it was verified that there 26 papers repeated, beyond of 16 without adherence to the objective of research, because the therm gastronomic tourism, in different languages, was used in generic and/or symbolic way. In this way, a total of 45 papers were considered for analyses.

RESULTS

The journals, when analyzed under the prism of the Bradford's law, show that which Bn(45t/3g). Therefore, the core of gastronomic tourism (Bn=15) are the journals: Pasos, Rosa dos Ventos, and, the journals Estudios y Perspectivas en Turismo, Tourism & Management Studies and TuryDes. The others journals, however, are considered extension of subject, according the Bradford's law.

When analyzed the types of research for select by the researchers for the development scientific experiments, it was verified that most of researches have their foundations in qualitative typology (28 papers or ≈ 62.22%), in sequence was identified the quantitative (18 artigos or ≈ 31.11%) and, finally, the qualitative-quantitative (3 artigos or ≈ 6.66%).

Another analysis developed during the execution of research, consisted in identifying the networks developed by the researchers for development of their scientific experiments. In this sense, it was possible identify the existence of several partnerships among the researchers, like can be observed in Figure 1.

Nevertheless, when the Freeman's degree centrality is measured, the author Emilio Morales-Fernández (Universidade de Córdoba/Espanha), stands out with 7 nodes (ingree and outgree). In the same way, the researcher stands out according to the results measured in terms of the metric Bonacich's power (Ci = 28.127). Based in the networks, relationships and metrics, is possible that other scientists interested in development of researches identify the players which stand out in scientific scenario and, with this, it allows futures partnership.

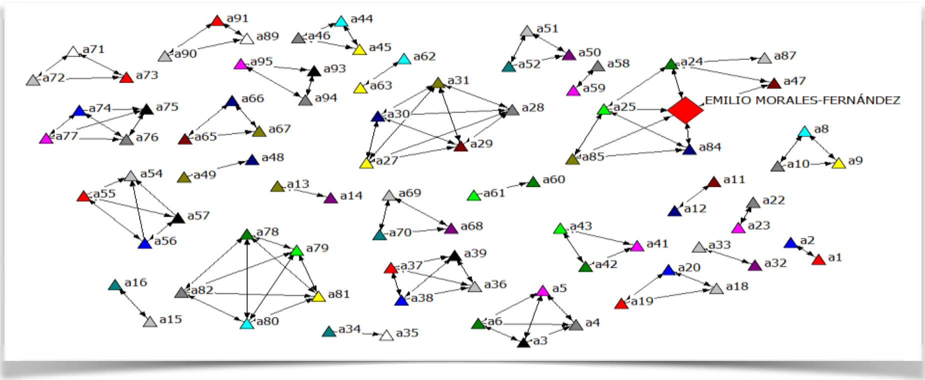

Figure 1. Authors network

Subsequently, the number of papers published was compared with Lotka's law. The logic this pattern teaches that the percentage of researchers who only publish 1 paper, in given area, corresponds to 60.79%. It was verified that the percentage of authors who publish 1 paper exceeds 35%, the pattern Lotka's law. These results stands out that many researchers do not follow research on gastronomic tourism, producing only 1 paper.

In the sequence, the analysis focused on the interpretation of the relationships between universities for the development of researches. In this scenario was verified, comparing that networks of authors, a number smaller. In terms number of nodes, the Universidade of Aveiro becomes the protagonist with 5 nodes ingree and outgree (Freman's centrality). Thus this University having the largest number of partnerships. Form another perspective, when analyzing the Bonacich's power, the Universidade of Aveiro and the Universidade Loyola Andalucía have the same results, i.e., C_i=20,820. Thus, both area considered with great prestige when the networks are analyzed.

After classify 1,465 references, it was to verify the 12 authors most referenced, as can be seen in Table 1. Among the authors with highest of citation Michael Hall stands out, being referenced 41 (2.79%) times. However, the research with highest is that of Erik Cohen who was referenced 12 (0.81%) times, followed by the Jaksa Kivela survey, referenced 11 (0.75%) times.

The following will present the final consideration, limitations about the research, besides suggestions for research agendas interested in the gastronomic tourism.

CONCLUSION AND IMPLICATIONS

Considering the initial objective of the research to analyze the scientific production, through bibliometrics, on gastronomic tourism available in national and international databases, it is considered that this was fully achieved. In this context, it is not possible to state whether the researches on the subject is on the rise or decline. Although the year 2015 was one of the most prominent in terms of volume of published articles, the year 2016 had a fall of 55% in the amount of research. These results can not be considered as a decline in the interest of the surveys, due the possibility that many databases have not been updated with the publications of the second half of 2016.

On the other hand, only 4.2% of the researchers produced more than one article in the period. The results point to the fact that they make it possible to speculate that the researches do not have continuity and, in this way, often leave to the margin experiments on gastronomic tourism not incorporating different prisms of analysis. This scenario is contrasted by the existence of several networks of researchers and universities.

Among other conclusions, it was verified that the gastronomic tourism is recognized for its importance in different aspects, as exemple: i) economic: the power to increase economic resources, for routes and regions, through the financial contribution of tourists on their travels; and; ii) social/cultural: resurgence/maintenance of cultural recipes/habits typical of localities and/or ancestors. In addition, the context is seen as an alternative for the maintenance of rural properties implementing accessory activity to main.

Table 1. Authors and researches with highlight

AUTHOR	*CIT.*	*RESEARCH*	*CIT.*
Hall, M.	41	Food tourism around the World: Development, Management and Markets	9

AUTHOR	*CIT.*	*RESEARCH*	*CIT.*
Hjalager, A. M.	20	Tourism and gastronomy	10
Kivela, J.	16	Tourism and gastronomy: Gastronomy's influence on how tourists experience a destination	11
Millán, G.	16	El oleoturismo como motor de desarrollo rural. La denominación de origen de montoro-adamuz	5
Cohen, E.	12	Food in tourism: Attraction and impediment	12
Schluter, R.	12	Gastronomia e turismo; Turismo y patrimonio gastronómico – Una perspectiva	4
Richards, G.	11	Gastronomy: an essential ingredient in tourism production and consumption?	8
Barrera, E.	11	Turismo Rural: Nueva ruralidad y Empleo rural no agrícola; Las rutas alimentarias: una arquitectura turistica basada en la identidad de los alimentos	3
Oliveira, S.	9	La gastronomía como atractivo turístico primario de un destino. Un ejemplo de Mealhada, Portugal	3
Quan, S.	8	Towards a structural model of the tourist experience: an illustration from food experiences in tourism	8
Long, L. M.	8	Culinary Tourism: a folkloristic perspective on eating and o therness	5
Santich, B.	8	The study of gastronomy and its relevance to hospitality education and training	4

However, when gastronomic tourism is not implemented and/or carried out responsibly, many negative consequences are also highlighted, such as the economic exploitation of communities; distortion of the original values; generation of poverty around local, among others. Therefore, gastronomic tourism is an important activity, but like others, it must be developed with strategy, planning and responsibility, especially with regard to people and their history.

Therefore, gastronomic tourism is recognized by scientists as being an opportunity for local and regional development with actions that are already traditionally executed, but are often not widely publicized, such as typical dishes prepared from specific recipes and ingredients of a given population, such as: cheeses from the Vall de Boí in Spain, the indigenous, peasant and traditional dishes of Cuenca Alta del Rio Lerma in Mexico, as well as the barreado in Paraná in Brazil, among others.

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Are visual methods a suitable tool for tourism education? The reflective photography as an example

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INTRODUCTION

Visual methodologies in education have a potential for engaging students in a process of self-reflection in an effort to change behaviours. This study aims to explore the benefits of image-based methodologies, such as reflexive photography, in tourism educational environments. In this case, an exploratory exercise was undertaken with students in a Tourism Graduation. A group of students participated in a field experience, involving reflective thought, critical dialogue and action, aiming to examine their impressions and perceptions about a small city named Beja, located in the south of Portugal, Alentejo region with the goal of assessing their opinions. It is believed that educational tools like this could provide sufficient stimulation to engage learners in knowledge discovery, and simultaneously develop new skills. Additionally, some thoughts under the experiential learning theory will be explored based on the idea that knowledge continuously derived from the experience of the learner.

LITERATURE REVIEW

The use of visual medium for research was first proposed by Collie in the field of anthropology and social scientists started to realize that interviews respond to photographs without hesitation (Hurworth, 2003). In fact, the adoption of photography as a research method has been successfully addressed by a number of academics (e.g. Caldarola, 1985; Schwartz, 1989; Wagner, 1987).This stage marked the beginning of employing photographs to extract information from people, particularly the use of photographs to provoke a response, which became known as photo-elicitation technique (Harper, 1984, 2002). Various visual analysis techniques have been highlighted in handbooks (Rose, 2007; Van Leeuwen & Jewitt, 2001). According to Rose (2007) all images have three potential sites of analysis:

(i) the site of production (ii) the site of the image itself, and (iii) the site of the audience.

Regarding to the education field, according to Mitchell (2008) a range of tools might be used to engage participants in visual research (a drawing, simple point-and-shoot cameras, video cameras, and family photographs) are some examples. One of the goals is to enhance social responsibility of the educator among their students, by exploring particular topics generating a mode of representation, a mode of diffusion of new thinking and knowledge based on perspective views, ideas. As argue by Mitchell (2011: xiii) " with the visual creates a generative space for looking, and then looking anew (…) can be a liberating experience". Apart from that, the Experiential Learning Theory (ELT) provides a holistic model of the learning process, which emphasizes the central role that experience plays in the learning process (Kolb, Boyatzis & Mainemelis, 2001). As Wurdinger and Allison (2017:15) state "experiential learning is popular with students as it is considered more enjoyable and leads to deeper learning when compared to didactic approaches".

METHODOLOGY

This study will specifically use reflexive photography as a visual technique to extract data. Photographs produced by the participants correspond to "reflexive photographs" (Harrington & Lindy, 1998). This term was coined by Harper (1987) and interviews that go along with these photographs are usually named "photo-elicitation interviews". Therefore, in order to examine the perceptions of a group of tourism students about a small city located in the Alentejo region, Portugal, named Beja, reflexive photography was adopted as the research technique. A volunteer sample of students were recruited from the 2nd year of Tourism Graduate Course at the Polytechnic Institute of Beja and disposable cameras were disposal to take pictures that would illustrate their impressions about the tourist experience in Beja.

The goal of this study is to examine and determine to the degree, as far as possible from a critical and constructive perspective, to which the students formulate their opinions regarding the strengths and weaknesses of a tourist experience in this city (Rodrigues, 2016). It is important to highlight the fact that these students are currently in the 2nd year of their three year Graduate Course, a reflective and critical opinion is of utmost importance at this stage. The participants were asked to record their thoughts while taking the pictures and later participate in a structured photo elicitation interview and a final focus group. Two fundamental questions will be explored within the context of this reflexive photography study: (a) What is the range of student´s impressions considering the stage of their learning process?, (b) What meanings do these students give to their impressions about the strengths and weaknesses of a tourist experience in Beja?

Similar to Harrington and Lindy (1998) procedure, the students who agree to participate in this study will be required to engage in the following: (a) participating in a theoretical session about photos and tourism and project briefing, (b) taking photos with disposable cameras in groups and recording their thoughts and impressions in a standard reporter´s notebook for three hours, (c) participating in a structured photo-elicitation interview taking place a maximum of one week. Before the beginning of the study, the following question was addressed: "*Take pictures that will illustrate your impressions of the strengths and weaknesses of a tourist experience in Beja or that will help to describe your impressions*". In addition, participants were asked to record in their notebooks the number of the photograph, the primary theme of focus of the photograph, what the photograph meant to them and what was the reason and opinion for taking that photo regarding what they have learned in their tourism graduate course.

After completing the exercise, participants were asked to arrange their photographs in a manner that would be best illustrate the sum of their experience or in a manner in which they would feel at ease discussing their photographs with the researcher during the photo elicitation interview. In these interviews, a detailed verbal explanation of each photograph in their perception portfolio was also asked.

As the objective of this study is to explore impressions and opinions based on photographs, a more interpretative technique is needed to analyse the data, such as content analysis. Content analysis will be used as a research technique for making replicable and valid inferences from data to their context (Krippendorff, 1980; Bardin, 1979). From this perspective "photographs, videotapes, or any other item that can be made into text are amenable to content analysis" (Miles and Huberman, 1994: 240).

RESULTS

Regarding the results, due the fact that the research is on-going, expected findings will be presented during the conference.

CONCLUSION AND IMPLICATIONS

The present study need to be qualified in light of some limitations. First, the study is limited to a student´s group opinion. To overcome this limitation is important to stress the goal of this study, which aims to assess the opinion of this particular group of respondents. However and in conclusion, it is expected that this study will achieve two main goals. Firstly, identifying and examining important aspects, positive and negative, that could improve the image of a small city in the interior of Portugal, contributing to create a better and more competitive destination image in the future; secondly, a discussion of emerging pedagogical methods and models will be undertaken to demonstrate that teachers have access nowadays to a suite of tools which enable them to support greater learner choice, creativity, reflective thought and self-direction for students. The final goal is to explore visual methods as a suitable tool for tourism education, having the reflective photography as an example, explained within experiential learning paradigm.

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The importance of experience in participant's motivations in sport tourism events of recreational practice

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INTRODUCTION

The general aim of this research is the analysis of sport tourism events of recreational practice in order to know and to perceive the tourist's motivations to participate in these events.

Nowadays tourism is increasingly claiming its role as one of the main sectors contributing for the economic development of many countries. In recent years there has been a remarkable increase of the touristic flow, as evidenced by Word Tourism Organization data, January 2017: "Demand for international tourism remained robust in 2016 despite challenges….Some 46 million more tourists (overnight visitors) travelled internationally last year compared to 2015".

Besides in Portugal it is plain to see the major and increasing importance of the touristic sector for the national economy over the last years. Some internal factors were particularly important, such as the great commitment from both political and economic decision makers in the development of infrastructures as well as country's promotion abroad (cities of Lisbon and Oporto, and also Madeira and Azores island, have been ranked as some of the best European destinies for tourism). Peculiar features like gastronomy are today consensually considered relevant at international level. According to the Portuguese magazine Evasões, the number of Portuguese restaurants awarded with Michelin stars passed from fourteen in 2016 to twenty-one in 2017. Also a wide range of Portugal's features, like the weather, an extensive coast or yet the diverse countryside and Portugal's geographical position, project the tourism characteristics of Portugal, internationally progressively assuming its place as a competitive choice comparing to other touristic destinies.

In addition, the relevant external aspect associated with security which is crucial nowadays when agents make a decision about touristic destinies in a world facing many uncertainties.
Data published by Banco de Portugal (BP) and Instituto Nacional de Estatística (INE) confirm a new maximum concerning overnight stays and visits in 2016 in Portugal.

Figure. 2. International trade of goods and services

	Exports			Imports		
	January/16	January/17	January 17	January/16	January/17	January/17
	(10^6 euros)		(rhs – in %)	(10^6 euros)		(rhs – in %)
Travel and Tourism	**584**	**686**	**17.4**	**271**	**320**	**17.8**

Source: Banco de Portugal

Sport tourism is essentially associated to the convergence of two factors: the travel destination and the type of activity. The destination regions have shown that there has been a change to the initial demand for sun and sea due to behavioral shifts leading to new realities and interest for other type of activities.

This type of tourism (sport) as we know it today appeared in mid-20th century and is associated to the Winter sports in the Alps. According to Pigeassou, Bui-Xuan and Gleyse (2003), the concept of sport tourism itself doesn't appear before the seventies.

According to Gibson (1998), "the concept of Sports and Tourism is leisure based on the travel that takes individuals temporarily out of their origin communities to engage in physical activities, to watch physical activities or to worship attractions related to physical activities".

This author subdivides the topic of Sport Tourism into three major areas: Nostalgia Sport Tourism (as for example, the travel related to sporting attractions like a stadium, museums, etc.), Active Sport Tourism (the tourists want to participate in sport events, either being active if they travel to take part in a competition, or being hobbyists if they practice a sport as a way of leisure), and Sport Tourism Events (striking sport events like Olympic Games).

From this division, the second group, Active Sport Tourism, was the starting point for this research. According to Robinson & Gammon's (2011) characterization, they are divided the tourists' motivations in "hard" and "soft", depending on whether they are competitive or recreational sports, within sport tourism, thus contributing to describe motivations and experiences of sports tourists.

They stated clearly, however, that at this point it is still necessary a wider and more in-depth study of their respective interactions: "research now needs to focus more on these categories to further examine motives of the sport tourist and to assess in more general terms the utility of the framework".

In this research, the focus is the search for the tourist's motivations model based on Weed & Bull's (2004) conceptualization, supported by the interaction among people, place and activity, analyzing these motivations within the sports activities developed in the water, land and air as per the characterization made by Aspas (2000).

Thus, in order to achieve the underlining research problem of this study, it is intended to reach the following specific objectives:

- to give a theoretical contribution that allows going further in the analysis of sport tourism by improving the conceptualization area in terms of the active sport tourism;
- to develop a conceptual framework of recreational practice in sport tourism events considering the definition of soft sport tourism given by Robinson & Gammon (2011);
- to build a framework for tourist's motivations within each construct;
- to give a theoretical contribution in order to achieve interrelationships among different motivations of the constructs;
- to understand why the tourist travels to participate in recreational sports tourism events and what determines the will of the tourist in the practice of this sporting activity;
- to understand what kind of experiences, socially, tourists aim to get when they practice these activities;
- to determine which constructs (Activity, People or Place) attract larger numbers of tourists to participate in the event;
- to determine homogeneous segments based on the motivations.

The methodology was developed in two phases according to the main objectives of the study. First, an in-depth interview was made to three responsible managers of sport event companies in the different areas: Land, Water and Air (Survivors Run, Associação Naval do Guadiana and Wind). From these interviews, an open and close answer questionnaire was applied to compile the variables of the constructs (activity, place and people) and work as the basis to define some hypotheses of the model as will be seen in this work. This will allow understanding what are the most important variables in each construct. These variables will, therefore, be fundamental to the motivational classification which is intended to be created when inquiring the participants. These data has been analyzed using the software MAXQDA 12.

The second phase is composed by questionnaires made to participants in three specific events in Portugal: Corrida das Nações (Nations trail) – Lisboa (1st edi-

tion); Regata à Vela subida e descida Rio Guadiana (Up and Down the Guadiana River Sail Regatta) – Vila Real de Santo António (30th edition); and Festival Nacional de Parapente (National Paragliding Festival) – Linhares da Beira (11th edition). The participants in these events are the population of the research. They will characterize the motivational profile of this type of tourist. In this quantitative analysis, SPSS software was used.
Finally, a conceptualization of a recreational sports tourism events model is presented. The development of this model aims to explore the interactions among sport tourism events and recreational participation in sport tourism.

The following three hypotheses are summarized below:

H1: "Activity" has a positive effect on the resulting "Experience" obtained from Sport Tourism Events and recreational participation in sport tourism.

Gammon & Robinson (1997) include the status of the sport activity in the motivational profile of the tourist.

According to Weed & Bull (2004) the unique motive for participating in sports is the desire to win and to test abilities. The perceived well-being and excitement induced by the respective activity appears as a core motive.

H2: "Place" has a positive effect on the resulting "Experience" obtained from Sport Tourism Events and recreational participation in sport tourism.

According to Weed & Bull (2004): "the essential characteristic of sport is that it involves some active pursuit and such activity requires……specific locations" and as Higham (2005) stated " while many people can quite easily pursue their sport close to home, they often choose to travel elsewhere to participate in what might be regarded as a preferred environment".

According to Higham (2005) "different destinations offer specific sport tourism experiences because they are characterized by distinct sport and tourism resources".On the other hand, Hinch & Higham (2004) underlined the importance of natural landscape and cultural heritage once they are not reproducible.

H3: "People" has a positive effect on the resulting "Experience" obtained from Sport Tourism Events and recreational participation in sport tourism.

To Yusof & Douvis (2001) involvement is an important contributor for the individual´s identity which is again important for the pillar "people".

Costa & Chalip (2005), who have studied social and cultural aspects, have demonstrated that participants create their own particular space to socialize among them and they don't interact with the natives nor visit the place.

The next stage of the research focus consisted of looking into each construct in order to assess which variables are more important in accordance to the participants' responses to the questionnaires, with the following results considering:

Activity: Among all variables (Prestige, Risk, Adventure, Pleasure, Self-esteem, Health, Participation, Improve one´s skills, Rewards and Gifts) the participants have been faced with, Pleasure was considered the most important, followed very closely by Participation as it is confirmed by questionnaire results.

Place: In this case and among all variables considered (Safety, Weather, Environment, Destination image, Travel, Hability to learn, Proximity, Organizational Components, Infra-structures and Accessibilities), Proximity has got the biggest number of responses and Organizational components was in second place, although with a huge difference in terms of percentage responses.

People: Finally, among correspondent variables to this construct (Group affiliation, Audience support, Team spirit, Recognition, Socialize and Reward) Socialize was the only one to stand out.

The obtained results of this research made possible to verify that the 3 hypotheses are validated and that Activity is regarded as the most important according to the questionnaire responses.

This study is limited to the national context applied to Portugal and the gathered data have been based only upon three events with a reduced number of investigations, but provides the general analysis guidelines that enable it to be applied to other contexts and regions of similar characteristics

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Analysis of motivation and tourism behaviour of sailboat race participants in the Balearic Islands

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INTRODUCTION

Sporting events can be studied from a dual perspective: as physical activity, and as a revitalising stimulus for the economy of the host community. From the first perspective, the sports event is viewed as an individual physical activity, generating considerable and well-known benefits related to the physical and mental health of participants (Herzog, Black, Fountaine and Knotts, 1997; Maas, Verheij and Groenewegen, 2006). The second perspective considers sports events as activities which produce considerable social and economic benefits for host communities. Some of the most important studies into the effects of small- or medium-sized events on host communities are those of Baade, Baumann and Matheson (2008), Pillay and Bass (2008), Sturgess and Brady (2006), Barajas and Sanchez (2011), or Veltri, Miller and Harris (2009).

The main objectives of this study are to analyse tourist behaviour patterns in the Balearic Islands as a destination for sailing. There is a specific focus on previous experience and its relationship to expenditure behaviours. This paper studies the profiles of the participants in the 47th annual S.A.R. Princess Sofía sailing regatta from the economic point of view, with the aim of determining the characteristics and different segments of sportsmen and women participating in the race, with a view to developing marketing programmes adapted to the needs of the different groups taking part in the regatta. The S.A.R. Princess Sofia Trophy has a long tradition, and in its 47th year, drew almost one thousand sailing boats and 1,500 sailors to the Bay of Palma for the Trophy race. The SAR Princess Sofia is among the seven best regattas in the world, and has been part of the ISAF Sailing World Cup circuit since 2009.

LİTERATURE REVIEW

Marine tourism is a burgeoning sector of the tourism industry, and is comprised of many sports. However, there has been little research into the impact of marine tourism on regional economies, with the exception of the study of Alcover et al., (2011) of the economic impact of charter boat activity, and studies on the impact of sports events such as the American Cup (Barker, Page & Meyer, 2001; Burgan & Mules, 1992; Llopis, Calderón and Gil, 2009). Of the many types of marine tourism, those of most strategic interest to the Balearic Islands are the regattas or sailboat races, due to the effect of deseasonalisation, and the potential economic impact on the regional economy.

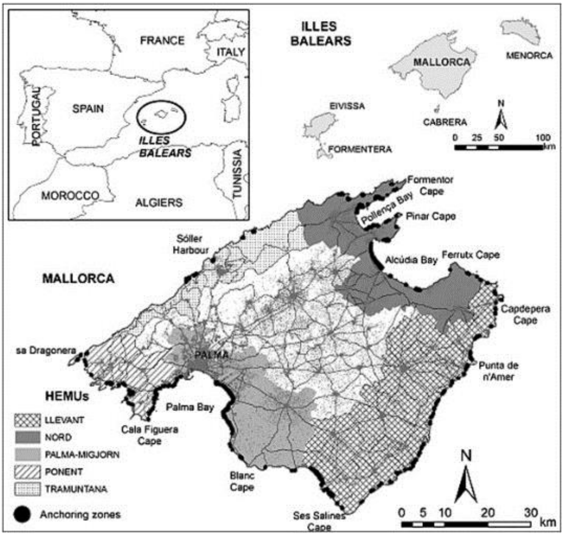

Figure 1. Location of the Balearic Islands, and the anchoring zones of HEMUs (Homogeneous Environmental Units) of Mallorca, identified for the study of recreational boating. Source: (Balaguer et al., 2011).

In addition to determining the profile of the sailors, the study undertakes a cluster analysis of the participants in the 47th annual SAR Princess Sofia-IBEROSTAR Trophy. Literature is examined regarding sports events, and the use of segmentation to identify more homogenous groups of sportsmen and women showing similar needs, desires and demographic profiles (Mullin, Hardy and Sutton, 2000). For segmentation, demographic variables such as age are commonly used, however, behavioural variables such as previous experience are also used, dividing participants into first-timers or repeaters. Kruger, Botha and Saayman (2012) indicate that it is beneficial to use frequency of participation as a variable of market segmentation. The categorisation that this segmentation allows, identifies two clearly distinct groups: first-timers are considered to be the new market, and repeaters the core market of the sporting event, necessitating and justifying the application of tactics and programmes specific to each group (Filo, Funk and O'Brien, 2008; Kaplanidou and Gibson, 2012; Um, Chon and Ro, 2006; Wood, Snelgrove and Danylchuk, 2010).

METHODOLOGY

An online, self-administered questionnaire was the instrument used for primary data collection. After a preliminary review of the literature, the questionnaire was developed and refined following a pilot study held in January 2016. The questionnaire consisted of four major sections, composed of 48 mainly closed-ended questions addressing various aspects of the regatta. The first section assessed behaviourally-oriented variables such as choice of sailing boat race, purpose of visit, number and type of accompanying persons, length of stay and amount of expenditure. The second section of the questionnaire measured motivation for choosing the sports destination using 12 items developed for the study. The third section evaluated previous experience and levels of satisfaction. The final section examined the demographic characteristics of respondents. The questionnaire was provided in Spanish and English and delivered by e-mail from March to April 2016. Respondents were selected opportunistically from the 1,010 participants in the 47th annual S.A.R. Princess Sofia-IBEROSTAR Trophy held in Mallorca, from 25th March to 2nd April 2016. A total of 144 participants responded (response rates 14.26%).

RESULTS

Cluster analysis

A cluster analysis was employed to classify subjects into mutually exclusive groups on the basis of the Ward method using the K-means clustering procedure. The results of the cluster analysis indicate that a three-cluster solution appeared to be appropriate. More specifically, multivariate statistics indicate that statistically significant differences existed between the three clusters at $p<0.001$. To create the clusters, the categorical variables of experience of the regatta, age, total expenditure, and time spent at the destination in weeks were used. Cluster 1 (n_3 =57: 41.3%) Moderately experienced: group having participated in the regatta on two to five occasions (100%), mainly under 24-year-olds (75.4%), spending less than 1,500 euros (35.1%), and spending two weeks at the destination (42.1%). Cluster 2 (n_2= 41; 29.7%) Less experienced: group participating for the first time (63.4%), mainly under 24-year-olds (63.4%), spending less than 1,500 euros (43.9%), and spending two weeks at the destination (43.9%). Cluster 3: (n_1= 40; 29%) More experienced: group having participated in the regatta six times or more (72.5%), composed of mainly 46-year-olds or over (47.5%), spending more than 4,001 euros (47.5%), and mostly spending two weeks at the destination (37.5%).

Table 1. K-means cluster analysis

Variables	*Cluster 1* *Moderately experienced* *(n_3 =57; 41.3%)*	*Cluster 2* *Less experienced* *(n_2= 41; 29.7%)*	*Cluster 3* *More experienced* *(n_1= 40; 29%)*
Experience of the regatta	participated on 2 to 5 occasions (100%)	participating for the first time (63.4%)	participated 6 times or more (72.5%)
Age	young people under 24 (75.4%)	young people under 24 (63.4%),	people aged 46 and over (47.5%)
Total expenditure	less than 1,500 euros (35.1%)	less than 1,500 euros (43.9%)	more than 4,001 euros (47.5%)
Length of stay (in weeks)	2 weeks at destination (42.1%)	2 weeks at destination (43.9%)	2 weeks at destination (37.5%)

The results of the cluster analysis indicate that a three-cluster solution appeared to be appropriate. Specifically, multivariate statistics indicate that statistically significant differences existed between the three clusters at $p < 0.001$.

Experience of the sporting event and total expenditure

The effect of experience of the event (number of times participated in recent years) and its influence on the total expenditure at destination were evaluated. Significant differences were observed between those attending the event for the first time as opposed to those with more experience who declared having attended more than 7 times ($F(1) = 5{,}445$; $p < 0.05$). Expenditure in particular was considerably higher for the more experienced ($n_{\text{first time}} = 28$; $_{\text{first time}} = 2750.14$ € < $n_{+\,7\ \text{times}} = 29$; $_{+\,7\ \text{times}} = 4598.38$ €) (post hoc Fisher's least significant difference LSD (J – I) = 1848,245; s.e = 804,132; p = .023). The analysis revealed the existence of significant differences between those who had attended the event between 2 to 4 times, and those who had attended more than 7 times ($n_{2-4\ \text{times}} = 60$; $_{2-4\ \text{times}} = 3197{,}59$ < $n_{+\,7\ \text{times}} = 29$; $_{+\,7\ \text{times}} = 4598.38$) (post hoc LSD mean Difference (J – I) = 1400,795; s.e = 686,417; p = .043). Consequently, it can be stated that the experience of participating in the event increased the total expenditure at the destination. This result could have implications for the management of sailing events.

CONCLUSION AND IMPLICATIONS

One of the objectives of the study was to determine whether there are differences between sailboat racing participants in terms of socio-demographic variables, aspects of the trip, and expenditure. The main conclusions of the study indicate that socio-demographic and behavioural variables reveal three major segments: moderately experienced, less experienced, and more experienced. Those who spend more at the destination correspond to those who have participated more often in the regatta and who are older, as opposed to those who spend the least at the destination, comprising individuals participating in the event for the first time.

In order to promote a tourist destination through its suitability for sailing, emphasis must be placed on the motivations which lead sailing tourists to choose that particular destination. The results of this study have shown that sailing sports tourism is clearly heterogenous, and could be used to develop business strategies aimed at improving the marketing of the segments identified. As a sports activity, sailing races can be useful as a pull factor in tourism.

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Magic Towns Program (Mexico): Situation of its localities in phase of implication

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INTRODUCTION

In recent years, tourist activity has shown an impulse that has allowed it to grow continuously; so many countries have put their interest in it as an action for which benefits of various kinds can be obtained.

When tourism manifests a close relationship with economic development, it is joined by a large number of receiving communities that have discovered the existence of tourist qualities in them, with the purpose of becoming new destinations that function mainly as sources of income and also as preservers of cultural identity and as renovators of the social environment of a community.

Magic Towns of Mexico is one of the programs that has given greater recognition to communities that present characteristics that are conducive to tourism and in which innovation, diversification and competitiveness approaches, under the protection of sustainability, have been addressed through the implementation and the operation of this federal program.

Some of the localities incorporated to this program have not presented a development in their tourist activity although several of them have already some years of being attached to it.

The main aim of the research has been to identify the characteristics of the localities that are in the phase of involvement within their life cycle as destinations Magic Town, in order to stipulate the characteristics of which they lack and that will allow them to move towards a stage of development.

LITERATURE REVIEW

The life cycle of tourist destinations has been studied in terms of their relationship with the competitive diversity of these sites. Within the life cycle of a destination, each stage has its own characteristics (Soares et al., 2012), which require appropriate treatment through the implementation of correct and effective strategies that lead to a destination to the ascent, avoiding the recoil or stagnation that may lead to the fading of previous or initial efforts and achievements. The Butler (1980) lifecycle model is considered, in its real value, as a tool in the conceptualization of the dynamics of change of a tourist destination (Digance, 1996) or as "a descriptive-predictive model" (Montaño et al., 2014, p.271) to help diversify the supply (Pérez and Páez, 2014), posing proposals to traditional schemes with which tourism is managed at a destination, so that it can be generated in it growth or development and finally consolidation (Garcia, 2011, Gonçalves et al., 2013).

Even though each stage has its own peculiarities, it must be taken into account the existence of different factors, external and internal, that can affect the life cycle of tourist destinations (Soares et al., 2012).

Table 1 presents, in a synthetic way, the main characteristics of the stages of Implication and Development in the life cycle of tourist destinations, as pointed out by Butler (1980).

Table 1. Deligning the Characteristics of the Phases of Implication and Development of the Life Cycle of a Tourist Destination

Implication	*Development*
-Try to identify the periods of tourist influx. - Positive but slow tourist arrivals. -The use of attractions begins to be formalized. - Residents begin to participate in the provision of services. - Access routes are beginning to develop.	-The amount of tourists in high seasons can be equal or greater to the population. -The attractions are traded in specific and with better facilities. - Visible changes in the physical appearance of the area. -Authorities and entrepreneurs invest heavily in advertising. -Creation and improvement in accessibility.

Source: Authors' own work based on Butler (1980).

METHODOLOGY

This research is a study with descriptive scope in which it is tried to identify the characteristics of the Magic Town localities in phase of implication within its life cycle as tourist destinations. The methodological design established is of a non-experimental type, since the information is obtained in secondary sources on the main characteristics of the life cycle of the localities of the sample. The units of analysis are the municipalities Magic Town, incorporated into the Program by the Federal Secretariat of Tourism (SECTUR). The populations considered for the study are the 83[1] localities that had been enrolled in this program before September 25, 2015. A stratified random probabilistic sample was used, so that all populations with this appointment had equal opportunity to be chosen, using as strata the five regions (North, Pacific, Gulf, Center and South) in which the SECTUR has divided the national territory so that the populations can be located with greater accuracy. With a maximum error of 10% and a desired level of confidence of 90%, taking the sample from the 83 localities of the population, it was determined using the STATS program and its random selection was also made by means of said program.

The Diagnostics of Competitiveness and Sustainability of the Magic Towns (SECTUR, 2014) were the main secondary source consulted, as they contain sufficient and updated information to achieve the central objective of this research, being documents generated by the Government Tourism Secretariat (SECTUR).

To form the characterization of the stages of the life cycle of the localities studied, the collection of the Diagnostics on Competitiveness and Sustainability of the Magical Towns of the sample was carried out first, so to carry out after, the analysis of the information that they contain.

Based on the information analyzed, the characteristics of the life cycle of each territory were outlined, based on the characteristics outlined by Butler (1980). Subsequently, a table was drawn up in which the localities detected in the phase of implication are presented by region and with their year of incorporation into the program, as well as the characteristics of this phase of the life cycle that, in common, distinguish municipalities of the sample detected at this stage.

RESULTS

Of the 39 localities that made up the sample for this study, 16 of them are in the phase of implication in relation to their life cycle as tourist destinations Magic Town. Table 2 shows the characteristics of the localities included in the Magic Towns of Mexico Federal Program those are in this stage of life.

[1] In this study, the 28 municipalities that were enrolled in the Magic Towns Program on September 25, 2015 are not considered as part of the population, since, due to their recent incorporation to the program, there is a lack of information about them regarding the objective of investigation of this study.

In a little more than half of the localities of the sample identified in this phase (56.25%), findings were found regarding other characteristics that, although in an initial way, begin to appear as strategies that promote the tourist growth of these Populations to a stage of development:

A) Basic digital advertising or use of some promotional items.

B) Existence of inventories of tourist attractions with little structure.

C) Some attractions have begun to be equipped with good facilities.

D) Perceptible changes in the urban image.

E) Conservation of tourist attractions through environmental practices.

Table 2. Magic Towns in the Phase of Implication in Their Life Cycle.

Locality/Region	*Year of Incorporation into the Program*	*Characteristics*
Nortth		As common characteristics have been found in these localities that are in the phase of involvement in their life cycle, the following ones: 1) There are no periods of visitor influx in the sample locations. Only in two of the 16 populations were identified the summer and most of the year, as periods of affluence. 2) Most localities have slow arrivals of tourists but a good number. Only in some of them, there are reduced quantities. 3) Although there is great variety of tourist attractions, there is more use of the natural type ones, and be lacking of use, the cultural attractions due to lack of programmed activities in them. 4) The provision of tourist services by the residents is incipient and even scarce or insufficient and without quality. 5) The access roads to these communities are few and mainly terrestrial. Only in some of them has begun to increase the connectivity.
Batopilas, Chihuahua	*2012*	
El Rosario, Sinaloa	*2012*	
Gulf		
Mier, Tamaulipas	*2007*	
Tapijulapa, Tabasco	*2010*	
Xico, Veracruz	*2011*	
Pacific		
Tlalpujahua, Michoacán	*2005*	
Capulálpam, Oaxaca	*2007*	
San Sebastián del Oeste, Jalisco	*2011*	
Jala, Nayarit	*2012*	
Center		
Real de Asientos, Aguascalientes	*2006*	
Jerez, Zacatecas	*2007*	
Metepec, Estado de México	*2012*	
Salvatierra, Guanajuato	*2012*	
Yuriria, Guanajuato	*2012*	
Nochistlán, Zacatecas	*2012*	
South		
Palizada, Campeche	*2010*	

Source: Own elaboration from SECTUR (2014).

CONCLUSION AND IMPLICATIONS

The Diagnostics of Competitiveness and Tourist Sustainability of Magic Towns provided valuable information that allowed to delimit with more accuracy the characteristics of the localities of the sample and to objectively determine their life trajectory in the field of tourism. This facilitated the achievement of the purpose of this study, which was to identify the elements that characterize the phase of implication in its life cycle, of localities enrolled in the Magic Towns Program of Mexico.

Certainly, the greatest number of populations cataloged in this phase are in line with the characteristics of the model proposed by Butler (1980), but the results reveal that the elements of this stage are still not adequately concreted, since they are fused at the same time, with the effort towards other components that are characteristic of a next stage in the life cycle model. Although it is convenient to work on aspects that delimit progress in a process of existence, it is helpful to strengthen the initial steps with specific actions and then continue with further actions that lead to another phase, but based on well-defined tasks and results.

The advance to a stage of development in its life cycle implies, for these localities, to work in aspects such as to promote the joint work of community and government; systematize the collection of relevant information to effective decision making; concrete actions on promotion, commercialization, public security and accessibility.

All this will provide a competitive position to the destination and will guarantee its permanence within the Federal Program of Magic Towns of Mexico.

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Mediatıon role of organizatıonal support in the effect of organizational climate on turnover intention in hotels

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INTRODUCTION

The contribution of employees is crucial in the success of the hotels, and organizational research should be among the priorities of the researchers. The performances of the employees constituting the organization may vary according to their personalities, and may also be influenced positively or negatively by the organizational climate. Decisions and practices taken by the management form the basis of the organizational climate (Altaş and Kuzu, 2013: 31). Organizational trust also occurs when the organizational climate creates a positive atmosphere. So performance is affected positively and productivity increases in business (Brondino&Pasini, 2012:1854). The main purpose of this study is; How employees in hotel businesses perceive the organizational climate in the workplace and whether there is an intermediary effect of organizational support on the turnover intention as a result of this perception.

LITERATURE REVIEW

Organizational climate is a context in which, according to different perspectives of employees, the psychological perceptions that result from the development of people-oriented, business or relationship-focused (Colley vd. 2013:69). The organizational climate was first described by Taguiri in 1963 (Asif, 2011:455). Psychological perceptions that are called politeness, sincerity, rewarding, direction are positively affecting the organizational climate. Communication with customers in the tourism sector is more and organizational climate that affecting the behavior of employees and providing a positive impression of business management is the main factor (Eröz, 2014:219). Generally, when a high-level creative organizational climate is created in the business, employees are also eager to share their knowledge and are eager to share information (Chen&Huang, 2007:105). A safe climate increases change motivation and allows employees to innovate (Fainshmidt&Frazier, 2016:4), and the organization is a source of help when employees face stressful or challenging situations (Shih et al, 2014: 672).

The turnover intention is to leave the job for reasons such as not being satisfied with the job environment in which the job is taking place, being unhappy, and considering other job options. If management can not provide a good working environment, they intend to turnover if they are doing practices that will detract from their desire for work despite their adequate qualifications. In the field of literature, the idea of leaving the work because of the negative perception of the organizational climate by the occupations prevails. However, the turnover intention may also be related to the psychological structure of the employee, if they do not fit their qualifications, have not found a job they want to work on, and are forced to continue their life, they may consider leaving the job even if the organizational climate is perfect (Güzel, 2002: 48). Apart from these, there is a belief that there is a better wage for another job, better working conditions, problems with staff in a horizontal and vertical position, and a sense of better management in another workplace.

Through the positive climate in the organization, employees are happy in the business environment, ensuring social rights and security, creating the perception that the opportunities provided will be continuous (Özdevecioğlu, 2003:116). Employees will be loyal to their business if they feel the support of the management, will perform better and will not consider leaving their jobs. The perception of organizational support should create a sense of respect, loyalty, and approval for employees. Organizational support, often in the form of praise, reward, and appreciation, increases management confidence in employees, thereby increasing the reputation of the business (Akgündüz&Sanlı, 2017: 119). The employer expects loyalty and high performance from its employees, while the employees expects a secure environment and organizational support. When employees meet expectations, their performance increases.

METHODOLOGY

Models and hypothesises which are formed according to the results of the literature search and optimal to the aim of the research are shown below:

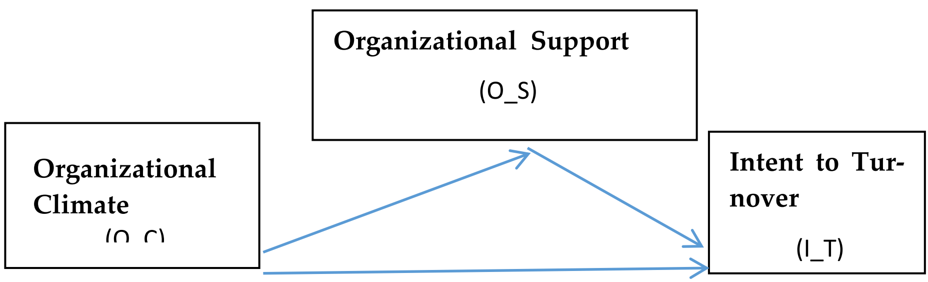

Figure 1. Research Model

Hypothesis 1: Organizational climate affects intent to turnover negatively.

Hypothesis 2: Organizational climate affects organizational support positively.

Hypothesis 3: Organizational support affects intent to turnover negatively.

Hypothesis 4: There is a mediation role of organizational support in a relation between organizational climate and intent to turnover.

In order to measure organizational climate variable, a scale was developed by Türen et al. (2014) and to measure intent to turnover variable, a scale was developed by Scott vd. (1999:414) and to determine the level of organizational support perceived by the employees, the scale made by Turunç and Çelik (2010: 194). The universe of this work consists of 4-5 star hotel employees. The sample size required for the study was determined as 384 with a formula of n = π (1- π) / (e / Z) and 95% confidence interval e = 5% error (Kurtuluş, 1998: 235), 300 questionnaires has returned. In order to test the validity of the scales, confirmatory factor analysis has been performed by AMOS 22 program. Since compliance measurement values produced by the model created for the scale of the validity of the tests is not within acceptable limits therefore modifications suggested by the program have been made.

Adaptive values have been produced by the measurement models are within the limits of acceptable so one factor that all variable structures were confirmed. In order to determine the reliability of the scale cronbach alpha coefficients were calculated with SPSS 22 program. Coefficients was realized as 0.96 on the organizational climate scale; 0.81 on the organizational support scale and 0.82 on the turnover intention scale. This score shows that they are reliable quality scale.

RESULTS

%48 of the attendee are female (N=144); %52 of them are male (N=156). %61 is married (N=183); %39 is single (N=117). %23,7 is between 31-35 ages (N=71); %48,3 is graduated from high school (N=145), %70 has between 1001-2000 TL income (N=210). %42,3 have been in the same workplace for between 0-3 years (N=127), %35 have been working in this sector for 11 years or more (N=105).

Structural equation modeling formed in order to test the hypothesizes of the research is shown on the Figure 2.

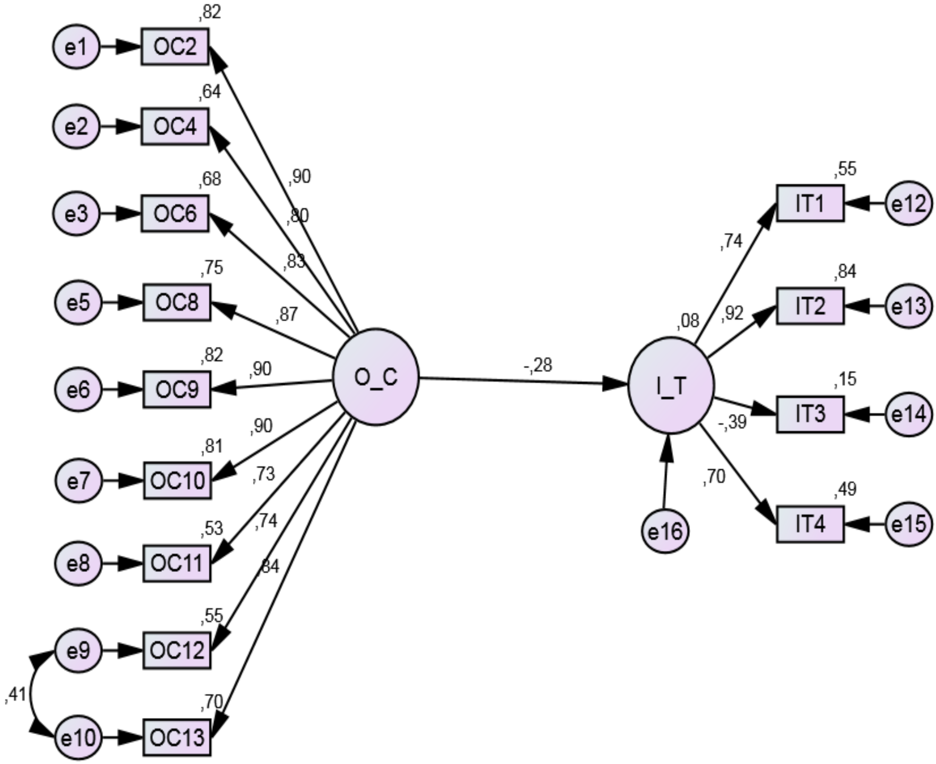

Figure 2 Structural Equation Modeling

Figure 2 shows adaptive values of the structural model is not in compliance with acceptable limits, the results of modification by suggested of the program 2 expression was removed from the organizational climate scale. Modification results adaptive value (X^2:253,364; df:63; X^2/df:4,022; GFI:0,90; CFI:0,95; RMSEA:0,080) were observed to be within acceptable limits. Organizational climate affect turnover intention (β=-0,28; $p<0,05$). According to this result of the research 1 hypothesis is supported.

Testing of Intermediary Effect by Structural Equation Model

The three-step method proposed by Baron and Kenny (1986:1175) was used to determine the intermediary effect. According to the authors first stage; independent variable affects dependent variable, second stage; independent variable affects mediating variable, the third and final stage; when the mediating variable is included in the first-order model mediating variable affects dependent variables while the independent variable has less effect on the dependent variable. The effects of the independent variable on the dependent variable are shown in the first stage (Figure 2) the structural equation model for the second and third stage test is shown in Figure 3.

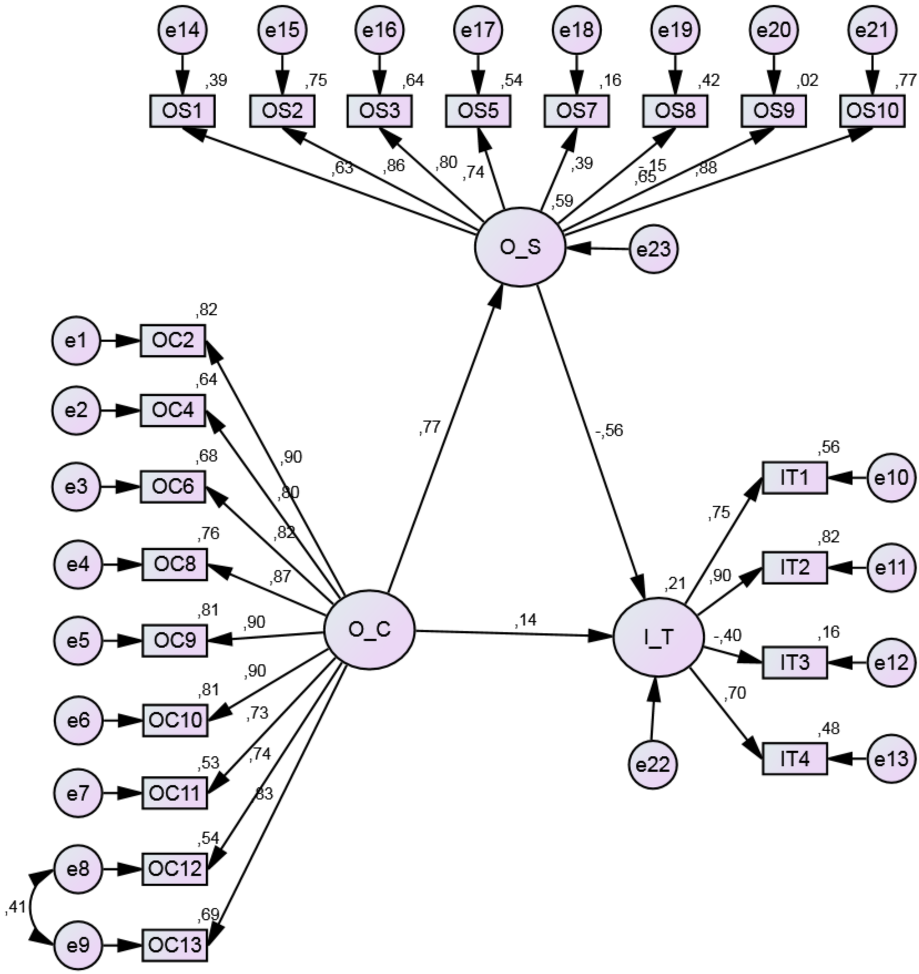

Figure 3. Structural Equation Model for mediating effect

It was observed that the concordance value of the structural model shown in Figure 3 (X^2: 905,390; df: 185; X^2 / df: 4,894; GFI: 0,87; CFI: 0,95; RMSEA: 0,079) is within acceptable limits. Organizational climate has a significant effect on organizational support ($\beta = 0.77$, $p < 0.05$). So the research hypothesis of number 2 was supported. The third stage was tested since Baron and Kenny (1986:1179) provided the second stage. Hypothesis 3 of the research was also supported because of the observed effects of organizational support (β=-0,56; p<0,05) on turnover intention.

When the mediating variable is included to model because of the fact that the significant effects of the independent variable on the dependent variable that is left out is determined the third step proposed by Baron and Kenny (1986:1181) are also provided. The full mediation effect of organizational support can be said because the meaningful effect of the organizational climate on the turnover intention has ceased to exist. For this reason, the hypothesis # 4 of the research was supported. When the R^2 values obtained from the model are examined, it is seen that 59% of the organizational support is explained by the organizational climate and 21% of the turnover intention by the organizational climate and organizational support variables.

CONCLUSION AND IMPLICATIONS

In this study research, which whether organizational climate has an influence on the turnover intention of employees and also whether organizational support has mediating feature in the data obtained as a result of the questionnaire applied in four- and five-star hotel enterprises whether is supported the hypotheses and it was seen that the results obtained is supported the four hypotheses.

These results show that there is a favorable organizational climate in the hotel enterprises in which the study is conducted and therefore there is no turnover intention and that organizational support parallel to the positive organizational climate plays an intermediary role between these two variables.

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Wine tourism imaginary: A study case in Queretaro, Mexico

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In the last 30 years wine tourism has grown up considerably in Mexico. National wine consume is growing at 10 % and it has evident that wine tourism is contributing to this increase. In the studied region, Queretaro (in central Mexico) there were located 28 wineries, most of them recently opened to visitors in the last two decades. According to official data, there are more than one million tourists in this area located at two hours from Mexico, City with a potential market of 15 million visitors.

This study explores the tourism imaginaries and we particularly propose an imaginary of wine tourism, based on framing theory and content analysis methodology. Special emphasis has been made on advertising and journalism discourses as tourism promotion communication. Within the context of wine tourism research becomes essential to understand subjective reasons of tourist´s decisions, based on their expectative, dreams and fantasies. Academic literature reveals the importance of understanding the role of imaginaries in tourist image destination and development of hegemonic tourism models.

We argue that wine tourism imaginary is built on the basis of some well-known social imaginaries and ideals, but it can be highlighted a particular imaginary related to the pleasure rustic life represented and enhanced by the advertising and journalism discourse.

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The role of social media in Spanish tourism

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INTRODUCTION

Before the appearance of the Internet, when a tourist wanted to take a trip, they could only rely on a travel agency and the advice they could get from their friends and family. After the appearance of the Internet, and especially Social Media, there's a lot more information tourists can get, and a brand new media in which the tourism companies can advertise themselves on. On this paper, we aim to discuss the role Social Media has in the actions of tourism companies and their clients, and analyse their advantages and disadvantages, evaluating their functionality in the Spanish market.

LITERATURE REVIEW

The Internet has marked a before and after in our lives and our consumption, affecting all kinds of business, including Tourism. Tourists will not plan and consume travel the same way they used to, as new sources of information can be found (Buhalis & Law, 2008). One very important change the Internet has brought to consumers in general is the appearance of Social Media sites. Social Media are full of User Generated Content, and now, tourists will not only talk about travel experiences with close friends and relatives, but share these opinions with lots of people on the Internet, creating what will be known as e-Word Of Mouth (from now on, eWOM). This phenomenon can be described as "any statement of a consumer made through Internet media, social networks, opinion websites, forums...” (Jansen et al., 2009).

Tourism is "an information-intensive industry" (Tepelus, 2005) and at the moment there are various consumer-generated content websites tourists can find such as blogs, Social Media sites as Twitter, Facebook or YouTube (where we can find videoblogs or "vlogs" as well) and opinion websites such as Tripadvisor and Booking. It is very important to understand technological changes that affect this business (Xiang & Gretzel, 2010) and Social Media are an evolving field (Kaplan et al., 2009), full of User Generated Content (from now on, UGC) and a great tool to reach consumers and their opinions on the brand.

We can look at Social Media from two points of view. Firstly, from the point of view of the consumer who uses these media to search for information, and generally share content with others (Fosdick, 2012) and from the point of view of the brand.

Tourists and travelers on Social Media

As we've said before, Social Media are UGC sites, continually evolving online communities where you can find constant conversation and participation from consumers. Tourists are no different, and we can find numerous platforms tourists can visit to find travelling information, pictures, video… Social Media gives way to communication, interactivity, collaboration, information representation and transactions (Gretzel et al., 2006; Hays et al., 2013). When talking about these UGC media, we must not forget that tourists can find information not only on social networks but on opinion websites. (Martínez María-Dolores et al., 2015). We also can find reviews and comments of other tourists on travelers' forums and travelers' blogs. Also, we can find "vlogs", video blogs in which lots of travelers post videos of their trips which any user can watch to plan their travelling experience.

Tourism marketing agencies and Social Media

Tourism marketing agencies have lived the technological changes as much or more than the tourists who use Social Media. These organizations have to adjust to this evolution of tourism consume, and simple online ads will not be of use anymore, as Internet 2.0 has evolved so quickly that they have to adapt to this new phenomenon very fast (Hays et al., 2013) and Social Media is one of the two most powerful "trends" that are impacting on tourism businesses at the moment, being the second search engines such as Google (Xiang et al., 2010)

Social Media and UGC have gained a huge importance for companies of all sectors, as reducing costs is key to surviving a violent economic recess as we've experienced and Social Media appear as a low-cost, global reach tool that comes in handy (Hays et al., 2013). Some studies even discuss that those companies that don't approach to social networks can lack of competitive strength (Wang et al., 2002) as they will not be able to manage relations with customers the same way an agency on Social Media can. UGC websites such as blogs, social networks, opinion websites and online video platforms are precious to tourism organizations, as travelers' feedback is a valuable information to these companies. We now can find lots of hotels and tourism businesses that have integrated Social Media applications into their websites to improve travelers' information searching experience (Sánchez-Franco et al., 2010).

Both users and companies have normalized the usage of Social Media during travel information search, and more and more customers and suppliers have joined these tools in recent years (Leung et al., 2011). Nevertheless, the current number of Social Media campaigns suggest that not many tourism companies are actually developing functional and effective strategies on Social Media (Hays et al., 2013).

Many studies agree that analyzing blog entries and opinions is a cost-effective way of understanding tourists' opinions on destinations, hotels and agencies (Leung et al., 2011, Leung, 2013) and Social Media, in general, can help companies to reach, engage, communicate and serve customers all over the world (Pantelidis, 2010).

Company blogs are very advisable when wanting to reach an audience, as they create more credible, lively content, and increase search traffic to the website in an inexpensive way (Schmallegger, 2008), serving as an information source and developing a brand voice and instilling trust with tourists (Leung, 2013).

Online communities and social networks (such as Facebook, etc.) are Social Media applications which are very useful and necessary for tourism companies. Facebook, with over 1.86 billion monthly active users (Facebook, 2017), Twitter with 320 million monthly active users (Twitter, 2016) and Instagram, with 400 million active users (Instagram, 2016) are three of the most interesting networks for travel companies, specially Facebook and Twitter, as they both offer an alternative web-based tool that allows companies of any kind to promote posts and offers, analyze results, and respond to inquiries from consumers in a short period of time. Although it is not the most usual thing, these channels can be used to distribute products and services, nevertheless, it can be harder than the traditional use of these media: communication and promotion. Instead of directly distributing their services, travel companies can stimulate their demand, provoking indirect distribution and decreasing costs (Leung, 2013) this strategy can be enhanced by linking the services of the company in the social media posts, blog publications, etc.

METHODOLOGY

In this paper, we go through a literature review, analyzing full-length articles published in refereed academic journals, and examine the results of a previous survey to Spanish tourists conducted by us, to get to know the use tourism companies give to Social Media and travelers give to Social Media.

RESULTS

When talking about Spanish travel market, we can discuss some data about the Spanish travelers.

After having 600 tourists participate and receiving 284 full answers to this survey, we could see in its results that although video media is not the most popular, almost the half of the respondents nowadays watch videos while preparing a journey. Traveling blogs were also very popular and almost the total of respondents (92'61%) look for and read the opinions of other travelers online. The tourists who answered this questionnaire are accustomed to the use of the Internet on a daily basis. 97'18% of all the respondents are social media users and, although they are review consumers, they don't usually review products or services (15'49%) or rate others' reviews (8'80%).

Although the youngest respondents aren't keen to using Communities of Travellers (TripAdvisor, eg), these are the most popular opinion websites to visit by most of the respondents to this survey (84'51%) followed by Online Travelling Agencies as Booking, etc. (68'66%).

The niceness of the reviewer is important for the 72'18% of the respondents, being the most vital information about the reviewer for the respondents.

In Spain, many destinations like Santiago de Compostela, Barcelona or Madrid, among others, use Social Media (especially Facebook and Twitter) to reach future tourists. As Huertas et al. (2015) studied tourism destinations' Social Media accounts frequently post on their platforms, especially pictures (Madrid, for example, also posted a lot of videos) but interactions with followers and consumers was very poor. Users didn't receive any questions so they could leave feedback and that's an interesting tool these destinations are leaving behind.

Interaction with followers is key, as this study showed that not the destination with the greatest number of posts generated most engagement among users, but the destinations with most interaction with users generated the most engagement.

When addressing the importance of tourism companies (like hotels), online reputation and Social Media, Martínez María-Dolores et al. (2012) remind us that 60% of tourists that visit our country use the Internet to clarify doubts about it and, in the case of this study, 75% of the tourists who visit Murcia do it using the Internet as a planning and travel hiring tool.

Online reputation is amazingly important in the 2.0 Web phenomenon that tourism industry is living at the moment. Martínez María-Dolores et al. also recommend Social Media presence from hotels and destination marketing organizations, as interactions with clients is imperative and, in the case of Facebook, 86% of its users have interacted with tourism companies through this social network in the past.

CONCLUSION AND IMPLICATIONS

We can conclude from these data that the tourism industry has to and will change with the evolution of the many tools that have been developed in the last decade and that tourism consumers can use now to find and share information, hire trips and hotels and enjoy traveling, as the whole idea of traveling has changed with the appearance of the Internet and the 2.0 web.

In Spain, tourists are now, as in the rest of the western civilization, more used to and open to the use of social media and online communities for sharing information, and they are one of the prime fonts of information clients will use now. Online travel agencies and communities of travelers are the most used, although social networks, as Facebook, Twitter or YouTube, are being used more frequently day by day to find travel-related information.

Travel companies, hotels and destination marketing organizations are accommodating themselves into this new world of 2.0 Web, but have not found yet the best way to use these media. Conversation with users prove to be key when trying to reach and engage more audience to the tourism company.

Of course, this study has its limitations. As it is mainly focused on a literature review, first-hand data about tourism enterprises would be precious to us. Also, we would like, in future studies, and focusing on the survey we talked about earlier on, to see if the *e-tourist* we're discussing in this paper is more interested in the e-WOM they can find than in traditional Word Of Mouth and if their use of Social Media and reviewing, as we saw that many surveyed tourists read online opinions but are not frequent reviewers.

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Analysis of the spatial distribution of tourism activity: An application to the volume of travelers in Extremadura

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INTRODUCTION

Spatial econometrics arose as a branch of general econometrics due to the need to develop a set of techniques that permit the appropriate treatment of data affected by the so-called spatial effects: autocorrelation or dependency and spatial heterogeneity.

Accordingly, Anselin (2001) defined it as a "subfield of econometrics that deals with spatial interaction (*spatial autocorrelation*) and spatial structure (*spatial heterogeneity*) in regression models for cross-sectional and panel data".

Spatial heterogeneity or a lack of structural stability arises as a result of the use of distinct spatial units to explain the same phenomenon and it may be resolved with the techniques existing for the treatment of time series (Moreno and Vayá, 2004).

Spatial dependency or autocorrelation is defined as the phenomenon that occurs when there is a relationship between what happens in a specific point in space and what happens in other points in this specific space (Anselin, 1988) The impossibility of treating the multi-directionality of this effect using traditional econometric techniques led to the appearance of spatial econometrics.

Obviously, the presence of spatial effects is anticipated, especially, in those variables that measure aspects of economic activities that are closely linked to their development in a specific space.

Tourism in particular is an activity having a close link to the geographic space where it is carried out (Sánchez, 2008). Therefore, it is surprising that currently there are few articles that analyze the distribution patterns of tourism variables in the space.

The objective of this work is to examine the distribution patterns of a variable that is typically associated with tourism, such as the "number of travelers", in order to detect whether or not it is distributed randomly across the space or if, on the contrary, there is autocorrelation or spatial dependency. This shall ultimately determine whether or not the modeling of any phenomenon related with tourism requires the use of techniques developed for spatial econometrics for the treatment of data affected by spatial effects.

LITERATURE REVIEW

Although the contributions offered to the discipline by Cliff and Ord (1981), Blommestein (1983), Arbia (1989) and, most importantly, Anselin (1980, 1988) have long been considered fundamental pillars of spatial econometrics, they are not considered to be the origins of the same.

The initial efforts made in this regard should be attributed to studies carried out by Studen (1914) in his work on how spatial effects influence the validity of statistical methods.

Later, the works of Moran (1948) and Geary (1954) with their proposals of formal indices for the detection of spatial autocorrelation or dependency are seen as pioneering studies separated from the area of spatial statistics.

Although years have passed since these early studies, the current number of specific publications in this area continues to be limited, as noted by Moreno & Vayá (2000), particularly when considering Spanish cases.

However, there has been an increased interest of late in spatial econometric techniques which, according to Anselin and Florax (1995), is justified by the following reasons: the increased importance of spatial interaction in the social sciences, an increase in the availability of geo-referenced socioeconomic databases and the development of Geographic Information Systems (GIS) software including specific modules for the statistical analysis of spatial data.

METHODOLOGY

The methodology used in this work has been inserted within the Exploratory Spatial Data Analysis (ESDA), which is a specific part of the Exploratory Data Analysis (EDA) that has the goal of focusing on the specific treatment of spatial data.

It is defined, therefore, as the set of techniques that permit the discovery of spatial distributions identifying atypical locations (spatial outliers), discovering schemes of spatial association (spatial clusters) and suggesting spatial structures and other forms of spatial heterogeneity (Anselin,1999).

As we can imagine, the ESDA is characterized by combining statistical analysis with a graphical-geographic-cartographic approach. Therefore, the development of specific statistical modules within the GIS has meant a great advance for these techniques.

Within this set of more general techniques, including the ESDA, this work focuses on analyzing the phenomenon of spatial dependency or autocorrelation. Thus, it uses ArcGIS software which, with its geo-statistical perspective, permits the analysis of the spatial dependency or autocorrelation through the most commonly used formal indices.

The variable to be analyzed is the number of travelers visiting Extremadura during the month of July 2015, with data provided by the Tourism Observatory of Extremadura. The sample consists of 270 establishments, of which 131 are hotels and the rest are non-hotel type lodgings.

The study of spatial autocorrelation or dependency of the mentioned variable in the Extremadura region has been analyzed from a dual perspective: global and local.

The contrast of spatial dependency in a global perspective has the objective of identifying spatial trends or structures in a specific geographic area. To do so, the indicators proposed by Moran (1948) and Getis and Ord (1992) were used.

In both tests, the null hypothesis to be contrasted is the absence of spatial dependency; that is, the randomness of the distribution of the variable in the selected territory.

Moran's Test I is based on the following expression:

$$I = \frac{\sum_{i,j}^{N} w_{i,j}\,(y_i-\bar{y})(y_j-\bar{y})}{\sum_{i=0}^{N}(y_i-\bar{y})^2}$$

As we can see, the index is based on the cross products of the y_i deviations with respect to $\bar{y}$. An *I* coefficient that is greater than its anticipated value indicates a positive spatial autocorrelation. On the other hand, an *I* value that is lower than its anticipated value suggests the existence of a negative spatial autocorrelation.

On the other hand, Getis and Ord's general statistic G(d) is based on distance, with the two regions being considered adjacent when they are found at a specific distance *d* from one another. Its expression is as follows:

$$G\,(d) = \frac{\sum_{i=0}^{n}\sum_{j=0}^{n} w_{i,j}\,(d) y_i\, y_j}{\sum_{i=0}^{N}\sum_{j=0}^{N} y_i y_j} \quad \text{for} \qquad i \neq j$$

The interpretation of this test for those cases that are statistically significant would be as follows: a positive (or negative) value of *z* would indicate a trend towards the concentration of similar high (or low) values, respectively.

The study of the dependency or autocorrelation at a local level has the objective of detecting particularly high or low values of a variable with respect to the mean value of the same.

For this, two of the most commonly used indices have been employed: the new G^*_i of Getis and Ord and the local *I* of Moran.

The new G^*_i proposed by Getis & Ord for the study of dependency at a local level, is calculated based on the following expression:

$$G_i^* = \frac{\sum_{i=0}^{n} w_{i,j} y_j - \bar{y} \sum_{j=0}^{n} w_{i,j}}{S\sqrt{\frac{\left[n \sum_{j=0}^{n} w_{i,j}^2 - \left(\sum_{i=0}^{n} w_{i,j}\right)^2\right]}{n-1}}}$$

To interpret this statistic, it is considered that statistically significant values with *z* scores that are greater than zero suggest the presence of groups of high values (hot spot), whereas negative values of z suggest the existence of groups of low values (cold spot).

To conclude, for the analysis of spatial autocorrelation at a local level, the test proposed by Moran was used. The local *I* index of Moran is capable of detecting the contribution that each region makes to the global indicator, and of detecting atypical values (outliers) having a much higher or much lower participation in the global statistic than the average.

The index has the following form:

$$I = \frac{\sum_{i=0}^{n} \sum_{j=0}^{n} w_{i,j} z_i z_j}{\sum_{i=0}^{n} z_i^2}$$

This statistic approximates a normal distribution.

RESULTS

The distribution of the *number of travelers in the Extremadura region* variable has been studied from a dual perspective. On the one hand, the distribution of travelers in the region is analyzed considering the hotel establishments and on the other hand, the same analysis is conducted while taking into account non-hotel type establishments.

First, a sample of 131 hotel establishments, distributed across the region, was considered.

From the study of global level correlation, it has been determined that, according to the results obtained from Moran's test *I*, the null hypothesis of random distribution of the variable in the territory is not met. That is, travelers lodging in hotel establishments are not randomly distributed. Furthermore, the interpretation of the obtained results allows us to conclude that the variable follows a pattern of aggregated distribution.

The general *G (d)* test of Getis & Ord, on the other hand, reveals that the variable tends to be concentrated in its high values in the space.

As for the study of local level autocorrelation, Moran's local *I* test reveals two clusters of high concentrations which are the territories that contribute the most to the non-randomness of the variable, located around Mérida, Badajoz and Cáceres.

Furthermore, two high-low outliers are observed around Mérida and Cáceres, as well as a cluster of low values in Cáceres.

Using this same assessment framework, the spatial dependency of the non-hotel establishments of the region was studied.

First, in the study of global dependency, we obtain the same results that were found in test I of Moran and G(d) of Getis & Ord which do not permit rejection of the null hypothesis. Therefore, we may conclude that the number of travelers lodging in non-hotel establishments in the region is randomly distributed in the space.

Based upon the results that were obtained, it is not relevant to carry out the local test I of Moran.

On the other hand, the new G_i^* of Getis & Ord reveals the existence of diverse clusters having especially high values in the northern part of the region at a 99% confidence interval, with special relevance of the clusters observed in the regions of Cáceres, Plasencia, La Vera area and Ambroz.

CONCLUSION AND IMPLICATIONS

The evolution of GIS technology, along with the increased availability of geo-referenced data provides spatial analysis of data with a greater dissemination in diverse areas of the social sciences. Therefore, the prior analysis of the distribution of the variables, especially those having a special relationship with their occurrence in a specific geographic territory, is indispensable. Tourism stands out within these, given its strong link to the territory where it takes place. The results of the ESDA for the *travelers in the Extremadura region* variable suggest that the appropriate treatment of the data requires the use of those techniques proposed by spatial econometrics.

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Exploring the aesthetic construct applied to destinations: Some insights from the literature review

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INTRODUCTION

This study aims to explore the aesthetic construct through a preliminary content analysis of definitions, meanings and ideas extracted from the literature review. The goal is to have a deeper understanding about this construct in order to define a theoretical pre-schema, which will be adopted and validated for materializing this construct in future research applied to visual stimuli having a specific destination as an example. Therefore, at the present stage of the research this paper aims to define a theoretical pre-schema, in order to further contribute to the creation of knowledge by empirically evolving the construct of aesthetic. With that in mind, a qualitative approach was adopted framed by a mix between \`inductive´ and \`deductive´ analytic approach. First, a more explorative analysis was undertaken by categorizing a set of data into an implicit topic or theme. Then a more direct content-analysis, based on descriptive method of coding was applied in order to define a preliminary list of descriptors of the aesthetic construct. Therefore, the research questions of this preliminary study is mainly to investigate the nature of the aesthetic construct and characterized it, in order to better understand the theoretical domain under study.

LITERATURE REVIEW

This study is based on the assumption that for materializing the aesthetic construct in the domain of tourism destinations, particularly when forming perceptions, meanings and ideas, is of utmost importance to fully understand the concept of destination image (DI).

A critic literature review about destination image construct (Rodrigues, Correia & Kozak, 2012) has shown that when defining image about a destination a strong emphasis is put on ideas such as “organized representations”, “sum of beliefs, ideas”, “complex combination”, “overall impression or attitude” or “visual or mental impression” (e.g. by chronological order Crompton, 1979; Echtner and Ritchie, 1991; Tasci, Gartner & Cavusgil, 2007; Rolo-Vela, 2009; King, Chen & Funk, 2012 among others). Hence, the concept of destination image (DI) is intertwined not only with objective or more factual information (the cognitive image), but also (or even more) with an individual´s beliefs, feelings, opinions about the characteristics of a destination (affective image). In this sense, an explosion of a more emotional and aesthetic experience (subjective) sprout from this concept, this might lead us to the conclusion that DI construct is aesthetics in its essence.

To fulfil the main goal of this preliminary study, i.e. to have a deeper understanding about the aesthetic construct in order to materialize it in the future, an extensive literature review was done. This study proposes a set of definitions and ideas related to aesthetic as a first step to apprehend this construct. For instance, Bamossy (1982, cited on Hirschman, 1983:3) states that “aesthetic responses are primary emotional or feeling responses and thus are very personal” or Griffiths & Mack (2007: 268) for whom “aesthetic approach seeks to enrich knowledge about the ‘sensible’ aspects of a destination experience”. Table 1 illustrates part of the 42 fundamental definitions and ideas extracted from the literature review stage.

Table 1. An Exploratory Definitional Approach of Aesthetic Construct (an example)

Authors, Year, Page	Definition
Vogt & Fesenmaier (1998:561)	Unlike functional needs, the nature of aesthetic objects and experiences is abstract, subjective, nonutilitarian, unique, and holistic (Hirschman 1983; Holbrook and Zirlin, 1985)
	The abstract nature suggests that aesthetic consumption goes beyond tangible characteristics, lending itself to an intangible, self-evoked need.
	Aesthetic value can be found in both verbal and visual forms and can be represented both as real and imaginary.
	Information is viewed as a stimulus to visual thinking, imagery, and envisioning of a place that is real and obtainable. Fantasizing, the act of producing multisensory images not drawn directly from personal experiences is yet another form of mental phenomena. Thus, aesthetic information need appears to describe two dimensions: stimuli for imagery and for fantasizing.
	This marketing-focused research showed that individuals use aesthetic stimuli for the experience itself and not some pragmatic or utilitarian goal.
	It was hypothesized that visual objects would relate strongly to the aesthetic dimension; however, the results did not support this contention.
	Tourism experiences and attitudes toward destinations have also been examined in an imagery framework. Fridgen (1984) discussed the role of destination imagery as an important factor in the anticipation stage of some future tourism consumption. Individuals usually have an image of the place they visit before they leave, whether or not they have prior experiences of it (Gunn 1988; Gartner 1993)
	This second dimension focuses on cognitive processes that are more subconscious in nature than functional cognition (Holbrook and Hirschman 1982). Pictorial imagery, fantasies, and daydreaming appear to be based on mental stimuli that capture beauty and elegance.
	While pleasure and aesthetic images may be related, the former seems to describe how one feels, while the latter explains how one sees and thinks. Thus, fantasy needs appear to be better explained by aesthetic information needs.
Lavie *et al.* (2004:271)	Historically, aesthetic values appeared as a reformulation of ideas about **beauty**, subsequently replacing them (…).The word beauty is commonly applied to things that are pleasing, either to the senses, to the imagination, or to our understanding.
	Beauty’s abiding meaning is associated with order, but in the more modern readings the aesthetic interpretation of beauty is associated with delight and perception (Feagin and Maynard, 1997).
Griffiths & Mack (2007:268)	Aesthetic approach seeks to enrich knowledge about the ‘sensible’ aspects of a destination experience.
	An aesthetic approach to the study of organizational life attends to everyday sensory perceptions: sight, touch, sound, smell, and taste (Strati, 1992, 1999, 2000). Sensory experiences form the basis for this inquiry into the ‘aesthetic dimension’ of a seafarer’s shipboard life.
	The structure of the aesthetic experience is found to be an intense involvement of attention in response to a visual stimulus”.
	As Hoibrook and Zirlin (1983) have noted, aesthetic response to a stimulus is suffused with emotion, but additionally extends beyond emotion to include evaluative reactions to an object (e.g., as being beautiful or sublime).

Source: Own Elaboration.

METHODOLOGY

The qualitative method that will be used for analysing these definitions is mainly based on two approaches. The analysis first starts with a more explorative and `inductive´ approach by bringing meaning to the data through a *theme* identification. A *theme* may be identified at a manifest level, i.e. it is directly observable in the information (Saldaña, 2009). This procedure allowed ideas to emerge from a set of data and categories were identified from the aesthetic definitions. After this, a content analysis method was used since it allows making replicable and valid inferences from data to their context (Krippendorff, 1989; Bardin, 1979). Content analysis allows the researcher to validate theoretical issues to strengthen comprehension of the data and has come into wide use in tourism studies in recent years (for more information see Stepchenkova and Mills, 2010). The analytic procedure was conducted based on the general stages of content-analysis procedure in Krippendorff**'s** (1989) six steps (design, unitizing, sampling, coding, drawing inferences and validation). The coding procedure was mainly descriptive, which "summarizes in a word or short phrase – most often as a noun – the basic topic of a passage …" (Saldaña, 2009: 70), to provide the researcher an organizational perspective about the data. WebQDA (Web Qualitative Data Analysis) software for use in collaborative distributed environments was used (Souza, Costa & Moreira, 2016). Phrases were extracted from the previous segments of texts already coded by the categories previously identified.
More concretely, the strategy analysis and software tactics of the first content analysis procedure is composed of the following steps:

1. 42 ideas that allow defining aesthetic were extracted from an extensive the literature review, which constitute the *corpus* to be analysed;
2. Through `theaming the data´ coding method it was possible to define three dimensions or categories of the aesthetic definition (AIV+ASI+AEV);
3. All the 42 definitions were then categorized according to this pre-schema based on these three categories;
4. Based on this first categorization and applying more descriptive coding sub-categories were then generated, which allowed characterizing each dimension/category.

These four stages were essentially to provide a better understanding of the aesthetic construct and to provide a first theoretical framework (a pre/schema) that will be adopted to analyse aesthetic responses to pictorial information and the correspondent comments about a destination. It is important to remind that this study is in the very beginning and, based on these preliminary results further research will be conducted in order to validate if this the most appropriate approach.

The results here presented correspond to the first content analysis of the 42 definitions of aesthetic construct, the extracted categories and sub-categories.

RESULTS

An initial set of words associated with aesthetic construct was extracted from the 42 definitions through a word counting. This allowed having a first glance to the characteristics of this construct. Words such as ”experience”, “affective”, “emotion” and “emotional”, “imagery”, “stimuli”, “visual”, “beauty”, “unique” contribute to form a first schematic idea about the construct. Having this as a base line a more `inductive approach´ three categories/dimensions were determined: (1) “Aesthetic Information and Value” (AIV); (2) “Aesthetic Stimuli and Interpretation” (ASI); (3) “Aesthetic Emotions and Judgment” (AEJ). Each reference, sentence or a block of sentences of the aesthetic definitions was allocated to the corresponding category. This allowed the text be broken into broad topics, which contribute to identify basic elements. The final segments (passage of the texts) were categorized in each category (e.g. 16 segments in “AIV”, 9 segments in “ASI” and 2 segments in “AEJ”).

Based on this first categorization a descriptive method was adopted, which allow to characterize each dimension/category. This stage has defined a theoretical pre-schema that contributes to a better understanding of aesthetic construct nature. Moreover, a preliminary list of descriptors of this construct (see Table 2) is here presented; although it is necessary to validate these initial findings in future research.

CONCLUSION AND IMPLICATIONS

The links between destination image and aesthetic construct have not yet been explored. This paper intends to be the first step of an ongoing research objective, which aims to materialize the aesthetic construct by investigating how people react in terms of perceptions and impressions to a more aesthetic stimulus, through the use photos of a specific destination. For the moment, a content analysis of 42 ideas related to aesthetic concept was implemented, originating three main categories. This step serves as a way to organize a set of data, considered to be a foundation work that leads to the development of higher-level theoretical assumptions. For each one, a list of descriptors was generated, which form an initial theoretical pre-schema to be adopted in the future for photos and comments analysis.

Table 2: Categories and Sub-Categories of Aesthetic Construct Extracted from the Literature Review Content-Analysis

Aesthectic Information and Value (AIV)
Real and imaginary
Imagery and fantasizing
Visual objects and forms
Cognitive processes more subconscious
How one sees and thinks
Pleasure
Reformulation ideas about beauty
Enrich knowledge about 'sensible' aspects
Art, beauty and emotional attraction
Imagery responses are hypothetical, implicit, internal, unobservable
Mental visual imagery
Emotional, feeling_personal
Abstracts structure that evoke emotions.
Products are valued in and of themselves and possess no utilitarian value
Aesth. responses are primary emotional, feeling and very personal
Their value lies solely in the subjective response they evoke
Positive intrinsic hedonic value
No "right" or "wrong" answers
Developing sense of relevance
Involves attending to, perceiving, and appreciating an object-for-itself
Importance of top-down influences
Pictorial imagery, fantasies, daydreaming
Aesthetic Stimuli and Interpretation (ASI)
Stimulus to visual thinking, imagery
Fantasizing, producing multisensory images not drawn directly from personal experiences
Multisensory images
Aesthetic stimuli for the experience itself
Mental stimuli capture beauty and elegance
Fantasy needs are better explained by aesthetic information
Beauty applied to things that are pleasing to the senses, to the imagination
Everyday sensory perceptions: sight, touch, sound, smell, and taste
Intense involvement of attention in response to a visual stimulus
Aesthetic response_suffused with emotion
Extends beyond emotion to include evaluative reactions to an object
Aesthetic Emotion and Judgment (AEJ)
Often described as pleasure or happiness
Can also be negative in case of unsatisfactory processing
Positive if the process it elicited is experienced as emotionally positive

Source: Generated by WebQDA software.

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EBSCode - eco based surf code – Surfing for a sustainable development of beaches: The Portguese case

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INTRODUCTION

The main aim of this study is the creation of a Code of Conduct (CC) that establishes a set of rules that will somehow guideline the behavior of a specific segment of beaches' users, surfers. This study considers in a first instance the Portuguese, which has no such tool recognized and used by all, but it aims to be spread to other realities with similar characteristics.This CC is part of the category of voluntary instruments for a sustainable development of Tourism and it aims mainly to promote a responsible use of beaches, preserving this natural resource to future generations.

The methodology procedures include literature review, the analysis of specialized technical documents that address this topic and also an internet exhaustive research of Codes of Conduct (CsC) throughout the world, via Internet official sites. The research was conducted in different languages to enlarge the scope and possibilities of finding as many CsC as possible. In total 20 generic codes related to the use of beaches by surfers were analyzed. EBSCode innovates as it introduces the ecological component in its principles answering the main aim of this study.
The primary focus of this paper is to understand in which way a Code of Conduct (CC) may be designed and used to promptly answer the concept of sustainable development of Tourism regarding a very specific context, namely beaches. The main aim is the creation of a CC that establishes a set of rules to guide and discipline the behavior of beaches' users, more specifically surfers. For this study, we have considered the case of Peniche, a Portuguese city well known and looked for

the practice of surf. It still does not have a CC that is accepted and assumed by all, reflecting the general national panorama regarding this topic. This code seeks to ensure that the use of Peniche's beach areas by the surfers' community ensures the protection and the preservation of the beach environment.

This CC is to be assumed as a voluntary instrument for sustainable tourism (UNWTO/UNEP, 2005), which aims to provide a basis for the development of a responsible use of beaches. Not disregarding the country's legislation, and for this specific study, the CC aims to establish a set of principles and values for the sustainable use of the natural resource that a beach constitutes. Furthermore, it intends to serve as a reference for the surfers, guiding behaviors and actions that encourage trust, mutual respect, transparency and the preservation of the natural resources involved.

The methodology procedures consist of literature review and the analysis of specialized technical documents that address this topic and also an insightful analysis of Codes of Conduct (CsC) throughout the world, via Internet official sites.

LITERATURE REVIEW

Outdoor sport and recreation has gathered in the past few years the attention of several authors (Agarwal, S.,2002; Jurado, E.; Damian, I. & Fernandez-Morales, A., 2013). Being an adventure sport tourism product, and considering that first surfing references date back to the 19th century (Esparza, D., 2016), surfing has increasingly been analysed as a niche market that takes place worldwide and is growing fast and creating an impact on tourism development of different countries with coasts which have waves (Ponting, J. & O'Brien, D., 2015). Even if not widely covered by literature review, an emergent attention is being given to this phenomenon by researchers (Martin, S. & Assenov, I., 2012) and more and more studies regarding different perspectives of it are accessible. Nevertheless, there is a gap in literature as far as CCs are concerned within surf Tourism, even though carrying capacity, environmental impacts, problems with local communities and local surfers are the subject of some of these studies (Scarfe,B.; Healy,T.; Rennie,H. and Mead, S., 2009; Fletcher, S, ; Bateman, P. and Emery, A., 2011; Jurado, E.; Damian, I. & Fernandez-Morales, A., 2013).

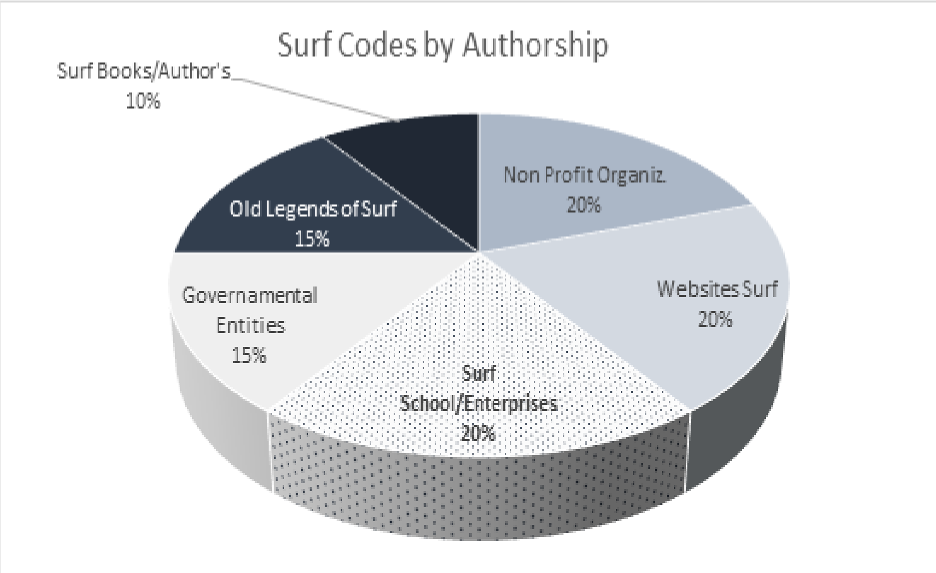
Frame worked by the paradigm of sustainable development of Tourism, the Global Code of Ethics for Tourism (GCET) (UNWTO, 1999) emphasises tourism's responsibilities to local communities and their natural, social and cultural environments. It is a reference for responsible and sustainable tourism and contains a comprehensive set of principles designed to guide the various actors and develop the industry. The 'Eco Based Beaches Code' will therefore try to answer this gap in literature review seeking the protection and preservation of the beach environment, regarding ecological, recreational and cultural values and following the GCET indications.

METHODOLOGY

Literature review and the analysis of specialized technical documents were part of the study methodological procedures. Besides this, a careful analysis of Codes of Conduct (CsC) throughout the world, via Internet official sites was put forward.

The research was conducted in 4 different languages (English; French; Portuguese; Spanish) in order to cover the main geographic areas where surf is recognized as an international reference. The expressions used for this analysis were: "surf code of conduct" and "surf ethic code" and Google.com software was used to conduct the research. In all, 20 codes targeted to surfers were analyzed: 12 in English (mainly from South Africa, Australia, Canada and Great Britain); 2 in French (from France); 2 in Portuguese (from Portugal); 4 in Spanish (from Spain). The codes founded come from different sources (see Figure 1), including surf schools, non-profit organizations and governmental entities (national, regional and local), specialized websites and individual authors (former legend Surfers and writers).

Figure 1. Surf Codes by Authorship



Source: Authors' own elaboration

In order to analyse the contents of the different CsC, a word cloud tool was used to depict keyword metadata and categorize the main issues covered. A free online software was used (wordclouds.com) and the obtained results were used to understand if the studied CsC already considered an ecological approach and if so, to what extent.

RESULTS

The studied codes consist of a set of principles/rules (between 5 and 19). In general, most of them aim a healthy practice of surfing, ensuring safety and respect among all surfers. Indications about the need for communication among surfers, the importance of not surfing alone, respecting other surfers and recognizing the level of surfing are common. They also include very specific rules on how and when to start riding a wave and how to use the board.

Only one of the codes - that from the École Française de Surf (surf schools network certified by the French Surfing Federation) - sets standards exclusively for an ecological approach of the Surfer, including examples of environmentally responsible practices on the trip to the surf destination, accessing the beach, the enjoyment of the natural resources (the sea and the beach) and the attitude facing the local community. Regarding the other codes, and based on the results obtained with the word cloud tool, the words related with those aspects are not many. The frequency of use is very low associated with words like environment (5 references), trash (6), litter (2), rubbish (1), and nature (1), clean (1). Also, if we analyse expressions, only 12 of the analysed codes present one or to two principles concerning good practices associated with respect for the natural environment (including specific references such as "Respect the beach, ocean", "Pick up your trash", "In your way out of the "Do not leave litter of any kind on the beach", among others), with the community of surfers ("Respect the others / surfers", "Have respect for the local surfers, you and the local community ("The locals who live in the residential areas near the beach deserve your respect").

With the obtained results, the EBSCode (Eco Based Surf Code) was elaborated suggesting 23 principles for surfers. Table 1 shows some of the principles that were included in the EBSCode, and exemplify how it manages to deal directly with environmental aspects, either during the surfing activity or general use of the beach and its surroundings. The EBSCode has a dichotomous nature, as it has been organized in two parts. One suggesting a common set of principles for surfers while users of the beach and its surroundings, and one other that guidelines them in the surf activity. It is also structured in two languages, with one version in Portuguese and one in English, so that it can be accessible to a greater number of beach users.

Table 1. Example of some of principles considered for the EBSCode (English version)

EBSCode - Eco Based Surf Code **Guidelines for a responsible and eco-friendly use of the beaches**
If you have chosen this beach, enjoy it the best you can and follow the rules that follow in order to maintain this beautiful natural area: . Enjoy the beach and nature that surrounds it, always with respect; . Respect the local community and do not park in areas that obstruct access to homes, garages, sidewalks and road crossings. . Use sunscreen that respects the environment not polluting the water . Do not pick up or step on the existing vegetation in the dunes and on the beach; . Respect all beach users; . Promote these guidelines among children that come with you. (…) **While surfing:** . Be tolerant to the other surfers and avoid aggressive attitudes and unhealthy competition; . Prefer products with eco-responsible brands; . Use the occasion opportunities to buy / trade / sell used equipment. (…)

Source: Authors' own elaboration

CONCLUSION AND IMPLICATIONS

The EBSCode innovates from all the CsC studied because it introduces the ecological component in its principles. In fact, this is a code that promotes an eco approach of the surf activity, aiming a more respectful act/ion regarding the natural, cultural and socioeconomic environment that characterizes each surf destination. As such, it is a code that does not replace the analyzed surf codes. In relation to the only *ecocode* founded (that of the École Française de Surf) it differs from it if we consider the higher number of principles it contemplates, making it more applicable or adjustable to a greater diversity of surf destinations.

When considering the application of the EBSCode by surfers, we must not forget that it is a voluntary instrument, in which compliance is not mandatory. As such, and considering the importance of ensuring the natural values stability and the socio-economic balance of surf destinations, it will be crucial that the adoption of this code is supported by other actions, namely: spreading the code either digital or in a printed format among tourism enterprises (surf schools, tourism accommodation, recreation operators) and among public or private entities operating at the destination (town halls, associations linked to surf etc.); creating awareness-raising actions about the benefits of applying and following the guidelines within the EBSCode; creating incentives for those who adopt some of its principles (for example, those who choose to purchase locally produced products). Also, it is essential the translation of the code in different languages.

The translation of EBSCode in more languages would also be advidable so that it can target a higher number of surfers and entities.

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Urban positioning through music tourism: The phenomenon of Music Cities

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INTRODUCTION

Music is a language through which people communicate and express themselves, providing comfort whether alone or in groups. Currently, music holds a far more recognized position as a social activity after more than half a century of consolidation of leisure, entertainment and tourism as mainstream activities in many advanced and emerging countries. Cultural tourism is increasingly growing in advanced countries -around a third of all tourism in the EU- and, within this segment, music tourism accounts for one of the clearest expansions in the EU and North America. Cities can improve their options for development through a global positioning based on specialization in the production of recorded, and above all, live music.

LITERATURE REVIEW

Current music economy. World, Europe, Spain.

The evolution of the music economy in the world has been marked in the last decade by a constant relative loss of relevance in the sector, as well as by digitization and the recovery of live performances at the core of production and employment. The most recent comprehensive study shows that, with global revenues slightly over 50,000 million dollars in 2013, initial authors and creative people in the value chain obtain a 20% share, the intermediary channel between the recorded composition and the audience -record labels, platforms, distributors- receives 30%, and the live channel, where the moment of truth happens, i.e. the live performance of music, obtains 50%. In 2015, revenue from digital music sales worldwide exceeded, for the first time, that of physical copies. Meanwhile, streaming keeps growing at the expense of digital downloads. Only the markets of Germany and Japan retain an interest in physical copies (IFPI, 2016). The US accounts for almost a third of the world market share with 4.4 billion dollars, followed by

Japan with 3.3, Germany with 1.1, and the UK with just over a billion. These four countries represent in turn a large share of the global market.

Regarding live performances, the top 100 tours on the planet rebound to the aforementioned characteristics. American and British artists dominate, in most cases having emerged and consolidated themselves in the market during the period of validity of the previous paradigm. Furthermore, flagship English-speaking world concerts, tours and festivals are increasingly opting for Continental Europe - 6 among the 20 highest-grossing in the world-, Canada, and Australia. Besides, new markets are emerging in South America and, to a lesser extent, China. Moreover, the classification of the main concert halls and theatres last year reveals the aforementioned territorial extension of the live music economy (Pollstar, 2016)

Music and Territory

In this context of recovery of live music, its contribution of value and global positioning toward territories and cities receives greater attention. On the supply side, people involved in music are more creative than average and musical practice strengthens their identity and improves their quality of life (Rudd, 1997). In addition to this, music facilitates networking through meet-ups that spring up knowledge networks and strategies among the population, the so-called social capital. The clusterization of creativity promotes more productive habitats and cities with higher quality of life (Rindermann et al., 2009;. Lazzaretti et al., 2012). A territory's ability to attract and retain talent, combined with the place's opportunity, diversity and quality, is increasingly more relevant to urban development as opposed to the ability to attract enterprises (Florida, 2000). Favorable conditions for creative activities are directly linked to the configuration of public space, usually urban areas, and to its commercial and leisure framework (UnHabitat, 2013). These are drivers of diversity, the breeding ground of creativity (Jacobs, 1973; Harvey, 2012). Creative classes emerge, consolidate and are attracted by vibrant neighborhoods where public space encourages the multiple uses throughout the day. These frameworks and networks emerge in small venues and favor the diversity of meetings, exchanges and complementary relationships between residents and visitors (Jacobs, 1973).

These facts explain the existence of an EU strategy in the field of creativity and the Creative Cities Network program, founded in 2004, aiming to promote and strengthen the relationship between cities that recognize creativity as a strategic factor for development, music included here (Santagata, 2009; UNCTAD, 2011; UNESCO, 2004; UNESCO, 2013). The Creative Cities Network is currently made up of 116 cities, with 19 belonging to the musical field.

On the demand side, music as a productive activity plays a key role as a component of leisure and audiovisual entertainment in advanced societies and is therefore an interesting channel to generate production and employment with the usual multiplier and dragging effects on the whole local economy. If local musicians are competitive producing live or recorded music, that competitiveness will hold a significant effect on economic growth, employment and public budget in the municipalities in question. Demand in the local music sector may in turn have its geographic origin not only among the resident population but also the foreign population who knows of the local supply. Furthermore, the demand for live music and visiting relevant places for the music fan generates visits, trips shorter than 24 hours or day trips and overnight stays, i.e. tourism.

RESULTS

Music tourism and music cities

Evidence reveals that music-motivated travel is on the rise worldwide. Music tourism has in fact two channels: leisure and profession. Music professionals travel and spend the night in localities. Their tourism is business-related. Non-professional musicians and specialists -in the supply side- and the public -demanding music experiences and spending the night in places where they do not reside- participate in both cases of leisure tourism. Music tourism is a leisure tourism whose main motivation is to have music experiences of leisure as author, performer or audience, including participation in and attendance at concerts and festivals, visiting venues, spaces and places -museums, conservatories- and the development of activities -rehearsals, interpretation and recording- with music as an essential component.

Musicians and suppliers of amateur services, volunteers and professionals with a certain degree of stable self-organisation, with a business and social network, as well as public institutions in the fields of education, training, production, recording, live performances, and off and online communications constitute together what might be called the local scene of a territory or city. This reality expresses characteristics of culture, art and production network with daily activities and concerts in companies and specialized entities. It can also exert attraction on the local public, excursionists and tourists alike as well as drawing new residents from the creative classes. Similarly, a territory can host the production of events and music festivals promoted by external agents that may or may not make use of the local scene and attract visitors.

The economic analysis of music around the world is still in its infancy, but the existence of a geography of musical agglomeration on the planet can be detected. That geographic concentration reflects the power of the more professional side of the industry. The *Wish you were here* report (Uk Music, 2017) is probably the most complete existing diagnosis of music tourism and its economic impact for a region, in this case the United Kingdom, disaggregating information in relevant regions and cities. A goal of the project is to inform policy makers and the public opinion of the value of music as a key to regional development.

In recent years, the number of urban territories that consider music as a strategic pillar for social and economic development has risen along with the subsequent support of local communities and the public and private spheres. They are called

Music Cities, where music communities reside and foster creativity and a social life capable of attracting visitors, creative professionals and investors.

They can be seen as a natural evolution of the aforementioned Creative Cities Network towards a greater musical specificity. Liverpool is perhaps the best example of self-consciousness. The recent report "Beatles in Liverpool and Its heritage and cultural sector economic impact: a report for Liverpool City Council" (University of Liverpool & Liverpool John Moores University, 2015) estimates an impact on the city for 2014 of 81,900 million pounds and 2,335 jobs, segregating specific activities around the Beatles and their effects of dragging and increasing the positioning value of Liverpool as a destination.

Also relevant are the cities of Austin in Texas, Toronto in Canada, and Manchester and Birmingham in the UK due to their local scenes. In the rest of Europe, some cities hold some relative importance, such as Amsterdam, Paris or Milan. Another example can also be found in the city of Adelaide in Australia. In Spain, Barcelona and Madrid's importance is very clear. Migration of musicians and creative people to these cities is an indisputable fact on which more research and evidence is required.

CONCLUSION AND IMPLICATIONS

Although the movement of Music Cities is in its infancy, it showcases, on the one hand, the very great importance of music and live music as a leisure activity among the population and, on the other hand, the opportunities to attract music tourism and creative residents toward cities with an outstanding musical activity. Even though it is some cities in the US and UK that act as leaders, there exist other candidate territories in Europe and Spain to follow suit.

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The medieval imagination: An interdisciplinary experience

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INTRODUCTION

This article aims to highlight the links between the areas of knowledge of History, tourism, of linguistic studies and interpretation of heritage from new interpretive narratives about the medieval times-bestiaries, taking as a case study the portico of the Cathedral of Lamego. It is believed that in the construction of historical narratives, the historical consciousness can be made aware to tourists. This paper intends to show how different subjects can be aggregated, providing interpretations that highlight the features of a place.

As a general objective, we want to understand the importance of the new narrative of space for visitors. In this way, we define the following specific objectives: (1) build a new narrative text; (2) know the perception of visitors regarding the new form of interpretation; and (3) visitors' opinions about the quality of the visit. For the achievement of the proposed goals a qualitative approach was used through interviews applied to 30 visitors.

LITERATURE REVIEW

The medieval bestiary, the case here presented, requires an interpretation that aggregates various knowledge, because its reading will have to be made, not only in its literal and historical sense, but also providing moral and allegorical background. With regard to monuments, the reading of “good” and “evil”, “virtue” and “sin” through figures carved in stone, it is not always easy to decipher (Flores, 1996). We find record of these features in churches, both in their lintels, door spandrels and columns, as well as in the cloisters of the monasteries, in the capitals of the columns, corbels and others carved as authentic sculptures, as a figurative and eloquent Bible for the poor (Froger & Durand, 1994; Benton, 1992; Baxter, 1998).

To draw an interpretative text appealing and consistent, the contribution required from various fields of knowledge is needed especially with regard to the interpretation of heritage for tourism (Decosta & Grunewald, 2011; (West, 2010). In this way, the multidisciplinary approaches allow a wider knowledge and provide a new insight into heritage. This issue is even more relevant because as Tilden (2006) prepones, for more than a century a much closed narrative discourse to the public about heritage, has prevailed. Especially, the discourse was not mastered by the tourist and, consequently, rarely expressed interest in mastering it.

In this sense, the studies on the perceptions of the visitors regarding the interpretation presented during a visit to a monument are of great importance since the application of the tools of interpretation in heritage can become an added value with direct or indirect impact in the short, medium and long term (Tilden, 2006)

METHODOLOGY

The qualitative approach bears in mind that the purposes of research resides in an attempt to understand complex social phenomena (Schreier, 2010). The inquiry was conducted through a semi-structured interview to 30 visitors. The interview was aimed at the analysis of the perception of the visitors about the proposed narrative, including a series of questions in which they had to evaluate a succession of dimensions that are focused in six categories (global assessment, guided tour, presentation of space, historical reading, time management, and repetition of the experiment), and the category "reading" of the monument/portico unfolds in five subcategories by the pertinence of assessing the historical narrative.

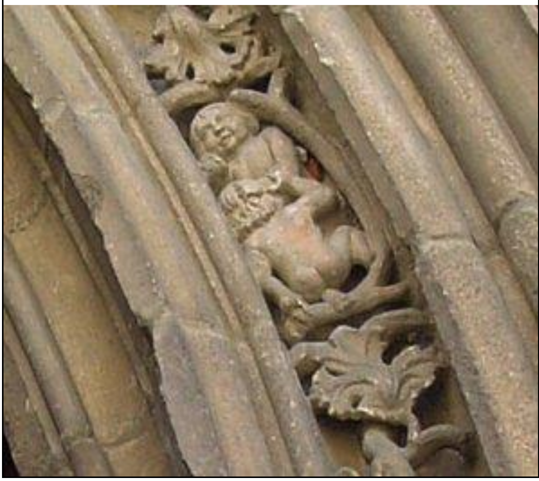
Case study: the portico of the Cathedral of Lamego: Proposed narrative discourse - Sensuality in medieval art: The Cathedral of Lamego

We can ask ourselves whether middle ages and eroticism are not two contradictory concepts.

Nothing can be further from the truth. That period which, for centuries, was regarded as obscurantist reveals itself as extremely creative in the field of desire and sexuality. At the end of the 11th century, the first troubadours sang sensuality, women, adultery, a new conception of love totally opposing to the heritage of antiquity; the tales, where sex is openly displayed, the songs of the goliards, the obscenity of numerous sculptures, the sexual Carnival rites suggest impulsive sexuality, all these linked to popular traditions which are not very Christian.

It is undeniable that the sculptural bestiary is one of the reasons that more interest raises and it would also trigger an intimidation effect in the medieval man. The bestiary reminds us its distinctive significance in the Middle Ages: for example, animals are no longer seen as animals only, they represent symbols of vices or virtues and religious and moral teachings.

With regard to the portico of the Cathedral, in there are masked figures or deformed human beings, certainly to convey the deadly sins (Figure 1), and a realistic reproduction of male and female sexual organs (Figure 2) was perhaps used to promote procreation. There are also the medieval "Bestiaries" which are at symbolic level, a source of inspiration for the works of adornment of churches and monasteries and a way of teaching morality or perfection.

Figura 1. Eroticism	*Figura 2.* Naked figures
	

The capitals of the columns were an element of the decoration of the churches of the Romanesque/Gothic styles that always aroused curiosity and attention by all of us. The fantastic figures of the capitals are multiple; their ornaments, allegories, figures of a narrative: each iconography attributes a specific meaning to these ancestral beings. These figures evolved from the words of the ancient, to the images of manuscripts, to finally become carved stone figures.

Is impressive to remember that these capitals decorated with monsters were often originally polychrome. The devil is also an agent of God, one that applies the pains of hell. The demon is represented as the inconsistency of a human nature, because being a beast was one of the aspects of the human being, a whole body devoid of intelligence, but absolutely passionate for destruction.

Animals, birds, plants and minerals, provide the material that allowed the qualitative leap, through allegory, to better encourage the practice of virtue and avoid sin. Animal iconography has a symbolic function, but in addition, it has an ornamental function because the sculptor, when expressing through the animals the moral and religious teachings, he does not forget creativity inherent to it.

We conclude that, in the Middle Ages, nature was prevalent to society. It was nature that was marking society's rhythms, and the very survival of communities. In fact, the medieval society, being mostly rural, was afraid of nature and of its often negative consequences that could impact in the economic and social stability of society itself. Largely feared, nature was honored and enshrined within a mindset fundamentally magic, even when the clerics referred to the strength and the powers of nature as manifestations and revelations that referred to the creator and to the Holy ability to dispense with thanks and punishments.

It is true that there were many who understood the meaning and scope of the symbolic representations and there were even those who fought against them as they were considered unworthy and inappropriate, especially in sacred and religious environments. However, the pagan image spread throughout Christianity so much at the hands of clergy as laymen and it survived. The Church has blurred it, but couldn't suppress it, instead it skillfully appropriated these images and symbols. Much of the profane art was so assimilated.

In fact, as we can see by the texts from Carmina Burana, in the middle ages there was a bohemian life among people of different social status. The image of the Drunk person in the portico of the Lamego Cathedral is an example of this reality.

RESULTS

One of the main objectives of this work was to question visitors regarding the quality of the visit to the monument. Then, the qualitative analysis of responses was carried out, taking into account the categories considered.

Overall rating: overall, the visitors' opinion is unanimous, demonstrating a high level of satisfaction, which stresses that the cultural visit is to the liking of the public, promoting greater visibility and valuing of this space.

"I visited the Cathedral, about five years ago, and I never noticed these images. It was a surprise ... and it was amazing to understand what they meant. I really enjoyed it".

Guided tour: the guided tour was evaluated by the majority of visitors who constituted the sample as "excellent", "very well directed, organized and focused" as well as "motivational", "informative" and "enlightening", to the extent that it "provided new knowledge". Visitors highlighted the "excellent work of the informant", in that visitors were provided "a very personalized follow-up" and "very enlightening explanations" which were considered, by the vast majority of respondents, as being appropriate.

Presentation of the space: the historical resources used were regarded as very well developed "excellent, very clear and informative"; the framework is very useful to any national or foreign visitor, as it allows a more personalized monitoring of the space.

Historic reading of the monument/portico:

- It features, lists and explains the concepts in a correct form, resulting in a well prepared story;
- the story integrates knowledge developed during the visit, as well as resulting from the research in a coordinate and creative way;
- Well-structured text, clear and with clear ideas, resulting in an intelligible and scientifically clear message;
- Essential and prominent examples that help to clarify the text;
- Distinction between the essential and what is not. The story includes properly selected information, mixing what is fundamental with extra information

Time management: the tour was also "very well oriented in terms of content and duration", being directed so that the visitor can get quite familiar with the history of the Cathedral.

Repetition of the experience: visitors referring that they "became more culturally enriched" and they "deepened their social, cultural and religious knowledge", demonstrating willingness to return.

CONCLUSION AND IMPLICATIONS

In this study it was possible to prove that the bestiaries are precious documents for the study of medieval mentality which results in a more appealing reading of monuments. Thus, when we deepen the historical knowledge in discovering unique singularities, appreciation of heritage as a tourism product, in many cases, is immediate.

We found that tourism conceived texts when enriched by historical knowledge, become more consistent and more appealing. The interpretations were more enriched. Even though sometimes such texts refer to more rigid periods of time, with the introduction modern reading aspects the texts become less rigid and more seductive. The idea of interpreting, enticing the visitor, seems to have been a legacy of the interpretive discourse as it appeals to subjectivities, sensibilities, interests for the historical knowledge of other places from the lived experience.

We believe that through the closer link between the historic research, interpretation and tourism it is possible to create a heritage product differentiation. With this purpose it is necessary to leave a passive stance in the process of information transfer between the various areas of knowledge, and these changes are triggered only with a change in methodology, which is proactive and interdisciplinary, so that the historical patrimonial discourse builds new meanings, allowing the construction of a unique tourism product.

This research is not intended to be finished, but it lays the foundations and provocations for the possibility of continuing research. It also presents its limitations, such as the fact that the study focused on a monument only. In the future, it will be important to study the perception of the local community, as well, in order to enrich the interpretive discourse. There are also limitations associated with methodological aspects: number of interviews, respondents' choice and method of treatment of the data.

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Rural development politics: Rural turism case in two cities of São Paulo/Brazil and Galicia/Spain

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INTRODUCTION

This paper proposed to analyse and compare rural development politics and their relationship with rural turism in Galicia, comparing Santiago de Compostela and Padron, against two cities from Sao Paulo State, Rosana and Presidente Epitacio, located in a region called Pontal do Paranapanema. Those areas were selected because even though the Brazilian sites had the right to use the land, they still suffer some adversities to keep their properties, especially related to the rural development politic that defines credit access. Thus, they sought for alternative activities that could help them to diversify their production and incrise their income, such as rural turism. The motivation to study a comparision between these two areas in two different countries is the public politics of turism in Galicia that can make us re-think practical ways to estimulate the development of the Brazilian rural turism.

LITERATURE REVIEW

Changes in Brazilian agricutural and livestock production structure plus the difficulty suffered by productors to keep living in rural areas, motivated a new productive rural model that includes other economic activities; for example, turism. Usually, rural productors choose this activity because it has an easy adaptation and it uses existent resources (Thomaz, 2010; Santos, 2013).

On the other hand, turism activity in Galicia started in the 1970's based on a Spanish program called "Holiday in Labranza's House", and this program was elaborated by Information and Turism Ministry together with Agricuture Ministry. Even though there was some financial action to help rural properties, it was not a contribution for notoriety of the activity in the market (Fernández, 2008 apud Carneiro, 2015).

Solla (2012) believed that it was in the 1980's that rural turism became visible, and from that time it has been growing steadily. This growth happended because distinct governmental instances gave financial subsidy to promote rural turism. Furthermore, turism in Galicia and in other European countries began in this decade based on programs of rural development that aimed to keep rural dynamism by income diversification.

According to Sparrer (2005), in 1993, year of Jacobeu 93, noticed a bigger investment in touristic activity, for numerous initiatives transformed significantly the scenery of Galician turism, both in terms of supply and demand. Jacobeu became the main trigger of turism in Galicia. In respect to rural turism, this official topology emerged from 1990 with the Galician touristic supply diversification politic; thus, in 1995 it was created the first normative that oriented the rural turism in Galicia, naming rural camps for turism as rural turism homes.

Cosby and Prado (2009) stated that rural turism is an activity developed in rural areas. Therefore, rural turism is a generic denomination for any turism activity located in the rural space.

On the contrary, agroturism is a rural turism activity that visitors are welcome to interact with. In the Spanish area investigated, it was not identified agroturism activities; it was just observed rural turism, especially inside the rural turism homes.

In Brazil, the Turism Ministry (MTur) considers rural turism the set of touristic activities performed in the rural space that are related to farming production (Brasil, 2003).

Turism in the rural space is the extensive denomination of any touristic activity developed in the rural space, but it is not related to the way of production and rural life.

Rural development politics emerged in 1990's promoted by European Union, trying to homogenize the development of disadvantaged European areas (Region objective 1) and with low development index. Moreover, the uneven scenery in some regions happended because a lot of factors, such as, migration from rural areas to areas that concentrated industrial work and other types of job because of the demand of employment; low demographic growing that together with the first reason prevented the development of new rural workforce; searching for better condition of life in urban center was one of the factor that favored population empyting, mainly in the rural areas.

In view of this, European Union created direct politics to those regions, supported by Structural Funds and Comum Agriculture Politic (PAC), to energize the productive process and then increase agricultors production and resources. In this way, during 1991-1994 Galicia was one of the autonomous Spanish communities contemplated by objective 1.

Thereby, emerged the programs that subsidy development projects in these regions; for example, LEADER (Liaison entre actions de développement de l'économie rurale) and PRODER (Programa operativo de desarrollo y diversificación económica de zonas rurales). Those projects were managed by local groups, according to territorial comprehensiveness, called Rural Development Groups (GDR). In Galicia these programs were related to camps oppened, in other words, it was related to rural turism homes.

METHODOLOGY

The applied methodology was a qualitative investigation, based on semi-directional interviews with the rural property owners and public management that works in the field. It was also observed in loco, and studied some relevant literacture. In a general way, based on oficial websites of Galicia it was possible to get information about rural turism camps in Santiago de Compostela and Padron identifying eight camps in Santiago de Compostela, and two in Padron.

RESULTS

In Galicia, based on LEADER I (1991-1993) was contemplated four Local Action Groups, such as, Portodemouros, Ancares, Baixo Miño and Monterrei (Xunta de Galicia, 2015). It also was contemplated some Galician houses of rural space that used the financial support to reform and restore their space in order to transform them in turism rural homes. In Santiago de Compostela three homes were contemplated and in Padron a UE was contemplated.

During LEADER II (1994-1999) thirteen GDR were beneficiate in Galicia, while LEADER plus (2000-2006) beneficiates sixteen GDR, of which the cities studied in this paper were contemplated (Xunta de Galicia, 2015).

The program LEADER – Eixo 4 (2007-2013) favored thirty-one GDR, therefore, it was verified that GDR Asociación Terras de Compostela, and GDR Asociación de Desarrollo Local Deloa were responsible for projects in the sites studied, and it also performed interventions in the rural turism (Xunta de Galicia, 2015).

It is possible to afirm that Galician counties received help from the European Union, by LEADER and PRODER programs, to develop their rural turism politics. Comparing to Brazil that received financial support from a program called Programa de Fortalecimento da Agricultura Familiar (PRONAF), this program supports rural turism, but it is rare the cases that are contemplated. The main difficulty to abtain support from PRONAF is the fact that this program is not known to the interested parties, and when pleople know about it, they suffer with its limitations in reason of its bureaucracy. Therefore, none of the people that work with rural turism in the region of Pontal do Paranapanema had received subsidy from the government.

It was verified that in both chosen spaces (Galician and Brazilian), the rural turism activity is not the main way of income. In the Brazilian case, the settlers that work with turism use this activity as a complement to the main family's income, and this main income is from farming production. Furthermore, in the Galician case, turism is also to complement the main income that comes from other types of work not related to rural activities.

It was noticed that in Satiago de Compostela and Padron the rural turism is strictly related to the Santiago way and consequently to the rural turism homes, in other words, it is related to the offer of camps, without considering farming way of life. Moreover, in Brazil, it is related to the labor activities.

CONCLUSION AND IMPLICATIONS

Even though there are some diferences between Galicia and Brazil, it was noticed that the Galician expiriences about their rural development politics can help us to re-think about the Brazilian politics of rural development. In this way, Brazilian public politics (union and state) could be directed as in Europe focusing in the territorial, economical and social development for the rural population. It is important to emphasize that the program LEADER and PRODER had an evident impact for the rural population, especially related to the production diversification, local product appreciation, cultural presenvation and local patrimony preservation. Moreover, it contributed to emerge a lot of association, mainly Rural Development Groups (GDR) that could allow projects centering in the towns and small villages with the help of local actors. Based on the investigation performed, we believe that Brazil can learn from Galician experiences about implatation of politics that transcend sectorial perspective to rural development to advance in involve local agents to collaborate in projects elaboration focusing in the territory and people needs.

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The iniciative "European capitals of culture - Challenges and Perspectives ahead destination Bulgaria

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INTRODUCTION

The initiative „European City of Culture" was launched at intergovernmental level in 1985 (Resolution of the Ministers responsible for Cultural Affairs, meeting within the Council, of 13 June 1985 concerning the annual event 'European City of Culture') as of June 13, on fourth official meeting of the Council Ministers of culture was decided to initiate it. On the same meeting, the first European City of Culture - Athens was elected.

Actually, at the outset initiative is called "European City of Culture." Since 1999, however, the event became popular under the title "European Capital of Culture" (ECOC) and ever since 2004 this has been its official wording. In the time, since 1985 more than 40 cites received the right and honor to be titled "European Capital of Culture" - from Athens, Istanbul, Stockholm and Genoa to Glasgow, Krakow, and Porto. It has been expected by 2019 the number of city-capitals to reach 60.

Remarks in the related literature

The initiative is unique opportunity for urban renewal, for perception change and promotion on European and internationally scale. For example, Gomes and Librero-Cano (2016) found that hosting a Capital of Culture raises GDP per capita of the region by 4.5 percent. Other researchers, as Steiner, Frei, & Hotz (2015) do not register any impact on GDP, but mark effects primarily in terms of combination generated by cultural tourism private spending and the measured levels of cultural consumption and investing's, directly related to the events, supporting the initiative (Dimitrov, 2010). Undoubtedly, the comparison in terms of the effects is difficult, mainly because they are difficult to identify, given that the hosting city is likely to differ from an average or a random city, according to researchers (Gomes & Librero-Cano, 2016); Myerscough (1994), Palmer (2004), García & Cox (2013)). Especially in the context that different countries may have distinctive features and strengths in different types of heritage (Kozak, 2013). Nevertheless, some of them assume that the initiative contributes more to the development and the growth of the city chosen as cities-capitals of culture.

A brief overview of the initiative

The legal text that regulates the election of cities Capitals of Culture is embedded in Decision 1622/20060/EC which was amended in 2014. That sets foremost objectives and criteria of the initiative "European Capital of Culture" as well as provides all required application documents. Candidates are evaluated by Selection Committee in the context of the specific objectives and criteria for the nomination, and therefore should provide comparability according to the parameters set out in the Decision. For clarity, these criteria are divided into two categories: (i) "European dimension" and (ii) "City and Citizens".

Bulgaria in 2019 for the first time will participate in the initiative with Plovdiv as first European capital city (Creative Europe, EC, 2015). Plovdiv is the administrative centre of the South Central Region, which includes five regional administrations. The town is one of the oldest cities in Europe, where ages, ethnicities and religions amazingly coexist and this different faces rightly define it as the cultural capital of Bulgaria. Its rich cultural, historical and archaeological heritage, as well as its atmosphere makes it a centre of attraction and an attractive destination for cultural tourism.

METHODOLOGY

In an attempt to identify the potential and challenges of the initiative "European Capital of Culture" for Plovdiv and Bulgaria as tourist destinations, it appears essential to find a response to the following question "how to attract the locals and foreign tourists?". Undoubtedly, such question is directly related to the cultural attractiveness of the city. Therefore, the study focuses on the cultural profile of Plovdiv, outputted through research and comparison of the corresponding perceptions of locals, tourists and representatives of the tourist industry.

The methodological apparatus of the research benefits methods such as description, diagnosis, analysis, comparison, while the synthesis, induction and deduction on the results of a conducted survey display links and dependencies in perceptions about the destination of the three parties mentioned.

In this connection it must be pointed out that the cultural destination profile usually is associated with authenticity and image, but as authenticity is difficult to be proved, in this case it is considered as a projection of both tourists' and locals perceptions, provoked by the destination' image. Disclosing this, authenticity formed indirectly form the perceptions of both of these groups, should be sought the basics of profiling that can be used as a mechanism to impact positively the destination image. At the same time, the image is perceived as a combination of objective knowledge and subjective emotions arising from visitor's impressions, which affects mainly indirectly the supply (Bieger & Beritelli, 2002). Thus, the subjectivity of perception arises and depends on factors such views, education, social status, income, age and ext. And, that in turn means that the image is perceived differently by different groups, in order to suggest different options for influence on it. Conforming to this conclusion leads to the key aspects of profiling related to highlight specific competitive advantage, focusing on specific target groups and markets, emotions and dramaturgy in tourist supply, coordinating the individual products adequately and consistently communicating them to the profile (Bieger, 2001). Consistent with this, in the study of the appropriate approach toward Plovdiv as cultural capital, it is of great interest to study the degree of overlapping of the assessments by locals, tourists and industry representatives in connection with the investigation of destination's cultural profile.

RESULTS

For purposes of defining cultural profile of Plovdiv, the research criteria, listed in Table 1, were used. Their selection is determined by the extent to which they cover specific cultural profile characteristics and describe the peculiarities of profiling, as well as key aspects associated with it. As verbally expressed measure, the criteria are an expression of subjective value judgments of evaluators (Ribov, 2003) and in this sense they are a matter of personal interpretation of the cultural profile's elements.

Table 1. Criteria for analysis and evaluation of the cultural profile of the destination

No	Criteria
C1	Material cultural legacy included in the tourist offering
C2	Non-material cultural legacy included in the tourist offering
C3	Image of the destination
C4	Perception of the destination as a destination for cultural tourism
C5	Coordination of the parties concerned in the cultural touristic offering
C6	Organization and conduct of cultural events
C7	Experience within the cultural touristic product
C8	Dramaturgy of the cultural touristic product
C9	Specific competences and unique features making the distinction from the competition
C10	Informational provision of cultural sites within the cultural destination
C11	Diversity of the cultural touristic offering
C12	Recognisability of the brand of tourist destination

C13	Consumer value of the cultural touristic products
C14	Specificity of the perception of competitive advantages of the destination (from the point of view of the USP [Unique Selling Proposition] theory)
C15	Availability of "destination networks" for tours and visits of tourist sites
C16	Quality/Satisfaction from the cultural touristic offering
C17	Communication policy for promoting the profile of the destination

Source: Authors' own classification, 2014.

For the data collection the questionnaire method was implied. The developed inquiry covered the main aspects of cultural tourism in Plovdiv in accordance with the city's image perception by the three surveyed groups. The aim was to clarify to what extent this groups (as respondents) believe that Plovdiv is culturally shaped and in what way it is considered that consumer's cultural needs can be satisfied. With primary task, following data analysis, to determine to what extent the perceptions of the three groups overlap in terms of these 17 criteria was used to assess the cultural profile of the city.

Figure 1 represents to what extent locals, tourists and the tourism industry assessments overlap in terms of the cultural profile of Plovdiv, respectively for each of the criteria used. It is notable that the strongest divergence in respondent's assessments was observed in C4, C15, C17, C13 and C12 as displayed in Table 1. And in general, with regard to this finding, it gives the impression that particular attention should be paid to the promotion of the destination Plovdiv and its overall profile presentation as cultural tourism destination. (Uzunova, 2014).

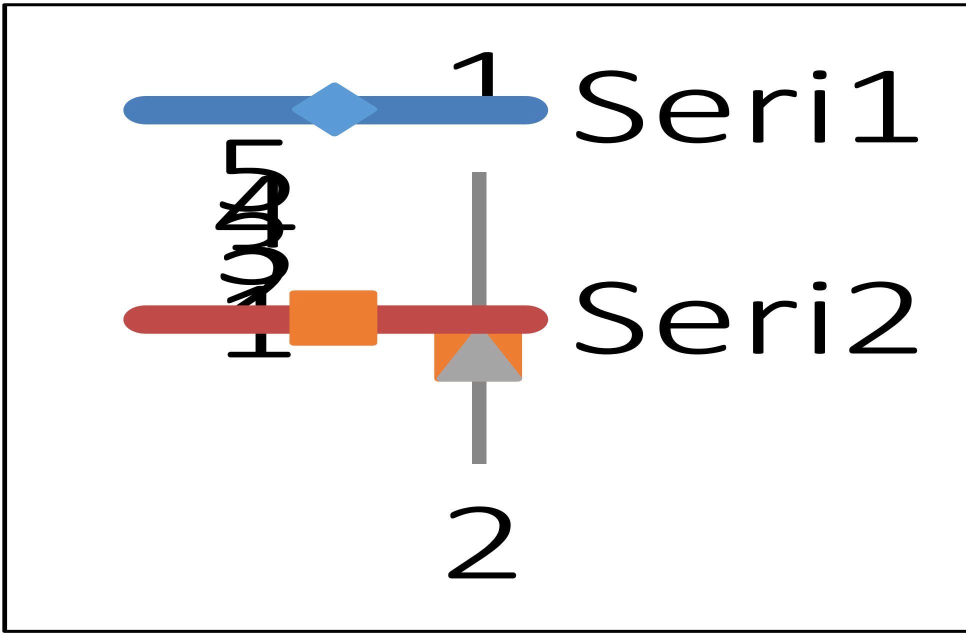

Figure 1. Summarized average scores for the used 17 criteria for evaluation of the cultural profile of Plovdiv, Bulgaria

Source: Uzunova, 2014.

The displayed degree of assessments overlapped in the implemented research criteria, gives grounds to assert that there was no high diffusion of profile, without this finding to mean that the maximum scores in terms of destination profile clarity was achieved.

CONCLUSION AND IMPLICATIONS

As the first Bulgarian city ever to have been awarded the title of ECOC, the title has helped to draw attention to Plovdiv at a national level, not only in terms of culture and tourism, but also for economic development. But in the First Monitoring Meeting report for the town of Plovdiv as ECOC, it is advised a simplification of the message of Plovdiv 2019 to attract marketing teams, media and tourists (Report by the Monitoring and Advisory Panel. Brussels, 2016). The report's remarks are pointing to a necessity of change towards definitive cultural profiling and purposeful (tourism) communication together with the obtained results about the cultural profile of Plovdiv. Achieving this would be impossible without co-operation between all stakeholders in the process of creating the authenticity of cultural tourism supply. Together with shaping the cultural supply and destination cultural profile construction via conducting PR or advertising campaigns, focusing on the distinctive characteristics and unique features of the destination, that could be just the core part of the measures, potentially increasing the perceptions of the city as a destination for cultural tourism. Such an approach is imperative bearing in mind the short time until 2019, when town of Plovdiv and Bulgaria could take advantage from the "cultural capital" effect and allow visitors to discover not only the destination nevertheless, but to appreciate Bulgaria as Europe's and world's cultural diversity, history and values.

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Quality perception among business tourists

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INTRODUCTION

In 2008, the economic crisis has caused an adjustment to a new scenario into some sectors. The tourism sector is one of the most sensitive effected by economic crises. According to the World Travel & Tourism Council (WTTC, 2016), the economic sector relevance, either in revenues or number of jobs directly, indirectly, represents about 9.8% GDP, presented in Table 1.

Table 1. The economic contribution of Travel & Tourism

Worldwide	*2015* *USDbn*[1]	*2015* *% of*	*2016* *Growth*	*2026* *USDbn*[1]	*% of total*	*Growth*[3]
Direct contribution to GDP	2,229.8	3.0	3.3	3,469.1	3.4	4.2
Total contribution to GDP	7,170.3	9.8	3.5	10,986.5	10.8	4.0
Direct contribution to employment[4]	107,833	3.6	1.9	135,884	4.0	2.1
Total contribution to employment[4]	283,578	9.5	2.2	370,204	11.0	2.5
Visitor exports	1,308.9	6.1	3.0	2,056.0	6.2	4.3
Domestic spending	3,419.9	4.7	3.3	5,245.5	3.9	4.0
Leisure spending	3,621.9	2.3	3.0	5,645.8	2.6	4.2
Business spending	1,106.9	0.7	3.9	1,658.8	0.8	3.7
Capital investment	774.6	4.3	4.7	1,254.2	4.7	4.5

[1] constant prices & exchange rates; [2]2016 real growth adjusted for inflation (%); [3]2016-2026 annualised real growth adjusted for inflation (%); [4]'000 jobs

% of total refers to each indicator's share of the relevant whole economy indicator such as GDP and employment. Visitor exports is shown relative to total exports of goods and Domestic spending is expressed relative to whole economy GDP. For leisure and business spending, their direct contribution to Travel & Tourism GDP is calculated as a share of whole economy GDP (the sum of these shares equals the direct contribution). Investment is relative to whole economy investment.

Fonte: (WTTC, 2016)

Business tourism sector represents a significant part of total volume, however it is a segment that has not been researched. It has verified that the segment expenditure in 2015 was more than US$ 1,106 (WTTC, 2016) and still supported by the World Tourism Organization (UNWTO, 2016).

In Brazil, the business tourism representativeness is extremely important, since it is the country in Latin America that most hosts international events occupying the 11th position in a global ranking according to the International Congress and Convention Association (ICCA, 2016). The GDP contribution to tourism sector in Brazil was US$ 152bn and more than 7342000 jobs in 2015 (WTTC, 2016).

This article aims to identify the factors associated with the quality perception about services of the lodging environment among business tourists.

LITERATURE REVIEW

The people displacement is not a recent event, however, since the means of transport development, this event has intensified and the possibilities for transportation are diversified and enable the intense flow between countries and regions.

In Brazil, business tourism moved more than US$ 13.1bn in 2015, in the Americas more than US$ 376bn, and in the world US$ 1.106bn. These values represent the resources inflow of the country and there are still the business expenses about tourists places (WTTC, 2016).

The tourist profile knowledge, its needs and characteristics, allow the manager to develop and guide their actions. This study seeks to understand the criteria related to the products tourist choice (lodging) and intends to deepen the literature about tourist profile business and events (Da et al., 2015, Wada, Cavenaghi, & Salles, 2015).

In hotel services, the quality perception can be defined as come across customer expectations, i.e., delivering what the customer imagined on their own needs when purchase a service. If such expectations has reached, it will be created as a differential (Albarracin, Johnson, Fishbein, & Muellerleile, 2001).

While many studies address the quality in services perception by tourists in general, it is relevant to emphasize specific services as such: location, ease of access, good internet connection, room comfort – bed, shower and cleaning, customer service and communication (Albarracin et al., 2001; Chan et al., 2015; O'Connor, Cowhey, & O'Leary, 2016; Vila et al., 2015).

METHODOLOGY

The data were collected on an electronic form during August and September months in 2016, at Sao Paulo metropolitan region in Brazil. The questionnaire had 32 questions, 15 descriptive questions to characterize the sample and 17 questions on a five-point Likert scale (1) strongly disagree - (5) strongly agree. The exploratory quantitative research design was defined as long as non-probabilistic sample. The respondent's accessibility was composed on 320 answers and the multivariate data technique used was the Confirmatory Factor Analysis – it is a multivariate interdependence technique that seeks to synthesize the observed relationships between a set of inter-variables Related factors (Hair et al., 2010). Statistical Package for Social Sciences (SPSS) software was used to identify and summarize correlation patterns between variables.

RESULTS

The descriptive statistic study shows that business tourists respondents included 34.38% female (N=110) and 65.63% male (N=210). The main sample characteristics are as follows: 50% of the interviewees are single and 35% are married; 60% are between 26 and 39 years old (26-30 are 26% and 31-39 are 34%); 61% are employees of private companies and the average length of stay is 2 (40%) to 4 days (40.6%). We identified four (4) factors (Table 2), sample presented KMO 0.781 and the Cronbach's alpha was 0.812, a high degree of internal consistency (Hair et al., 2010). The total variance explained was 66% by the principal component method, Varimax rotation and commonality greater than 0.50.

Table 2. Rotary Component Matrix

	Variables	Component			
		F1	**F2**	**F3**	**F4**
Services and Entertainment	Academy fitness	.758			
	Spa services on site	.751			
	Options for cultural tours	.724			
	Availability of alternative transportation for travel	.720			
	Knowing different cultures in moments of absence	.605			
	Additional services such as restaurant and laundry	.546			
Accessibility	Easy access to hotel		.799		
	Availability of means of transport		.775		
	Ease of access to public transport		.696		
Location	Hotel location info			.847	
	Availability service center near the hotel			.813	

	Proximity to cultural attractions	.502
Facilities	Means of transport to the airport	.793
	Meeting rooms	.699
	Hotel in commercial center	.673

Source: Field survey (2016).

Firstly, the entertainment services characteristics: indicating the tourist necessity for the ease access to some services, besides the cultural and recreational interest in their trips. In this paper, we present a review of the relationship between leisure time and entertainment (Albarracin et al., 2001), which states that services are fundamental to the guest's perception, while the aspects related to leisure and entertainment are identified by Chan et al. Experience.

Secondly, the factor identified was the accessibility: the ease of access and locomotion by means of public transport is substantial, point for this tourist, since it gives autonomy to move (Chan et al., 2015). The study indicates the businesses tourists are more active and have a habit on seeking solutions for their problems. Thirdly, the location factor to business tourist concerned on reducing travel time and so the proximity to the places where they will concentrate his activities facilitates and reduces the time spent. It is also essential to highlight that this location factor correlates and complements the characteristics of the first and second factor (entertainment and accessibility), since the business tourists want to be close to cultural attractions as well as service centers such as food, shopping and entertainment. (Albarracin et al., 2001, Chan et al., 2015).

Finally, the fourth factor indicated the business tourist's preferences to facilities. It refers on accessing airport, shopping centers and hotel facilities available as meeting rooms. It purposes to reduce travel time, agility to move and ease to get to and leave the city. Such aspects emphasize that for this type of tourist, is essential save time, energy and reduce stress in order to achieve wellbeing (O'Connor et al. 2016, Vila et al., 2015). The results presented are specifics to the research sample and it should not be generalized. The study reflects the business group tourist's reality on justifying their attention by the managers and researchers of this area, in addition to contributing to a segment that is little researched.

CONCLUSION AND IMPLICATIONS

This study aimed to explore the means of lodging about quality perception perceived by business tourists. The consumer behavior studies are present in several areas, knowing expectations and analyzing customer satisfaction. It is fundamental and strategic for organizations, due to theirs operational and strategic actions, which are taken on correcting or changing the standard of services offered.

The study limitation is related on 320 respondents at São Paulo region in Brazil because some factors have not pretension to answer all the questions referring to what makes business tourists feel satisfied. Our research designed a restricted panorama items about quality perception to professional travel for hosting services.

This work adds to the literature on business tourism, specifically on the consumer behavior of hosting services, since this is a segment left aside in tourism research despite its relevance, both in relation to direct or indirect financial volume, and by its number of jobs generated directly or indirectly.

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Competitiveness, innovation, and prosperity: A necessary association

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INTRODUCTION

Competitiveness is a wide concept applied to many fields, especially in economics. The study of tourism competitiveness has been focused on different factors that can enhance the prosperity of a destination. One of these factors is innovation. Innovation makes destination's enterprises more advanced and efficient. Enterprises become more productive. The first studies about innovation in technology consider it an incipient concept based only on activities such as internet use, but it has evolved into a wider concept changing the way of doing business. Innovation is not only an enhancer of competitiveness, but also it is a more relevant concept; it can be a generator of prosperity on its own because innovation in every aspect (technology, knowledge, organization, processes) will provide a better quality of life for the inhabitants of the destination.

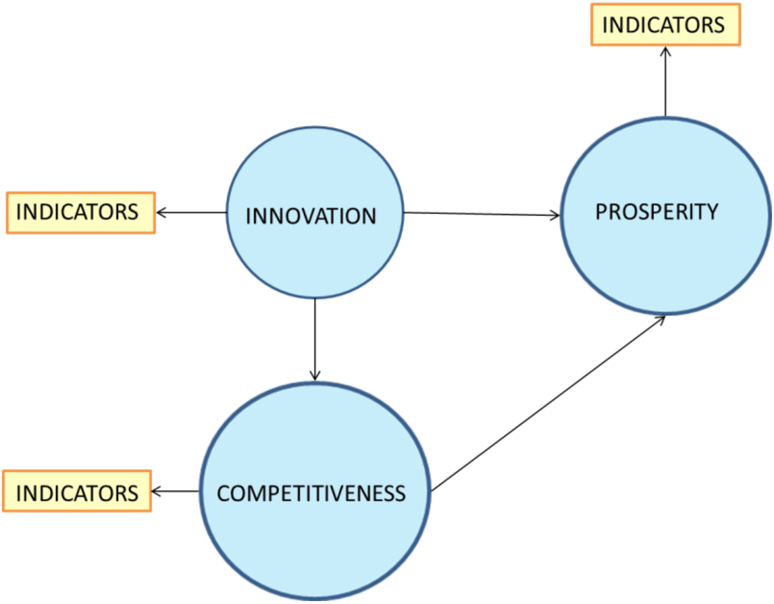
LITERATURE REVIEW

Tourism competitiveness is defined by several indicators that can improve the performance of the destinations in order to get prosperity (Dwyer and Kim, 2003). Some of these indicators are more suitable than others depending on the characteristics of the different destinations. Therefore, a more detailed study would be necessary to determine the most suitable in every case. As Freeman and Soete (1997) comment, innovation is a concept that can make the tourism destination more efficient and technologically advanced, leading to an improvement of the quality of life for the inhabitants and for the tourists. The association of these three concepts is necessary for a tourism destination: an innovative destination will be more competitive and will get prosperity (Pavia, Stipanovic, and Mrnjavac, 2011).

METHODOLOGY

In this paper, data research from different sources has been done. The sources are composed mainly of quantitative, as well as qualitative, data. Databases from García-Sánchez and Siles-López (2015) have been updated and others have been obtained following the regarding literature. Variables from the most relevant models of tourism competitiveness, innovation and prosperity have been selected taking into account every category defined by the models. The software chosen is Partial Least Square, the most suitable due to the model's specification (Chin, 2010). The model is based on Structural Equations, and presents three constructs with links between them, as it can be seen in figure 1:

Figure 1:



Source: own elaboration.

The hypothesis analyzed is whether the relationship shown above is true. In that case, innovation would be a real construct in the model proposed.

RESULTS

In this paper, we look forward to getting relevant results about the suitability of the indicators chosen in the model specification. This way, it could be proved that innovation construct affects, positively, to both competitiveness and prosperity and, by the other way, competitiveness improves prosperity.

CONCLUSION AND IMPLICATIONS

First of all, it must be emphasized that García and Siles' model (2015) has been updated and it can confirm the same relationship between competitiveness and prosperity as the literature review affirmed. In this study, the suitability of innovation as a third construct is proved, getting prosperity and competitiveness for the destinations analyzed. Innovation is more than a mediator between competitiveness and prosperity. Puccio and Grana (2008) affirm that the innovation's capacity of a destination is a relevant parameter in the destination competitiveness. On the other hand, Hjalager (2010) comments that innovation in the tourism industry has given benefits to managers and employees. Innovation can create employment (Maráková and Medved'ová, 2010) and long-term economic growth (Rosenberg, 2003) so there will be a better quality of life in the destination (prosperity). This way, the new model of competitiveness and innovation can be confirmed.

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The right stars: Guessing the hotel category from unrelated features

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INTRODUCTION

European countries do not have the same hotel classification system. Therefore, the criteria and requirements used to assign star ratings to hotels do not concur among the different countries.

This study aims to determine whether the hotel category in 17 different European countries can be inferred from other features that are not taken into account by the institutions in charge of assigning the hotel categories.

The characteristics of 14,395 hotels in 168 cities of Europe and 11,097,703 reviews from Booking.com were collected automatically and, using the Support Vector Machine classification technique, we trained a model to assign a category to a given hotel.

The results suggest that a hotel classification can usually be inferred by different criteria (number of reviews, price, score, rooms, and users' wish lists) that have nothing to do with the official criteria. Moreover, room prices are the most important feature for predicting the hotel category, followed by the score for comfort, services and cleanliness.

LITERATURE REVIEW

Hotel classification systems do not follow the same pattern throughout the world. Each country has its own criteria, while the European level attempts to launch a process of harmonisation of different regulations (Arcarons i Simon, Goitia Serra, & González Aznar, 2008).

An initiative of hotel associations from some European countries sponsored by the Hotrec Association (Hotels, Restaurants & Cafes in Europe) is trying to implement a scoring system that allows unity among criteria for allocation of stars in different countries (Hotrec, 2015) but it is not an easy task, because even within the same countries, there are different systems. For example, Spain has 17 different classifications, as many as some autonomous governments, which have the power to regulate this ranking.

Hotel classifications have been questioned in some studies, not only because countries do not follow the same criteria, but because the hotel classification systems have lost credibility as a quality standard (Núñez-Serrano, Turrión, & Velázquez, 2014), because some of the criteria are outdated (Torres, Adler, & Behnke, 2014). A study conducted by Callan (1995) concluded that the customers did not perceive the grades of any hotel rating system as a strongly important indicator in the selection of a hotel.

Hotel classification systems are established using various standards set by governments or by independent organisations. These systems are universally recognised, and the most common method for classifying hotels is to rank them from 1 to 5 stars, although the requirements for assigning the stars differ depending on the institutions responsible for doing so, which can be split into official and non-official (Zhan-Qing & Liu 1993).

The star-rating classification mechanism is the most common customer segmentation pattern in the hotel industry (Dioko, So, & Harrill, 2013). The highest hotel categories can be considered as an indicator of high quality (Abrate, Capriello, & Fraquelli, 2011); it can also be assumed that there is a relationship between the hotel category, the room price and customer satisfaction (Martin-Fuentes, 2016). Often the hotel category is a method used by consumers to select a hotel (Núñez-Serrano et al., 2014). Furthermore, the hotel quality can be inferred from their stars (Fang, Ye, Kucukusta, & Law, 2016).

METHODOLOGY

In April 2016, we automatically gathered the hotel data from Booking.com; the number of reviews, the general scoring, the score for the 6 items, the hotel name, the city, the country, the number of users that saved the hotel in their wish list, the hotel category and the price (ranked from 1 to 5 on Booking.com).

The data was collected using an automatically controlled web browser (developed in Python) that simulates user navigation (clicks and selections).

We filtered the results by “Property type”, selecting “Hotels” and “Review score”, with the rated by “All reviewers” option.

Support Vector Machines (SVMs) are a useful technique for binary data classification. By finding hyperplanes that separate n-dimensional data, they learn to separate data into two classes (Vapnik 1995), turning the problem into a set of linear equations. A dataset is often not linearly separable, so the concept of kernel is introduced in SVMs. Different types of kernels may be devised, but the common idea is to cast the original data into a higher dimension dataset that may be separated. Some of the most successful kernels are Radial Basis Function (RBF) kernels, particularly when the number of features is not large, as in our case. RBF kernels are exponential functions defined by a single parameter, namely the exponent constant, being preferable to other types of kernels with a high number of parameters such as polynomials.

When dealing with multiclass data (it should be noted that in our experiment the instances belong to five classes according to the hotel star classification), LIBSVM implements multiclass classification using one-against-all methods (Hsu & Lin 2002). Having *k* classes $\binom{k}{2}$, binary classifiers are constructed. Then, each point to be predicted is classified according to each of the binary $\binom{k}{2}$ classifiers, giving one vote to the class (or classes) to which it has been assigned. Finally, the point is designated to the class with a higher number of votes received.

RESULTS

The results show that between 72% and 89% predicts the accommodation category (divided into budget, mid-low range, mid-high range, and superior category) that a property could have by just knowing the price, the number of reviews, the ratings awarded by past users for location, cleanliness and value, and the number of people that have saved the property in their wish list.

Table 1. Results grouped into 4 categories

Category	*Instances*	*Accuracy*	*Ratio*
Budget	2,000	1674	0.84
Mid-low range	2,000	1785	0.89
Mid-high range	2,000	1438	0.72
Superior	2,000	1771	0.89

The greatest accuracy of this model is in the superior and the mid-low range categories with 89% and the lowest accuracy is in the mid-high range category (3- to 4-star) with 72% probably due to the fact that the parameters do not capture the difference in this range.

In order to determine the importance of the features when classifying, LIBSVM proposes a method based on F-scores (Chen & Lin 2006). For a given feature, its F-score is computed as the ratio of the discrimination between the positive and negative sets, over the particular value of the feature within each of the two sets. The larger the F-score is, the more likely this feature will be more discriminative, it being useful as a feature selection criterion. Even though the F-score does not reveal mutual information among features, it is a simple and efficient method.

Table 2. F-scores

Features	Ratio
Price	1.24
Comfort	0.79
Services	0.63
Cleanliness	0.41
Rooms	0.23
Staff	0.18
Location	0.15
Wish list	0.04
Value	0.04
Reviews	0.01

The results show that price is the most important feature when classifying, followed by comfort, services, and cleanliness; the other factors serve to explain the model but the significance is considerably lower, especially number of reviews, value for money and users' wish list.

We can affirm that the hotel classification system can be inferred in general through other criteria and standards that have nothing to do with the official criteria assigned by regulations of public and non-public organisations.

Attempts to launch a process of harmonisation of the different regulations (Arcarons i Simon et al., 2008) to enable the unification of criteria for allocating stars in different countries (Hotrec 2015) could be made by taking into account the User-Generated Content translated into ratings along with other factors such as price, reviews or score, because the results of this study show that it can be predicted with great accuracy in Europe, thereby avoiding criteria that could become out-dated with the passage of time (Torres et al,. 2014)

CONCLUSION AND IMPLICATIONS

The system for assigning hotel categories creates many differences within the same category since stars do not mean the same worldwide. Many hotel category classifications work with a system of points that lets hotels organise themselves as they wish, meeting certain minimum requirements, but the same category has many differences. Our model would therefore provide several advantages:

Matching users' point of view: Experts deciding which criteria should be applied to officially allocate hotel categories should know that the ideal classification system is the one adapted to the users needs, which takes into account that satisfaction might be obtained through electronic Word of Mouth (eWOM).

Converging different systems: To standardise and bring in line the criteria used in different countries and regions in order to help users understand what each hotel category stand for.
Validating the official classification system: Audits would not need to be carried out to check that the criteria applied are being met, thus eliminating bureaucracy.

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Doctor of Philosophy

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Conditions and problems of rural tourism in Bulgaria during the first programming period after the accession to the European Union

Doctor of Philosophy

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INTRODUCTION

Tourism development as a whole, and more specifically the development of the separate forms of tourism, has always been a significant part of Bulgarian economy. According to data given by the National statistical institute of Bulgaria (NSI) for 2015 13% of the Gross domestic product (GDP) of the country came from the total revenue connected to tourism, and activities directly connected to tourism contributed to as much as 9%. The same data have also been published by World Travel and Tourism Council (WTTC), according to whom the total contribution of tourism to the GDP of our country for 2015 was BGN 10,5 billion, or 13% together with the activities connected to it.

In the rural areas of the country there are numerous historical monuments and cultural sights which have always been considered interesting to tourists that come from the country and to those who have simply chosen Bulgaria for their holiday or vacation. The opportunities for practicing various types of tourism in the villages are many and all types of tourism can be practiced there (Stephen, Don; 1997). In the countryside one can experience a wide range of different types of tourism - healthy, balneological, SPA, camp, rural, cultural, adventure, eco, winery, gourmet, hunting and others. It still cannot be claimed that the potential of those part of the country has been used in the most rational way. That is why the acquisition of the resources provided by the European funds has been aimed at the more rational use of the natural, cultural, historical and geographical resources and meanwhile focusing on the attractiveness of the regions with tourist potential and the opportunities that they offer for the development of specialized forms of tourism. We have to bear in mind that the term opportunities includes the means intended to be used for restoration of cultural monuments, improvement of buildings and facilities of local cultural centres, renovation of religious temples, construction of facilities used to provide attractions – rafting, mountaineering, horse-riding and others; improvement of buildings of small family hotels, guest houses and sights where people can eat. The purpose of acquiring European resources is to make all these sights become more attractive with reference to tourism.

According to a research conducted, which has been based on data provided by the World bank, a total of 442 million foreign tourists visited Bulgaria and its neighbouring countries – Romania, Greece, Macedonia, Serbia and Turkey in the period 2007 – 2013. More specifically, Bulgaria was visited by 43 million tourists – 9,6%, Romania by 55 million – 12,48%, Greece by 111 million – 25,29%, Macedonia by 2 million – 0,47%, Serbia by 5 million – 1,17%, and Turkey was visited by 226 million tourists – 50,99% of the total number of tourists who visited the countries listed.

Among all the listed countries only Greece, Bulgaria and Romania are countries members of the EU and therefore can take advantage of being funded by EU programmes. Bulgaria and Romania are EU members since 2007, so their first programming period expired in 2013 respectively.

The total number of tourists who visited these three countries in the period 2007 – 2013 is 209 million, 111 million of whom (54%) visited Greece, 55 million (26%) – Romania, and 43 million (20%) – Bulgaria.

Similarly to the other countries, Bulgaria also has shown an upward trend of development; in 2007 the tourists that visited our country were 5 million, while in 2017 they grew to 7 million. Nevertheless, there is much more to be achieved in order to attract more foreign tourists. In 2000 there were 2,4 million tourists who visited Bulgaria. When compared to 2007, their number rose to 5 million, which comes to show an intense interest towards our country, thus justifying the process of putting investments in tourist business. Achieving higher results can be attainable if the image of Bulgaria as an attractive tourist destination is popularized, and more specifically as a country with attractive rural tourism.

When there is a successful implementation of municipal strategies for development of rural tourism and provision of free funding – up to 80% of the total volume of the investments, there are opportunities created as to attract tourists to the rural areas, who will be offered not only interesting and attractive sights in Bulgaria, but also competitive service.

A priority in the way tourist destinations function is the search for enduring and constant competitive advantage as to make sure the desired competitiveness is maintained, and when it is necessary measures should be taken in order to increase it. This can be achieved by using a competitive strategy which should determine a position with a constant advantage over other competitive destinations as well as by rationalizing the strategic decisions and joined actions directing them towards growth.

Bearing in mind that each region possesses its won specific tourist potential and offers different and various kinds of sights it is necessary that there be development and introduction of regional and municipal strategies for increasing competitiveness in the sphere of rural tourism of a given tourist destination.

Since some sights have already been constructed in settlements in small municipalities in Bulgaria, there has been a significant improvement in tourist infrastructure as well as in the condition of non-material assets – Dimitrov, P. (2012) such as increasing the professional training and qualification of those working in the sphere of tourism, diversification of tourist products, conducting efficient advertising campaigns as well as some other issues that come as results of the goals set in the specific strategies. The major setbacks are due to the insufficient language and professional training of the people employed in the tourism business in the rural areas of the country.

METHODOLOGY

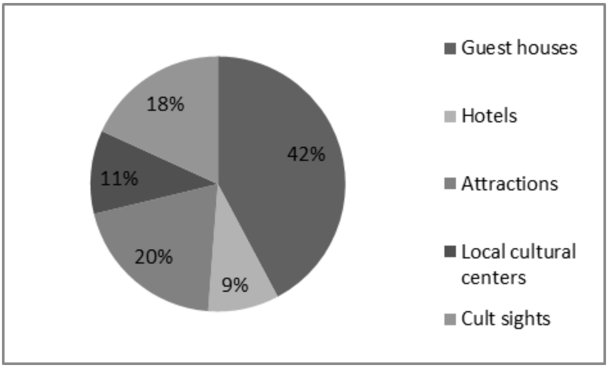
The conducted research has used preliminary data about the funding that has been provided to the rural areas under the Rural development programme (RDP) of the European commission, whose field of application incorporates this kind of territories of our country. Under this programme, and more specifically under priority axis 3 Quality of life in rural areas and diversification of rural economy, as much as 877 million euros were estimated to be distributed, 80 % of which were provided by European funding, amounting at 702 million euros. Beneficiaries under this programes could include small or medium-sized businesses, municipalities, not-of-profit judicial entities (incl. local cultural centres). According to the active normative orders for the 2007 – 2013 period there were several types of investments possible connected to construction and renovation of tourist infrastructure and tourist attractions as well as development of marketing for tourist products in municipalities with a population of under 10 000 people. The administrative-territorial structure of Bulgaria includes 28 regions. According to the criteria for eligibility, 25 of them could be considered eligible and thus might receive funding. The 28 regions comprise of 265 municipalities. And 104 of them are municipalities with a population of under 10 000 people, or that is 40% of their total number in the country. The total number of the villages in Bulgaria is around 5 000, approximately one-third of which have attracted investments from European financial instruments.

Since a huge number of tourists would like to take good care of their health and spend their time on quality experiences, what they choose for their trips or holidays is a variety of sights where they can practice health tourism (balneological treatment, SPA etc.), cognitive, cultural, religious and other types of tourism, whose sights are located in the rural area, which is why they have been objects of funding.

In the 2007 – 2013 period, according to preliminary data announced by RDP, since December 2016 BGN 523 million have been acquired under the programme for tourist activities and activities connected to rural tourism, which is almost 30% of the estimated resources for tourist activities in the rural areas.

The distribution of the attracted resources has been shown in Fig 1

Figure. 1. Distribution of attracted financial resources for 2007 – 2013 programming period



The biggest relative share goes to the resources directed to different construction activities and renovation of guest houses – BGN 221,4 million. The second place, according to volume of investments, goes to provision of attractive activities – BGN 105 million. The local cultural centres take the third place according to resources they had attracted – BGN 56 million. BGN 47,2 million were spent on small family hotels. The resources for renovation of religious/cult sights were around BGN 94 million.

Taking into consideration the investments which have been attracted and the improved tourist image, it can be concluded that there are three priority directions through which the competitiveness of tourism in rural areas can be increased.

1. Taking into account the existing practice of the first programme period, it is advisable that there be created suitable tourist products, in accordance with age structure and tourists' interests by development of specialized typed of tourism and routes;
2. Creating a specialized advertisement, targeting the tourist contingent, which should put an emphasis on the opportunities that the rural areas of our country provide. In addition, it should popularize the cultural-historical sights, the local customs, traditions, architecture and other local attractions.
3. Development of specialized tourist products for overcoming fluctuation in different seasons and creating higher employment and respectively increasing the economic efficiency of the local economy of the rural areas.

CONCLUSION AND IMPLICATIONS

What has been achieved is certainly not the limit of the tourist potential and resources in the rural regions. It is a good basis for implementation of a number of activities that have been started or new ones, which could help increase the competitiveness and efficiency of tourism in these regions of Bulgaria by optimal use of the available natural and anthropogenetic resources in accordance with the market requirements and the consumers' expectations for sustainable development of tourism. In order to implement the priority directions it is necessary to increase the acquisitoin of financial resources provided by the European union. As a result the development of tourism would reach a higher level, which in the meanwhile would mean achieving other goals such as demographic stabilization of the villages, increasing employment and improving the image of tourism in the rural areas of Bulgaria.

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Rural development programme 2007-2014, http://www.prsr.bg/merki/index.html

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Service preview using virtual reality: Enhancing hotel pre-experience in customer journey

Doctor of Philosophy

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INTRODUCTION

Service designers recognized the potential for services prototyping and marketing through virtual technologies. Despite the presence of virtual reality (VR) in the professional spheres, the literature on VR in tourism and hospitality industries has been sparse and conceptual in nature. The aim of this research is two-fold. First, this research strives to understand how VR can be used as a service preview tool to motivate customers to experience and engage with hospitality services in-real-life. Specifically, this research will compare the effect of three service preview modes (image, video, and VR) on customer curiosity and engagement. Moreover, customer Technology Readiness (TRI) is predicted to moderate the relationship between service preview mode and customer curiosity.

METHODOLOGY

To address the research questions, the two studies will employ a scenario-based survey design combined with the lab coordinated exposure to hotel service preview modes. The research will be tested in hypothetical "soon-to-be-opened" hotel context which aims to provide information about their business/environment. The same hotel will be used in the manipulation of the three levels of the service preview mode variable (image, video, and VR). The participants will be randomly assigned to one out of three service preview modes. After exposure to the stimuli, the participants will complete an online Qualtrics questionnaire which captures their evaluations of the constructs of interest. The proposed framework and the hypotheses will be tested using ANOVA procedure in SPSS 24, PROCESS macro, and structural equation modeling in MPlus.

CONCLUSION AND IMPLICATIONS

It is expected that TRI segments would respond with varying levels of curiosity to the three service preview modes. Second, this study aims to investigate the underlying mechanisms such as mental imagery and telepresence that could explain the relationship between VR-based service preview and brand experience. It is expected that telepresence would mediate the relationship between mental imagery and brand experience in the VR-based service preview. The study findings would extend the theoretical knowledge of under-researched constructs of customer engagement and brand experience. Moreover, empirical support would be provided for the relationship between mental imagery and telepresence theories. From a managerial standpoint, the findings would advocate for the application of VR as a marketing and engagement tool in hospitality and tourism.

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Exchange rate risk management in the hotel industry

Doctor of Philosophy

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ABSTRACT

For almost a decade, the Swiss franc has been experiencing overall a strong appreciation against most major currencies, especially however against the euro. The Swiss franc appreciation lead to a substantial loss of price competitiveness of the Swiss tourism sector, since services of the Swiss tourism sector became more expensive for visitors from the euro area and the services of destinations in the euro area became more economical for Swiss outgoing tourists. This is problematic since these two groups of guests account for the majority of tourists in Switzerland.

A multitude of studies has been dealing with the exchange rate risk exposure and management of large listed and often multinational companies (Allayannis & Ofek, 2001; Dominguez & Tesar, 2006; Marshall, 2000). However, only few studies about the exchange rate risk management of non-listed and consequently often smaller companies exist. Even fewer studies discuss the exchange rate exposure or aspects of the exchange rate risk management of tourism service providers (Bodnar & Gentry, 1993; Lee & Jang, 2010, 2011; Singh & Upneja, 2007). This is especially true for small touristic firms. Due to differences in the company structure

and the fact that tourism is by nature mostly location bound, it cannot be assumed that the exchange rate risk management of large listed companies can be transferred directly to small, touristic companies such as hotels. To our best knowledge, no study exists that focuses on the exchange rate risk management for small companies in the tourism industry. Therefore, this study aims to contribute to related research in the field of foreign exchange rate risks of the tourism industry by focusing on the exchange rate risk management for small and medium sized touristic firms. Specifically, this paper seeks to investigate what instruments of exchange rate risk managements are generally available for small and medium firms such as hotels, to what extent hotels in Switzerland already make use of exchange rate risk management and tries to gain insight into the exchange rate risk management of Swiss hotels. Additionally, it tries to reveal unused potential for exchange rate risk management in the Swiss hotel industry. It is expected that these findings can be transferred to small and medium sized touristic firms in other countries that are affected similarly by exchange rate movements.

Approach

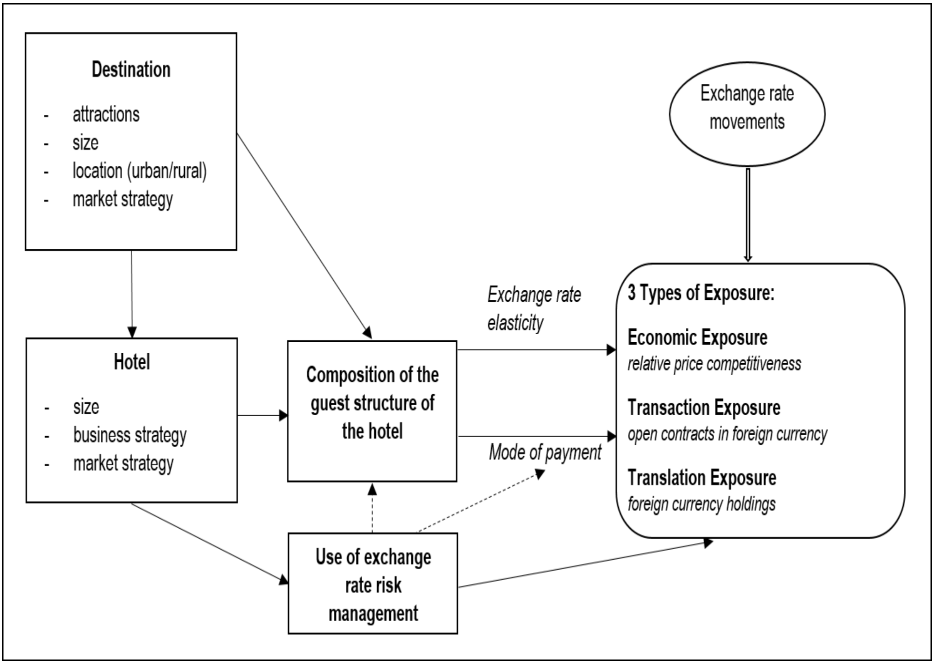
A conceptual framework that helps to explain the exchange rate exposure and management in the hotel industry was developed. For the empirical analysis, a multiple-case study design was chosen, including six hotel case studies, which were complemented by a travel agency case study as well as a destination case study to better understand the business environment in which the hotels operate. In order to depict the hotel industry in its characteristics hotels differing regarding size, internationality and location (rural or urban) were chosen. Triangulation was used as a research strategy, meaning that different data sources and methods were used (Hays, 2004). The case studies were based on interviews as well as confidential corporate data. The fully transcribed interviews built the base for the analysis. For the analysis, a cross-case synthesis was used, meaning that the findings from each case were first aggregated and categorized for each case, and then compared across all cases. Semi-structured interviews with banking experts about financial hedging complemented the information from the case study interviews and the corporate data. This approach allowed drawing conclusions about the exchange rate risk management in the Swiss hotel industry and deriving recommendations for proactive measures.

Key arguments and findings

Theoretical background and conceptual framework

Exchange rate exposure describes the impact of exchange rate movements on firms (Bartram et al., 2005). Commonly three types of exchange rate exposure are distinguished, namely transaction, translation and economic exposure (Marshall, 2000). Transaction exposure describes potential changes in the future value of cash flows due to unexpected changes in the exchange rate. Translation exposure arises for example when foreign currency holdings are translated to the home currency for the financial accounting statement. (Hagelin & Pramborg, 2004) The economic exposure describes changes in competitiveness relative to competitors due to movements in exchange rates. (Dominguez & Tesar, 2006; Marston, 2001). In order to depict the mechanisms behind the exchange rate exposure of Swiss hotels, I developed a conceptual framework (see Figure 1).

Figure 1. Conceptual framework of the determinants of a hotel's exchange rate exposure



Source: Own figure.

It is argued that the economic exchange rate exposure is the most important of the three types of exchange rate exposure when an export industry is confronted with a persistent currency appreciation, as it is the case for the Swiss franc. Competing hotels in the euro area are now more price competitive relatively to Swiss hotels than before the Swiss franc appreciation. Swiss hotels will have to lower their prices or expect lower demand. Indeed, Swiss hotels faced declines in demand due to their economic exchange rate exposure.

Movements in the exchange rate will not affect the price competitiveness of every hotel in the same way. Depending on the exchange rate elasticity of its guests, movements in the exchange rate will have more pronounced or weaker effects on their demand (Chi, 2015). Since different guest groups vary in their exchange rate elasticity, the relevant exchange rate elasticity for a hotel is determined by the composition of its guest structure, especially with respect to nationality and travel motivation (Cheng, 2012; Cortés-Jiménez & Blake, 2011). The composition of the guest structure of a hotel in turn is predetermined considerably by the destination and its characteristics. Depending on the destination's characteristics such as its touristic attractions, its size, its location and its market strategy, a destination attracts different types of guests. Further, the destination influences to a certain extent the characteristics of a hotel. The hotel's characteristics and strategies in turn affect again the guest composition.

The other two types of exposure considered, the transaction and translation exposure can be explained by a similar line of argument. The transaction exposure and the translation exposure of a hotel depend mostly on the mode of payment of its guests, specifically on the currency the guests pay in. The mode of payment in turn depends on the composition of the guest structure of the hotel, in this case mostly based on the nationality of the guests. For instance, if a hotel has only Swiss guests, it will probably have only revenues in Swiss francs and therefore have neither transaction nor translation exposure.

The use of instruments of the exchange rate risk management can reduce the exchange rate exposure of a hotel. On the one hand, this can be done by diversifying the composition of the guest structure and on the other hand by hedging open risks directly or influence the mode of payment by strategic behavior such as choosing Swiss franc as the invoicing currency. The use of exchange rate risk management in turn is predetermined by the hotel's characteristics such as size (Ito et al., 2016) and business strategy. The instruments of the exchange rate risk management are sorted into four categories: price policy (price adjustments), operational hedging (operational matching of revenues and expenditures in foreign currencies, diversification across currency areas), financial hedging (derivatives, foreign currency debt) and strategic behavior (choice of invoicing currency, currency clauses, leading and lagging).

Empirical findings

Exchange rate exposure

- all interviewed firms affected by Swiss franc appreciation
- exposure primarily evident in the form of declines in demand from guests from the euro area (economic exposure)
- transaction and translation exposure rather small, since the invoicing currency is Swiss francs

Exchange rate risk management

1. Price policy

- varying reactions: hotel chains lowered room rates, while majority of individual hotels did not diminish their prices

2. *Operational hedging*

- limited use of operational hedging by matching of revenues and expenditures in foreign currencies
- only small share of regular expenses are in foreign currencies due to importance of personnel costs that are paid in Swiss francs, administrative burden for imports and expectations of guests to receive local products
- in some cases substantial expenses in euro for investments
- almost no active diversification of guest composition due to lack of means and too high effort

3. *Financial hedging*

- financial hedging is only used in isolated cases
- reasons for lack of use of financial hedging are relatively low transaction and translation exposure as well as lack of time and knowledge about financial hedging

4. *Strategic behavior*

- choice of Swiss franc as invoicing currency → transfer of transaction exposure to guests or other contractual partners such as travel agencies

Potential strategies

Operational hedging (matching of revenues and expenditures regarding currency structure)
Strategy 1: match revenues and expenditure in euro
Strategy 2a: directly import more products, services and investment goods from abroad
Strategy 2b: cooperate in the area of imports
Strategy 3: pay cross-border commuters and seasonal workers in euro

Operational hedging (diversification regarding currency areas)
Strategy 4a: cooperate in the area of market cultivation
Strategy 4b: acquire different hotels respectively expand abroad

Financial hedging
Strategy 5a: hedge investments in foreign currencies
Strategy 5b: cooperate in the area of financial hedging

Financial hedging/strategic behavior
Strategy 6: assume and hedge risks

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Wine and gastronomy: Experiences and routes in Lisbon

Doctor of Philosophy

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ABSTRACT

Gastronomy and wine as tourist products can be studied separately or together. Lately enogastronomy is the most common term among scholars due to the integration of the two products and also because the similarities of the tourist profiles between whose practicing wine tourism and gastronomic tourism (Braune, 2007). Wine tourism is constituted as a particular form of Gastronomic Tourism (Hall and Sharples, 2008), lying closely linked to gastronomy and local experience in which it develops (Getz: 2000).

Hall and Macionis (1998), emphasizes the cultural aspect of wine tourism by maintaining that is a form of tourism characteristic of modernity with ancestral roots related to the cultivation of vines and wine and which is a combination of culture, territory and "lifestyle in context rural universe, although it may exist in the urban context. A hedonistic wine tourism perspective is highlighted by Getz (2000) to state that has different characteristics from other forms of tourism in

that heavily involves all the senses: taste, smell, touch, sight and hearing. According to Getz (2000), wine routes are since the beginning the natural vehicle for the promotion of wine tourism. When developing a wine route, it is essential to create an organizational structure to manage and animate it. Ideally, it should involve both, the public and the private sectors (Getz, 2000).

Create enoturistic experiences implies that wine producers in a region intentionally use their services as a stage and its products as props to involve an individually tourists and thus create conditions for a memorable event (Pine and Gilmore, 1999). The need for synergies between the various players involved in the process of a wine tourism area points us to the social network theory (O'Neill and Wathmore, 2000) that will be explored in this research.

The enogastronomic experience is inseparable from the tourism destination image. The study of the wine region destination image has its roots in the need to better understand the characteristics and motives of wine tourists (Getz and Brown, 2006; Charters and Ali-Knight, 2002).

Lisbon wine region is composed by nine denominations (or sub regions), grouped into three characteristic blocs. The South, near Lisbon, with the denominations of Bucelas, Colares and Carcavelos. In the center of the region loom the denominations of Alenquer, Arruda, Lourinhã, Obidos and Torres Vedras, while the north stands Encostas d'Aire. There are only a few sub routes (Oeste. Alenquer Colares, Bucelas and Carcavelos) which are characterized by initiatives of some local producers , without networks between all the actors.

The aim of this research is to define a conceptual model that will allow to understand how food and wine experience can support to identify a place as a tourism destination and the importance of establishing enogastronomic routes in order to promote this type of tourism. Thus the following specific objectives were formulated:

- To develop a conceptual framework for an enogastronomic model that explores the interactions between gastronomy and wine as enhancers factors of the experience regarding a tourism destination;
- To give a theoretical contribution that links destination brand with enogastronomic experience;
- To evaluate Lisbon experiential image;
- To determinate the conditions necessary to create an enogastronomic route in Lisbon;
- To determinate how many places are needed to create an enogastronomic route;
- To conceptualize a new enogastronomic route in the Lisbon;
- To understand what kind of experience should be delivered;

- To evaluate the level of involvement that stakeholders must have;
- To provide important guidelines for brand image management on Lisbon positioning strategy;
- To present conceptual and methodological features using the Experience Economy Model and the Network Theory to demonstrate its usefulness for tourism destination studies.

The foundation for this research encompasses both tourism destination image literature and wine tourism experience. The methodology will be developed in three phases, according to the main objectives of the project. Firstly, a model of wine tourism will be presented. The model to be developed aims to explore the interactions between gastronomy and wine as enhancing factors of the experience regarding a touristic destination which leads to the creation of enogastronomic routes.

The intersection between the Pine & Gilmore (1999) economic experience model and the social network theory (Granovetter, 1973) is the framework defined in order to respond to the research problem. It intends to explore the experience economic model, adapted to wine tourism, in order to understand what is most valued in the experience and what should be introduced in order to maximise the experience. The introduction of the social network theory, is justified as a way to evaluate the importance of synergies between the various actors in the tourism process, regarding the creation of gastronomic routes.

The second phase aims to characterize wine tourism in the Lisbon region by studying each of the nine sub wine regions as well as the profile of tourists that visit each one. The intention is to understand if there is indeed movement of tourists on each of the sub- regions in order to enjoy and experience the local cuisine and wines. It also seeks to understand the impact of the wine tourism experience in the evaluation of the image of Lisbon as a tourist destination. This analysis will be made from producers in each region who promote wine tourism practices.
Finally, the collected data and the defined model will be used to develop a wine region destination image model for Lisbon. This model will be based on the utility of establishing an enogastronomic route (or sub routes) to help promote this type of tourism and leverage the image of Lisbon as wine tourism destination. The hypotheses rely on understanding the effect of gastronomy and wine in the experience, the impact of hospitality, comfort and taste in the experience and the connection between routes, image and experience:

Local cuisines and wines can serve as powerful tools to elevate or enhance a region’s profile as a destination, especially among culinary, wine and tourism enthusiasts (Alonso and Liu, 2011). The relationship between consumers’ travel and their involvement with wine and food has demonstrated the strength of their dependence (Getz and Brown, 2006).

Hip 1: Gastronomy and wine are inter-related to define an enogastronomic experience

Food and wine tourism are often interrelated, and gastronomy is an expectation and a part of the touristic experience, thought wine tourism is sometimes confused and related to wine tasting and degustation only, it consist of much more than the sole experience of emotions and senses associated with wine (Mitchell, 2006). Thus, gastronomic experience could become a major, or one of major motivations, for travel (Quan and Wang, 2004).

Hip 2: Enogastronomic experiences are explained by gastronomy

A visit to a winery involves a holistic experience (Mitchell 2006) that might include: an aesthetic appreciation of the natural environment, the winery and its cellar door (Charters, Fountain and Fish, 2009); the cultural and historical context of the wine region (Frochot, 2001).

Hip 3: Enogastronomic experiences are explained by wine

The idea of comfort is reflected in the hospitality concept because the duty of a host is to help make the visitor comfortable within a different environment (Santich, 2004). The concept of wine tourism as a tourism product has distinct characteristics of other forms of tourism because it heavily involves all the senses: taste, smell, touch, sight and hearing. It is closely linked to gastronomy and experience in the place where it is developed (Getz, 2000).

Hip 4: Enogastromomy experiences are explained by hospitality, taste and comfort

Regional food and wine help to build the expression of the destination due to the cultural and gastronomic heritage (Hall and Sharpies, 2008). If a positive enogastronomic experience is formed in tourist´s mind they would like to visit the same destination again (Quan and Wang, 2004).

Hip 5: Enogastronomic experiences will have a positive effect on image

The wine tourism experience encompasses many characteristics including a lifestyle experience, education, linkages to art, wine and food, tasting and cellar door sales, winery tours, incorporation with the tourism-destination image and a marketing opportunity which enhances the economic, social and cultural values of a territory (Charters and Ali- Knight 2002). Wine routes are an essential vehicle for linking tourism, wine-producing activities and traditions, acting mainly as a privileged tool to divulge and promote one's regional tourism (Getz, 2000).

Hip 6: Enogastronomic experience will have a positive impact on route

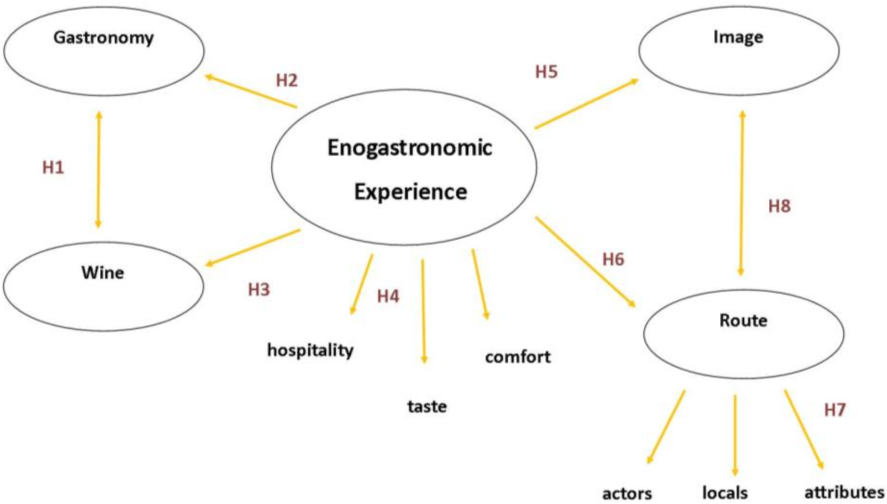
In order to a wine route be successful local stakeholders must build network of relations between wineries, organizations and wine associations (Asero and Patti, 2009). A successful wine route should promote economic growth and employment opportunities in a region. Itineraries, routes who connect wineries and areas of production, offer the opportunity for tourists knowing other cultural and naturalistic resources characterizing the territory visited (Getz, 2000).

Hip 7: Enogastronomic routes are explained by actors, locals and attributes;

The concept of a bounded territory in defining each wine route is vital for its wine-producing members since it create an identity that proclaims the distinctive character and the cultural heritage of that district. A wine and food route contributes to the reputation and image of wine regions and their wines. Each wine route tries to highlight a set of regional features, which gives a brand identity and a distinctive note or something that makes it unique Cambourne et al, 2000).

Hip 8: Enogastronomic routes and image are correlated.

Figure 2. Wine region destination image model



Source: Own elaboration

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Persuading Consumers to Go Green: Effect of Perceived Service Greenness on Environmental Behavior

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INTRODUCTION

On the 25th of September 2015, 193 countries adopted the Sustainable Development Goals (SDGs), a set of goals formulated by the United Nation to "end poverty, protect the planet and ensure prosperity for all" (United Nations, 2015). One specific goal among the SDGs is 'responsible consumption'. It is one of the few goals among the SDGs which any individual can play a direct role to achieve. To consume responsibly is an SDG goal for each individual. As Butler (2008) points out, responsible consumption is a crucial factor in developing sustainable business practices primarily due to its ability to encourage responsible production in the industry.

A crucial first step towards the goal of responsible consumption, a clear understanding of what is 'responsible'/'sustainable' and what is not. This step involves two aspects. Firstly, understanding how to sustainably produce commodities and services so that we can make the right choices from the plethora of options available in the market for each product or service we purchase. The second aspect is an understanding of how to consume sustainably (Sheth, er al., 2011). This dissertation deals with the first. More specifically, the study addresses two important research questions.

- The first question addresses the conceptual level issues in the literature: What do consumers understand about 'service greenness', and how does that understanding affect their intention to adopt sustainable products and services?
- The Second research question addresses the operational difficulties in examining these questions: How can 'Perceived Service Greenness' be measured effectively and accurately, and what are the various dimensions constituting the constructs.

The theoretical models and methodologies are developed in the study with an intention to address these questions in a systematic manner. In other words, the objectives of this dissertation is to:

1. Develop a scale to measure perceived greennesss of restaurants (or environment-friendliness) and identify different dimensions of the construct in the restaurant service context.
2. Examine how different dimensions of perceived greenness would influence consumer's pro-environmental behaviour. This would provide insights into those dimensions of greenness which are more valuable to the consumer.
3. Examine how pro-environmental concern, something that is inherent in an individual, will affect environmental behaviour, and how it will moderate the relation between the perceived greenness and environmental behaviour.

LITERATURE REVIEW

Perceived Service Greenness: The service literature explains several ways a company can go green, ranging from recycling practices to installing eco-friendly lighting and heating system. In the food service context, Namkung & Jang (2013) categorizes green practices as food focused and environment focused, and found that food focused practices has more impact on diners in upscale restaurants while environment focused practices has more influence on the diners in the casual restaurants. This indicates that there exist different dimensions of service greenness. Based on the literature review, the perceived service greenness component is anticipated to have 3 major dimensions (Roarty, 1993) – product, process and environment. The product component will reflect the greenness characteristics of any product that is being sold (for example, food in a restaurant), the process component represents information regarding how the various processes and services are produced (e.g., usage of renewable energy, or waste recycling etc.) and the environmental dimension represents the overall ambience within the place of service incident (e.g., the behaviour of the employees, lighting in the building etc.).

Environmental Behaviour: Environmental behaviour represents actions, choices or decisions that are relevant to the natural environment (Kollmuss & Agyeman, 2002). Purchasing intention acts as a proxy for behaviour where actual behaviour cannot be measured or difficult to observe. Purchasing intention, being a common dependent variable in consumption related studies is found to be influenced by attribute of the product or services such as quality and green brand image. The construct will be measured in two different ways (Willingness to Pay & Preference for a particular service firm). This is to triangulate the measurement by ensuring that they agree with each other.

Green Brand Image: Green brand image reflects the extent to which a company is perceived by as green. Works such as *NamKoung & Jang (2013)* identifies some practices of restaurants which improves their green brand image. A pool of items has been developed based on this paper and a number of other papers which tested environment-related practices in the service industry. Since the focus of this study is the restaurant industry, only items relevant to this industry is being used.

Environmental concern: The Value-Beliefs and Norms (VBN) theory offers an account of attitude formation that can deal with new or changing attitude objects (Stern, et.al, 1995) and they provided a clearer idea about how to change behaviours. This along with an individual's beliefs regarding the threat paused by environmental degradation on his/her wellbeing and his/her ability to reduce that threat will activate the personal norms concerning obligation to take pro-environmental actions. This will result in behaviours (Stern, 2000; Kollmuss & Agyeman, 2002). From a theoretical point of view, controlling for environmental values would give more explanatory power and aid in classifying consumers further in terms of their position in the value scale while interpreting the data (Howcraft & Milfont, 2010). In this study, Dunlap's (2008) New Ecological Paradigm scale will be used to measure environmental concern.

Restaurant Type: Namkung & Jang (2013) showed that different types of restaurant services (upscale vs casual) dining services affected the relation between the type of green practice and green brand image differently. This observation is interesting as it suggests that depending upon the expectation of a consumer while accessing a service, service greenness will have different impact on their evaluation of the service as well as their behaviours. While there are different ways in which services could be classified in terms of what the customer expects from it as explained in detail by Verma & Boyer (2000), the classification resulting in the mediating effect here would potentially be based on the extend of consumer interaction because it is the change in the nature of interaction between the consumer and the restaurant setting that results in the change in expectations and preferences.

Main Hypotheses

Based on the literature review, the study proposes the following theoretical arguments:

Proposition 1: The Perceived Service Greenness construct has three different dimensions- product greenness, process greenness and servicescape greenness.

- H1: Perceived service greenness has a positive effect on pro-environmental behaviour of customers.
- H 1a: Perceived product greenness has a positive effect on purchasing decisions of the customers.
- H1b: Perceived process greenness has a positive effect on purchasing decisions of the customers.
- H1c: Perceived Servicescape greenness has a positive effect on purchasing decisions of the customers.

Hypothesis 2: Green Brand Image mediates the relation between Perceived Service Greenness and Environmental Behaviour.

Hypothesis 3: Consumer's environmental concern has a positive moderating effect on the relation between service greenness and quality.

Hypothesis 4: Individual traits moderates namely Demographics, Social Norms, and trust on the restaurant moderates the relationship between Perceived Service Greenness and Green Brand Image.

Hypothesis 5: Type of restaurant moderates the relationship between Perceived Service Greenness and Green Brand Image.

Figure 1. provides a graphical depiction of the various hypotheses proposed.

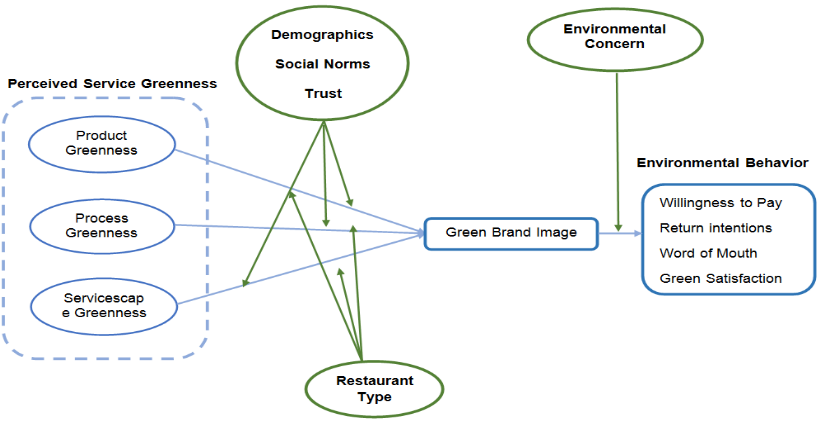

Figure 1. Proposed model

METHODOLOGY

The research consists of three different studies. In study 1 consists of the different phases of the scale development process. A pool of items for the scale for Perceived Service Greenness is generated based on a systematic literature review, review of industry sustainability reports and statements, focus groups and open-ended questionnaires of consumers. while review of literature and industry document provides the necessary basis for further research, focus groups and open-ended questionnaires are helpful in better understanding what consumers understand and perceive of 'restaurant greenness' or 'restaurant sustainability'. This item pool is further refined to make the final scale, which is subjected to techniques such as Q-sorting to improve its validity. The scale development procedure is adopted from DeVellis (2012).

Study 2 is an online survey to validate the scale developed using study 1. In this study, participants are assigned to one of the two groups, and asked to recall the last time they visited a fast-food restaurant/fine dining restaurant depending on their group. Participants further rate the 'restaurant greenness' using the scale developed, and report their satisfaction, and overall rating for sustainability. The result of this study is used to assess the internal validity and reliability of the scale developed.

Finally, study 3 tests the hypotheses proposed in the study, using the validated scale. This is also an online experiment, where consumers are assigned to different groups and provided scenarios of restaurants with varying dimensions of sustainability/greenness and asked to record their willingness to dine in the restaurant and other behavioural variable. Study 3 reveals how consumer's perceptions of 'restaurant greenness' affects their intention to visit the restaurant, and which dimensions and actions of sustainability are relevant to consumers.

RESULTS

The reviews and focus groups have shown that while consumers emphasise that they prefer a green restaurant there is a lack of awareness on what is exactly a green restaurant is. The primary focus has been on the health factor of food, which consumers often confuse with environmental sustainability. The Open-ended questionnaire is being distributed at the time of submission of this article.

The implications of the study are three-fold. On the theoretical level, the study aims to initiate a scholarly discussion on the adequacy of present measures for consumer perceptions of greenness in the service industry, which are mostly fragmented and incomplete. The scale developed in this study would provide a holistic measure for consumer's perception on greenness in the service industry.

On a practical level, the study would provide greater understanding of consumer's perception regarding greenness of a service, which would significantly aid in designing effective communication mechanisms to inform consumers about the characteristics and consequences of green services, and identifying ways to motivate them to behave pro-environmentally.

On a managerial level, the study hopes to provide managers of the service sector some insights as to how to remain financially sustainable while adopting green practices. This is from the understanding that any practice (whether green or not) will not be sustainable or practiced in the long run if it does not increase the chance of survival of the firm in the market place (Crandall et.al, 2000). The study is expected to help managers to identify those greenness practices which are more effective in improving consumer acceptance and loyalty.

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Master Arts

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Strategic strikes: surf tourism and extreme seasonality in Pavones Costa Rica

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ABSTRACT

This study interrogates the relationship of extreme seasonality (surfers converging on a remote coastal destination at the same time in response to predicted swell information available on surf forecast websites) to certain impacts associated with surf tourism. Pavones was chosen as the case study for this research project as preliminary research and observations have identified Pavones as a location that receives large influxes of surf tourists when the swell is forecasted to deliver specific conditions, though prior to this study this sentiment was anecdotal. This study quantitatively associates the swell forecast with the number of tourists visiting Pavones. Therefore, this paper seeks to investigate what factors account for the variation among days regarding the number of surfers visiting Pavones. The following quantitative hypothesis is proposed: In a comparison of days, those having a better swell forecast, will have a higher maximum daily headcount and the

town will have a higher occupancy percentage, than those days with a poor swell forecast rating. This study finds both quantitatively and qualitatively, that the swell forecast is an important factor driving extreme seasonality, the number of surf tourists, in Pavones Costa Rica. The effects of this relationship are then situated within the context of sustainable surf tourism as outlined in the Framework Assessment for Sustainable Surf Tourism (FASST) theoretical framework (O'Brien and Ponting 2013) to analyze the qualitative impacts of micro-seasonality on surf tourism development in Pavones.

The lead researcher engaged in two separate data gathering and observational time periods in Pavones, Costa Rica. The first data gathering period and observation was a four months time period between June 2015 and September 2015. This was followed up by a second, eight-month time period, between January 2016 and August 2016. After a period of building rapport with the community the lead researcher employed a number of different techniques to gather data. These techniques included participant observation, informal semi-structured interviews, and the administration of surveys.

In order to test the relationship between the swell forecast and the influx of tourists, the lead researcher tracked the daily and extended forecast on magicseaweed.com and surfline.com. Both websites are popular swell forecasting sites familiar and commonly used by most surfers. Screen shots of the daily and extended forecast from both sites were taken daily and organized with the number of people surfing each day and the occupancy percentage of a hospitality establishment that took part in the study. In order to establish the maximum number of surfers in the water the lead researcher administered a headcount of all the people surfing at three separate times per day. The first observation was made at 8:00am, the second observation at 12:00pm, and the third observation at 5:00pm.

One hospitality establishment agreed to share their occupancy data with the lead researcher. The lead researcher documented how many rooms were sold at the participating establishment for each day, and used this to calculate the occupancy percentage for each day the field research was being undertaken. After a series of interviews with different hotels in the area, the researcher could make the judgment that the different hospitality establishments in Pavones had similar occupancy patterns. Therefore the occupancy percentage could be used as a signifier for the occupancy rate of the town.

Surf tourism is often the first connection for remote costal areas to the global economy (McGregor and Willis 2016; O'Brien and Ponting 2013; Ponting, McDonald, and Wearing 2005; Krause 2012). Traditionally there are numerous negative effects on the local population and environment, as neo-liberal development practices are often the first to be implemented in these areas (Ibid). As there is a growing recognition of these negative impacts, sustainable surf tourism and the FASST are becoming more popular as concepts in regards to the development that occurs around surf tourism. However there is little attention paid to the effect that technology, specifically internet based swell forecasting data and the impact that the resulting extreme seasonality has on these remote coastal locations.

Extreme seasonality is a driving force of tourism in Pavones, Costa Rica. Traditional predictors of tourism, such as time of year, and travel preferences still play an important role in Pavones but the importance of the swell forecast justifies dedicated study. There are both challenges and opportunities associated with swell forecast based extreme seasonality, and the better these impacts are understood, the more likely equitable and responsible development practices can be implemented. The following is a brief summary of the results and their implications.

Swell Forecast

There is a statistically significant positive relationship between the quality of the swell forecast and both the number of people surfing and the occupancy percentage. The better the predicted swell forecast, the more people will be in the water and the occupancy percentage will be higher. The bivariate and multivariate regression analysis confirms the anecdotal discussions and preconceptions that the swell forecast is a driving force of tourism in the region.

Multiple Regression Analysis, Magicseaweed.com Extended forecast Rating and Maximum Observed Daily Headcount

	Model 1	Model 2	Model 3	Model 4
magicseaweed.com daily rating	8.538 (0.00)**			
magicseaweed.com 3 day forecast	0.581 (0.759)	7.762 (0.000)**		
magicseaweed.com 6 day forecast	3.021 (0.183)	3.745 (0.118)	10.155 (0.000)**	
magicseaweed.com 10 day forecast	-1.084 (0.616)	-2.366 (0.304)	-1.792 (0.453)	7.324 (0.000)**
Observations	242	254	254	254
Adjusted R-Square	0.341	0.223	0.153	0.069

This relationship is also supported by the qualitative data. This relationship has changed the dynamics of surf tourism in Pavones. The time of year still plays a large role in determining when surf tourists come to Pavones. However, the high season now fluctuates depending on the swell forecast. In the past, tourists used to come and stay in Pavones for extended periods of time, waiting for the waves. Now tourists only come to town when waves are forecasted. The results are a boom or bust style of tourism with various effects on the surrounding area

Need for Long Term Coordinated Planning

There are examples of the swell forecast allowing for better short term planning but also making it more difficult to foster an environment for longer term planning. The ability to accurately predict how busy the town will be offers some benefits to stakeholders. Being able to plan for an increase in people can allow business owners to be prepared for when more tourists will come to town. This can allow for dynamic pricing of goods and services, as well as being prepared through staffing and other resources for when the influx of tourists happens. It also allows business owners to plan maintenance projects to their businesses, or the town's political body to repair local infrastructure during times when less tourists will be in town.

The importance of long term planning is recognized by various stakeholders. However the nature of extreme seasonality makes fostering an environment conducive to long term planning more difficult. This lack of long term planning also inhibits effective resource management, as seen with the issues surrounding access to freshwater in Pavones. During times when water is stressed, yet the town is not at capacity, less water could be released from the town's aqueduct in order to conserve water for when the town is expecting more people and more pressure on its water resources. This is not a way to solve the issue of water scarcity, but could be implemented as a tool in a management plan. However, as this paper argues, there needs to first be more cooperation and communication in this area for any comprehensive water management plan to be implemented.

A Distinct Move Away from Economically Neo-liberal Approaches to Development

The short term and exploitative nature of extreme seasonality in surf tourism impacts the ability to control or limit growth and fosters neoliberal profit maximization strategies to get the most out of swells to the detriment of natural resource availability like fresh water. The same is true for taking steps away from neoliberal methods of development. Instead of cooperation, this boom or bust style of tourism creates an atmosphere of competition amongst stakeholders. And while there is recognition of the benefits of developing alternatively and cooperating amongst each other, actually accomplishing this is a difficult task as there is such a short period of time that local stakeholders and business owners are able to benefit from the influx of surf tourists.

Systematic Attempts to Foster Cross Cultural Understanding

Creating an environment of cross-cultural understanding is more difficult to accomplish due to the nature of tourism in Pavones. Because of the surf tourists' dependence on the swell forecast, less time is spent in Pavones as in the past. This creates the situation where the tourist is only engaging with the community in one way, surfing, and then promptly leaving. There is little time to build meaningful relationships or understanding with the local community.

Village Level Sport Development

Unlike in other remote surf locations, there was never active discouragement of local participation in the sport. In fact the opposite is true. The first surfers in the area actively encouraged the local population to engage with the sport, and this dynamic is still present today as a large portion of the local population surfs. There is little observed effect of the swell forecast effecting village level sport development. And while there is active participation amongst the locals, there would be benefits of a more formalized effort to provide equipment to children interested in learning the sport

Contribution to Poverty Alleviation

Through observations and formal and informal interviews alike, surf tourism is the driver of the economy in Pavones. In such, surf tourism does contribute to poverty alleviation as most work is directly related to surf tourism. However, due to the seasonal nature of tourism in Pavones, a greater emphasis is needed on direct contribution to poverty alleviation. Understanding the dynamics of extreme seasonality is an important starting point, but until further effort is made in this area, the people of Pavones will not be able to fully benefit from the resources brought to the region through surf tourism. This issue is further complicated by the effect that the swell forecast has on determining when and for how long tourists visit the area. This nature of tourism also makes it more difficult to create an environment of cooperation. Without cooperation and communication amongst local stakeholders, building a system that allows for direct contribution to poverty alleviation becomes more difficult.

This study adds to the knowledge surrounding seasonality in surf tourism as it is the first to quantitatively and qualitatively investigate the impacts of extreme seasonality in surf tourism. Extreme seasonality and the effect of the swell forecast are often mentioned anecdotally in conversations and in media but there has not been any real academic focus on this phenomenon. While there are efforts to foster environments that promote responsible and sustainable surf tourism in remote regions around the world, most have not taken into account what exactly the impacts of swell forecast based extreme seasonality have on surf tourism. Specifically the impacts, the challenges, and opportunities that this phenomenon presents to sustainable surf tourism.

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Scientific tourism in the Alentejo region: An exploratory study of the visitors' profile and motivations at the regional Science Centres

Master of Science

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INTRODUCTION

Present dissertation focuses on the domain of Scientific Tourism, with particular application to the Centres of Science located in the Alentejo region, Portugal. The choice of this particular topic is based on criteria of affection, closeness and personal motivation. Additionally, the master student is member of a Science Centre, which allows to access to a set of available resources, alluding to its importance and relevance, more precisely to the region of Alentejo and for a considerable diversity of audiences.

To the best of our knowledge focusing on the topic of Scientific Tourism is an innovative approach. From the point of view of the development of regional tourism supply networks, this type of tourism entails a considerable added value potential for the tourist experience. Moreover, is also an interesting and novelty motivation for the study of tourist behaviour. Thus, the identification of the profile and motivations that constitute the market of this type of tourism is critical for the present study.

In Alentejo region there are a set of Science Centres, such as Museums, Laboratories, Theme Parks, Observatories, among others. These set of equipment are considered cultural resources and suggests the development of a regional scientific tourism supply, which is already a reality and presents an amount of potentialities at various levels such as cultural, environmental, economic, and social. Science is transversal to all areas and can be presented appealing to intense experiences and increasing visitor awareness. The relationship between Science and Tourism is intrinsic and empowered by local resources. To enhance the offer of the regional Science Centres and Museums, there is an urgent need to characterize visitors' profile with the main purpose of seeking Scientific Tourism activities in the Alentejo region. Thus, the following questions remain without an answer. Who are these individuals? What is your sociodemographic profile? What are your motivations? What are the most important factors and attributes for the practice of Scientific Tourism?

The general objective of the research is to analyse the visitor profile, who is looking for Scientific Tourism activities in the Alentejo region. As the dissertation will focus on the domains of tourist behaviour analysis, it is interesting to underline the importance of an approach to the level of tourism demand trends. One of the strategies that allows us to foresee trends in demand, is supported by regional tourism demand indicators. For this purpose, a first analysis is conducted based on data published by National Statistics Institute of Portugal (INE) concerning the tourism activity in the Alentejo between the period of 2005-2015. Additionally, a number of indicators are used to measure regional tourist demand, namely the number of overnight stays, the occupancy rate, the average stay, seasonality rate, among others.

LITERATURE REVIEW

As stated by Serra and Borges (2016), it is possible to characterize the tourist activity in the Alentejo in the last ten years, making a global approach to tourism demand in the Alentejo region and evolutionary between 2005-2015. It can be seen that the average annual growth rate of overnight stays was 3% for domestic market and 7.3% for foreign markets, with a 4.3% annual average growth of all overnight stays Considering the evolution of the average length of stay in hotels, holiday resorts, tourist apartments and other accommodation, it is verified that in the period from 2010 to 2013 there was a peak between domestic and foreign visitors, especially foreigners, where, between the years 2013 to 2015, this peak is attenuated; 1.8 nights is the average length of stay for domestic and foreign markets in 2015.

In last ten years, literature about scientific tourism has been supported by a number of researchers. Thus, this typology of tourism can be classified into three main groups (Dewailly, 2006):

1. spatial dimension of the phenomenon, mountain tourism, rural, coastal, urban, green, nature - are expressions that allow Geographically specify the area of extension of the practices;
2. ethical dimension, such as sustainable, responsible and supportive tourism;
3. tourism for sport, adventure, cultural, business, educational, aimed at specifying the types and forms of social practices concerned.

A more critical view about the concept is argued by several authors who criticized the proliferation of terminologies around the concept of Scientific Tourism (Mao and Bourlon, 2011). However, tourism literature revealed four distinct forms of tourism activities in different degrees of scientific dimension, such as: Adventure Tourism, Cultural Tourism, Eco-Scientific Volunteering and Scientific Research in tourism.

As stated by Breton (2004, p.57), "Scientific and Cultural Tourism as a discovery, exploration and recreation". According to Marujo (2014), all tourism is cultural, since all the movement of people to a different place, other than their normal environment, offers access to new experiences, encounters with other realities and acquisition or deepening of knowledge Cultural activities. It same line of thought Bourlon (2011) affirmed that cultural tourism with scientific content is a broad segment in its thematic expressions and forms of implementation, as it allows adventurous travellers to discover a territory or to undertake more conventional trips following the thread of a story based on local culture. As will be explored in the development of research, in Portugal, at the level of Scientific Tourism, there will be a strong relation with Scientific Culture and Communication of Science. The Portuguese National Agency for Scientific and Technological Culture – "Ciência Viva", created in 1996, occupies a role of absolute centrality both in the field of public policy, to promote scientific culture and in the practical execution of actions, throughout the national territory.

The world of science and tourism experience strengthens its relation and diversified its interconnections, and it is important that both boost a symbiotic relationship. The development of scientific tourism has raised new tourist motivations (Mao, 2011). Individuals who decide to take a trip need certain characteristics such as: willingness, time to be absent, money to support expenses, among other factors that can be grouped as, according to Crompton (1979) and Dann (1981), Socioeconomic Factors; Technical Factors; Psycho-sociological factors; Social and personal factors and Cultural Factors.

EXPECTED RESULTS

Considering the process of tourist decision, there are key factors that can influence the choice of tourists for a certain destination. One of the most important theories to understand this choice process is the push and pull theory (Crompton, 1979;

Dann, 1981). The first one (based on push factors) reflects the personal motivations of tourists, namely cultural and intellectual enrichment, fun or rest, broadening their network of contacts, among other factors; while pull factors are reflected in the attractions of the destinations, where it refers such as accommodation, cultural attractions, safety, environmental factors, among others, which comprise an attraction that positively influence the tourist's choice. According to these authors, after carrying out his study, pull factors arise first and later followed by push factors. Crompton's choice model (1992) it based on tourists' degree of involvement and internal and external factors, also called endogenous and exogenous factors; these factors also positively influence the participation and acceptance of the tourist for a certain activity, leading them to satisfaction with the destination.

As stated before, the main objective of the dissertation is characterized the visitors' profile of Scientific Tourism in the Alentejo region, more precisely through the National Science Centres in Alentejo region, such as, the Science Centre of Estremoz - CCVEstremoz and the Science Centre of Lousal - CCVLousal. The population of study, is based on the number of visitors of the Science Centres of Estremoz and Lousal, respectively. Based on the total number of visitors in 2016, a randomly stratified sample was adopted. The sample stratification criteria was based on the different types of visitors of the Science Centres, such as schools, families / general and international visitors. In order meet the objectives of present research, a questionnaire was applied, translated in English, Spanish and French, in order to survey national and international visitors. A pre-test was carried out in both Science Centres aiming to adjust and redefine the necessary adjustments.

Currently we're conduction the application of the questionnaires to the visitors of CCVEstremoz and CCVLousal, according to the sample and defined quotas. At the same time, the codification of the variables will begin, with the following phases being implemented: database organization, data analysis and output results. All data analysis will be conducted supported by *SPSS Statistics software v.22*.

At the end of the research process, the researcher expects to answer to the following question: "What is the profile and motivations of the visitor who is looking for scientific tourism activities in the Science Centres of the national network located in the Alentejo region?"

Expected results aim to identify the profile, motivations and determinants (lifestyle, cultural, psychological and socioeconomic) as well as the inhibitor and facilitator factors that allows to understand the decision making process for practice Scientific Tourism activities in the Alentejo Region. Additionally, it is expected that present research contributes to enrichment of the knowledge in the field of Scientific Tourism.

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Tourism, environment and growth in an economy with pollution abatement activities

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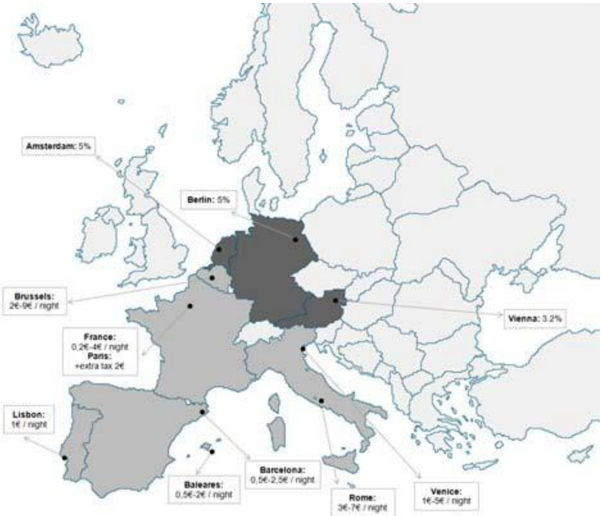
INTRODUCTION

Tourism has been regarded as an important source of economic growth and wealth for many countries. However, tourism promotion usually relies on the destination original attractions such as beaches, scenery and culture (Butler, 2009), which depreciate as tourism grows. During the sixties and seventies tourism businesses grew at an uneven pace in many European cities and in some early resorts like in Spain, for example. Over time, however, both politi- cians and citizens realized the dangers from unending growth and a new concept has emerged, sustainable tourism, which focuses on the environmental, social and economic aspects in this sector.

Sustainable tourism implies not only controls on inflows (Inskeep, 1994) but also investment in tourist attractiveness (Albaladejo and Martínez-García, 2017). Over the last 15 years there has been a general increase in the number and scope of tourism-related taxes, fees and charges (OCED, 2014). These tourism taxes can be divided in two main categories: general and specific taxes (Durbarry and Sinclair, 2001). In the first group we can find taxes that fall on both tourists and residents, as the VAT, while in the second group there are others as visas, taxes associated with air travel and taxes on hotel stays that affect tourist activities.

Specific taxes on hotel stays are being implemented in many countries, to the national or regional level. Many popular destinations, as New York, Paris, Berlin, Rome, Amsterdam or Barcelona have taxes of these type, and others, as London, are in this moment considering its introduction (London Finance Commission, 2017).



These taxes tend to be set and administered locally by the relevant municipal authority, what explains why they can vary by cities in the same country and even in the same region (as in Italy or in Spain). Considering the different systems (Figure 1), it can be seen that these taxes can be ad valorem taxes (with the rate as a percentage of prices) or an ad quantum amounts (unit tax) per night (Durbarry and Sinclair, 2001).

At this moment there are many other touristic destinations where the introduction of a hotel levy is under consideration. Particularly in Spain, there is some debate about this in Seville, where a tax of one euro per night per person is being considered, under an integral plan for the whole Andalusian Community region, the Basque Country and the Valencian Community. In this last region the debate is almost closed, and the final resolution does not support the establishment of the touristic tax in 2017.

The establishment of these type of taxes is always under debate. There are pros and cons to use them. The hotel sector usually has a unanimous position against it considering that a tax, even small, can discourage guests from staying overnight and can reduce the spending in other services. It also considers that it reduces the competitiveness of the destination against others, and move people from hotels to other places as virtual renting platforms that offer accommodation that it is not under the levy. On the other side, these taxes revenues are usually used for promotion and improvement of the touristic sector, and the development of facilities connected to tourism. They can be seen, in that sense, as a mean to compensate the impact of tourism on the environment and public services of the area to promote a sustainable model of the touristic sector.

Just to give an idea of the amount of money related to these taxes, some numbers about them. During the two years that eco-tax was in Baleares 84 million euros were raised and they were used to conservation of touristic and natural places in Baleares. Since November 2012, the revenues in Catalonia have been 82 million euros. Among the different estimations considered by GLA Economics (2017), it appears that, applied to London, systems similar to the one in Paris (based on hotel star rating), to the one in Berlin (5% of the room rate per night) or the one in Barcelona (mainly four and five star hotels and a nominal rate for others) could generate £140, £240 or £77 million, that could be used to support the sector in various ways.

In this paper, the controversy of the taxes is developed in a formal frame- work by formalizing concepts and linking the effects of environmental policy on tourism exploitation and growth. It may contribute to the debate clarifying the possible effects of different policies. The main questions addressed are: for an economy based on tourism exploitation, under what conditions are sustained economic growth and the preservation of environmental quality compatible? In such case, which are the taxes necessary to reach this outcome?

Our model belongs to the tourism-led growth models literature developed by Hazari and Sgro (1995, 2004(ch.12)), Chao et al (2005), Nowak et al (2007) and Schubert and Brida (2011), among others. However, contrary to the main- stream, in this paper tourist arrivals are viewed as an endogenous process which depends on environmental quality.

THE MODEL

The arrival of tourists. The number of tourists arriving in the country, follows the pattern of a logistic growth model where the carrying of capacity depends of the supply, environment and per capita tourism consumption.

The behaviour of tourists. Tourists' international preferences can be represented by a utility function displaying a constant elasticity of substitution (CES) and a representative tourist must solve a static optimization problem.

The environmental quality. We interpret environmental quality as a renewable resource and assume that its dynamics depends on the difference between its regeneration capacity, which is a linear function of the environmental quality and the pollution of the destination which depends on tourist.

The host economy. We model an economy that produces a composite good that, for the sake of simplicity, is used either as tourism services and for domestic consumption and investment. Production of this good requires domestic and foreign capital. Foreign capital is a necessary input for production and it is imported in exchange of tourism services. Hence, it must be imported by trading domestic production with nonresidents, that is, tourists. Additionally, tourism deteriorates environmental quality, which has a negative impact on consumer's welfare.

Government. Tourism generates pollution and abatement is necessary in order to improve environmental quality and the touristic appeal. Government taxs firms, at a rate τ_Y and tourists, τ_T, in order to finance abatement activities to regenerate the environment.

Balanced growth equilibrium in the market economy. We focus on an equilibrium solution where international trade is balanced. Our model represents an open economy which imports foreign capital in exchange of tourism services. In a balanced growth equilibrium, consumption, abatement, tourism consumption, domestic capital, intermediate input and production grow at the same rate, whereas, the long run growth can be obtained.

Optimal taxes

In a pure market economy with $\tau_Y = \tau_T = 0$, the spending ratio on abatement, s^*_A, is zero. Contrary to the optimal abatement ratio, s^0_A, the market economy ignores the effect of tourism congestion on consumers' utility. In this case the government cannot afford abatement activities and the tourism carrying capacity the number of visitors will not grow and stagnation will be the out- come. Tourism/environmental policy may be aimed at moving the economy from an unsustainable towards a sustainable growth path.

If $\tau_Y > 0$ and $\tau_T = 0$, the market tourism expenditure ratio, □∗□ □ can reach the optimal tourism expenditure ratio, however, the growth rate in the market economy is higher than in the social planner economy.

In this case, the growth rate in the market economy and in the social planner economy take the same value. Then, a specific tourism tax is necessary for the market economy reaches the social optimum. A tourism tax τ_T helps tourists to internalize the effects of tourism congestion in the host economy, which helps to collect funds to finance abatement.

Proposition. A value added tax is not sufficient to an alignment between the optimal and market balanced growth paths, a specific tourism tax is necessary for the market economy reaches the social optimum.

CONCLUSION AND IMPLICATIONS

In this paper a dynamic model of economic growth, tourism and environment is studied. The model considers tourists in the economy as optimizing agents, interacting with domestic consumers. The number of tourists arriving in the country follows the Tourism Are Life-cycle model with a tourism carrying capacity dependent on environmental quality. Tourism hurts environment an abatement activities have to be carried out in order to keep the economy growing. A social planner determines the optimal levels for the long-run growth rate, abatement share and tourism congestion.

In a pure market economy growth is unsustainable. Producers ignore the effects of production on tourism congestion and its effect on consumers' utility. Equally, tourists don´t internalize their effect on domestic consumers' utility. In this case government cannot afford abatement activities. As a consequence, the tourism carrying capacity cannot grow, it remains fixed. It is only dependent on the natural amenities and, since no regenerative or abatement activities are carried out, tourism growth will stop, once tourism occupation reaches the fixed carrying capacity. Consequently, foreign capital inflows stop growing and the decreasing returns on domestic capital drive the economy to the stagnation.

Tourism/environmental policy moves the economy from the unsustainable outcome to the optimal long-run growth. Taxing firms revenues and tourist consumption would move the market economy to the social optimum. Nevertheless, a tourism tax to finance abatement has two counteracting effects. Abatement increases the tourism carrying capacity which has a positive impact on long-run growth rate. However, since an increase in the tourism tax is understood by tourists as an increase in the price, they would reduce their demand of tourism services, which harms growth. We reach to the conclusion that A value added tax is not sufficient to an alignment between the optimal and market balanced growth paths, a specific tourism tax is necessary for the market economy reaches the social optimum.

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A nonlinear dynamic model for international tourism demand on the Spanish Mediterranean coasts[1]

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INTRODUCTION

The Mediterranean is one of the main destinations for international tourism in Spain. According to the National Statistics Institute (INE), more than half of international tourists staying at hotels chose the Mediterranean coastal provinces as a destination in 2015. Spain has about 3500 km of Mediterranean coastline distributed between the peninsular coast (2058 km) and the archipelago of the Balearic Islands (1,428 Km) (see Figure 1).

Figure 1. The Spanish Mediterranean coasts

Source. Own

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In this paper, we propose a nonlinear dynamic specification to model international tourism demand on the Spanish Mediterranean coasts, and investigate how habit persistence and word-of-mouth recommendations can affect tourism demand decisions. The use of a dynamic specification is justified in the sense that past visitors influence current tourism demand. Tourism destination can become popular (or unpopular) as consequence of experiences of past tourists. Furthermore, the nonlinear model adopted here allows the effect of past tourists to depend on the destination´s features usually linked to its reputation or attractiveness as tourism destination. The quality of tourism services of a destination and its tourist overcrowding are two characteristics with a high impact on its visitors and therefore on its reputation. Our aim is to study how these attributes affect the relationship between previous tourists and current tourism demand on the Spanish Mediterranean coasts. Empirical findings on quality and congestion play an important role in policy decisions.

The model is estimated using a panel data set for the period 2005 to 2015. The data are disaggregated both by province of destination (the 11 Spanish provinces that make up the Mediterranean area) and by country of origin. The results show previous tourists have an important positive and non-constant effect positively influenced by the quality of the tourism services and negatively by tourism congestion.

LITERATURE REVIEW

There is a widespread agreement that tourism demand is likely to be affected by previous tourists, either because of their influence on other potential visitors, or because they repeat destinations (Morley, 2009; Garín-Muñoz, 2006, 2007, 2009). Dynamic econometric models allow us to take into account the causal relationship between previous visitors' flows and the current demand. Most common dynamic specifications include the previous tourists as an explanatory variable in the model. Focusing on the panel data analysis, there is an important number of studies that have estimated a lagged dependent variable model: Garín-Muñoz (2006, 2007 and 2009), Massidda and Etzo (2012), Rodríguez et al. (2012) and Capacci et al. (2015), among others. Since all these studies include the previous tourists in a linear fashion, the effect of this variable on the current tourism demand is assumed constant over time and for the cross-section. Thus, it is independent of variables like the quality of tourism services and tourism congestion, which may affect the destination's reputation.

Morley (1998, 2009) and Albaladejo et al. (2016) have questioned this way of incorporating dynamics into the model. They suggest that usual constant elasticity demand models are likely misspecified, and propose a nonlinear dynamic specification to model tourism demand. We agree with this general conclusion, but we add a new argument not present in the previous literature. A linear model does not allow one to link the effect of past tourists to reputation or attractiveness of the tourism destination, assuming a constant effect. However, the influence of previous tourists may be affected by changes in the reputation of the tourism destination. A higher quality of tourism supply or a lower overcrowding can improve the destination's reputation implying a more positive effect of previous tourists on the current demand.

METHODOLOGY

We propose a nonlinear dynamic model, which allows us to study how previous tourists interacts with two important features of the tourist destination: quality of tourism services, and tourism congestion. For this purpose, we add to the standard dynamic tourism model two interaction terms. The econometric model is represented as

$$T_{ij,t} = \eta_i + \beta_1 T_{ij,t-1} + \beta_2 T_{ij,t-1} \cdot Q_{i,t-1} + \beta_3 T_{ij,t-1} \cdot O_{i,t-1} + \beta_4 GDP_{j,t} + \beta_5 IP_{ij,t} + \beta_6 D2009_t + \varepsilon_{ij,t} \quad (1)$$

where the subscript *i* denotes the destination province; *j* denotes the origin country, and *t* indicates the time period. η_i is the unobserved provincial-specific variable and $\varepsilon_{ij,t}$ is a disturbance term. All variables are expressed in natural logarithms so that the coefficients may be interpreted as elasticities.

The dependent variable is the number of international tourists (T) who choose hotels and similar establishments as accommodation. Data are taken from the Hotel Occupancy Survey (INE).

As explanatory variables are included:

1.- The origin income that is measured as the real per capita GDP of each origin country (GDP). This variable was taken from OCDE.

2.- The price variable reflects the cost of living of tourists at the different destinations relative to the cost of living in the country of origin (IP) :

$$IP_{destination/origin} = \frac{CPI_{destination}}{CPI_{origin} \cdot EX_{Spain/origin}} \quad (2)$$

where $CPI_{destination}$ and CPI_{origin} are the consumer price indices (CPIs) for each of the 11 destinations considered and each origin country, respectively; $EX_{Spain/origin}$ is the nominal effective exchange rate of Spain vs each country. Data on exchange rates and CPIs for each country were collected from Eurostat. Data on CPI for the 11 Spanish provinces were collected from the INE.

3.- The quality variable (Q) is the percentage of luxury hotels in each destination province. Considering as luxury hotels the four and five golden stars hotels, the quality of tourism services is defined as

$$Q = \frac{\text{four and five golden stars hotels}}{\text{total number of hotels}} \times 100 \quad (3)$$

4-. Regarding to congestion (O), we use the ratio between the total number of tourists and the total number of hotel beds as proxy of tourist congestion at each destination province

$$O = \frac{\text{domestic and international tourists}}{\text{total number of beds}} \tag{4}$$

This ratio reports on the relationship between tourism demand and tourism supply in each province. The greater the number of hotel beds in a destination, the higher the chance of accommodating visitors suitably.

5.-A dummy variables (D2009) is included to capture the influence on tourism of the economic crisis. This variable takes the value 1 from 2009 onward and 0 in other years.

In the proposed model the effect of previous tourist depends on two characteristics of the destination: congestion and quality. It is measured by the expression:

$$\frac{\partial T_{ijt}}{\partial T_{ijt-1}} = \beta_1 + \beta_2 Q_{it-1} + \beta_3 O_{it-1}, \tag{5}$$

Since a log-log model is used, this effect represents the elasticity of current tourism demand with respect to previous demand. This elasticity is not constant. Both previous levels of quality and overcrowding at the destination can modify this effect. If, as expected, β_1 and β_2 are positive and β_3 is negative, this elasticity increases with Q_{t-1} and decreases with O_{t-1}. The greater the services quality perceived by the tourist and/or the smaller the massification in the tourist destination, the better the reputation that this destination will have. A better reputation implies a higher impact of the previous tourists on the current demand. In contrast, if the increases in the visitors to a destination are not accompanied by an adequate investment in tourism services, tourists' opinion about the destination will be worst, and their positive effect on the future demand will be lower.

RESULTS

A system GMM dynamic panel data analysis (Blundell and Bond, 1998) is carried out to estimate the model. We use the one-step robust to heteroskedasticity estimator and the two-step estimator for comparison. Table 1 shows the results from the estimation of the model. One of the most important determinants of the international tourism on the Spanish Mediterranean coasts seems to be the lagged dependent variable. As expected, the effect of the lagged dependent variable depends positively on the percentage of luxury hotels, and negatively on the ratio between tourists and hotel beds. Thus, there is a non-constant effect of the previous number of tourists over current tourists. Additionally, the results reveal a generally satisfactory performance of the econometric models. The autocorrelation tests (Arellano and Bond, 1991) do not detect any serial correlation problem in the residuals, and the Hansen (1982) J-test does not reject the null for joint validity of the instruments.

Table 1. Estimation results for international tourism demand model, 2005-2015

Dependent variable: $T_{ij,t}$	*GMM-SYS*	
Explanatory variables	*one-step*	*two-step*
$T_{ij,t-1}$	0.9626***	0.9674***
$T_{ij,t-1} \square Q_{i,t-1}$	0.0149***	0.0147***
$T_{ij,t-1} \square O_{i,t-1}$	-0.0159**	-0.0182**
GDP_{jt}	0.0301***	0.0294**
$IP_{ij,t}$	-0.1752**	-0.2148**
$D2009_t$	-0.0989***	-0.0971***
Hansen test (p-value)	0.076	0.076
AR(1) (p-value)	0.000	0.000
AR(2) (p-value)	0.208	0.222
Number of observations	770	770
Number of groups	77	77

*,**,*** denote significant at the 10%, 5% and 1% level respectively.

Source: Own using the xtabond2 command in STATA10 (Roodman, 2009).

Both estimates (one-step and two-step) yield similar results. All variables are statistically significant. Estimated $\square_1 \square$(0.9626, 0.9674) and $\square_2 \square$(0.0149, 0.0147) are positive, and estimated $\square_3 \square$(-0.0159, -0.0182) is negative. Thus, the elasticity of tourism demand with respect to the lagged demand is positive, increasing with the percentage of luxury hotels, and decreasing with the ratio between tourists and hotel beds at the destination. This means that elasticity is non-constant, but varies across the destinations and over time. The estimated income elasticity (0.0301, 0.0294) is positive, showing that the arrival of European tourists to Spanish Mediterranean coasts depend positively on the wealth of its origin country. As expected, a negative price elasticity is estimated with values of -0.1752 and -0.2148, suggesting that tourist arrivals are also sensitive to price changes. Finally, the dummy variable representing the impact of the global crisis has the expected negative sign (-0.0989 and -0.0971).

CONCLUSION AND IMPLICATIONS

The econometric analysis developed in this study shows that habit persistence and word-of-mouth recommendations appear to have an important effect on current tourism demand decisions. Quality and congestion also matter. The effect of past visitors is positively influenced by the percentage of luxury hotels, and negatively by the ratio between tourists and hotel beds. The policy implication of this finding for the tourism industry is that provision of high-quality services and an appropriate hotel capacity are crucial for earning a good reputation and attracting new and repeat tourists to the Spanish Mediterranean coasts.

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Environmental practices. Motivations and their influence on the level of implementation

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INTRODUCTION

Tourism is a strong and important activity all over the world if we consider its figures. The contribution of Travel and Tourism generated 7.2 trillion dollars, which represents 9.8% of the world's GDP (in Spain, 26.0% of GDP), growing for the fifth consecutive year, and 284 million jobs were funded by travel and tourism in 2015 (1 out of each 11). In Spain, it represents 16.2% of total employment, 2,901,500 jobs (WTTC, 2016).

In this context, unlimited tourist development of all economic, social and environmental goods is not possible. A balance must be found in order to avoid the deterioration of the environment, thus achieving a balance between the level of demand of visiting tourists and the load capacity of the local community and of the resources themselves, which is called "Sustainable Tourism". In this sense, Crosby (1996:59) states that "*most of the negative impacts are derived from the overuse and saturation of spaces, so a critical point must be found in which the level of demand is balanced with the optimum capacity of absorption of visitors, that an area or resource can bear without being deteriorated*".

In this respect, the World Tourism Organization (WTO) defines sustainable tourism as "tourism that completely take into account current and future economic, social and environmental impacts to meet the needs of visitors, the industry, the environment and host communities". According to the World Tourism Organization Network (UNWTO, n.d), "*sustainable tourism must make optimum use of environmental resources, respect the socio-cultural authenticity of host communities and* *ensure long-term viable economic activities that provide well-distributed socio-economic benefits to all stakeholders, including stable employment opportunities and obtaining income and social services for host communities, and that contribute to poverty reduction*". The UNWTO already shows the dimensions of this concept: environmental, social and cultural sustainability, as well as economic sustainability (Fullana and Ayuso, 2002).

In Spain the thermal sector begins to realize the negative impacts that its economic activity can generate on its surroundings, which together with tourists´ demands, that each time show a greater awareness about environmental issues, the pressure from ecological groups and from the public administration causes spas to carry out their activity taking into account sustainability and environmental management. For this purpose, they implement good environmental practices with the aim of minimizing the negative impact of their activity and opt for placing value on their thermal resources (mineral-medicinal waters) through sustainable tourism. Practices that implement following voluntary instruments of environmental management, such as Manuals of Good Practices or the implementation of Environmental Management Systems (EMS), being the most known, according to Saizarbitoria et al. (2008, p.49) the ISO 14001 standard or the EMAS Regulation (EcoManagement and Audit Scheme).

Including environmental management within the overall strategy of the company will allow according to Conde et al. (2003, p.45) to comply with the current legislation so as to avoid administrative sanctions (Saizarbitoria et al., 2008), and to respond to consumers' demands and other interest groups, as well as to meet the requirements of competition and the customers in relation to environmental protection. This is reflected in a cost-saving amount (Melnyk et al., 2002; Pan, 2003; Zutshi and Sohal, 2004), in an improved external image among its clients and internal image among its workers (Zeng et al.), improved productivity (Pan, 2003; Poksinska et al., 2003; Gavronski et al., 2008) and improvement of the environmental performance of organizations (Potoski and Prakash, 2005; Link and Naveh, 2006), among others.

In this context, the objective is to identify and analyze good environmental practices followed by this sector in Spain, which will allow to measure the degree of commitment or involvement of thermal establishments with the environment. And on the other hand, to analyze if the motivations that lead thermal establishments to implement environmental practices influence their level of implementation.

In order to present the work hypotheses, an extensive review of the academic literature published on ISO 14001 and EMAS was carried out. Most of the research deals with how the implementation of these quality systems affects the benefits and results obtained by companies, for example in improving competitiveness and business efficiency (Poksinska et al, 2003; Yiridoe et al., 2003; Gavronski et al., 2008). In this sense, some authors consider that the improvement of competitiveness is favored by the improvement of internal efficiency (Montabon et al., 2000; Kollman and Prakash, 2002) and others, assimilate it to the reduction of the use of resources (Melnyk et al., 2002) or energy saving (Rondinelli and Vastag, 2000). Other investigations analyze the motivations that lead companies to implement these systems (Gavronski et al., 2008, Mariotti et al., 2014), the barriers to be overcome in the process (Boiral and Henri, 2012), the difficulties to comply with the requirements of the standard.

The novelty of this study is to analyze if the motivations influence the level of implementation of the practices. In this sense, many studies corroborate that a greater motivation influences achieving greater benefits related in many cases to a higher level of implementation (Gavronski et al., 2008, Pan, 2003, Poksinska et al. 2003, Zirsh et al., 2003). On the other hand, if we take into account the existing literature, which mainly discusses two types of internal and external motivations (Bansal and Roth, 2000), that are not mutually exclusive and reinforce each other, several studies analyze which are the most important ones (Poksinska et al., 2003; Pan, 2003; Schylander and Martinuzzi, 2007). In this sense, De Durana (2014: 293) states, taking into account the studies carried out, that external factors have priority over internal factors for most companies. The findings and conclusions of the literature review allow us to propose and justify the following hypotheses:

H1: Motivations influence the level of implementation of environmental practices in companies.

H3: External motivations are more important than internal motivations.

H2: External motivations lead companies to make greater efforts to implement environmental practices than internal motivations.

METHODOLOGY

The methodology used is the performance of a descriptive analysis and a regression analysis of the data obtained through a structured questionnaire, 83 items grouped into three main sections (internal environmental practices, practices related to their stakeholders and resource management), sent to the person responsible for quality of the establishments. The questionnaire was designed taking into account the manuals and guides of the Conselleria de Medi Ambient (Generalitat Valenciana, 2003), Manual of good environmental practices in professional families: Tourism and Hotel Industry (MTAS, n.d), Guide to good environmental practices. Tourism sector (hotels and golf courses). Biodiversity Foundation (Vargas Sánchez et al., 2003).

The target population is the 112 active thermal establishments in 2015, obtaining a sample size of 62 valid surveys received, which means a response rate of 55.36% and a sampling error of 8.35% for a confidence level of 95% (z = 1.96 p = q = 0.5). The scale of measurement is a Likert type of 7 points (1 - totally disagree, 7 - totally agree).

The data analysis is performed using SPSS 19.0 (Statistical Package for the Social Sciences) statistical program. First a descriptive analysis is performed and the measurement scales (reliability and validity) are validated. For the analysis of internal consistency, we used the calculation of the correlation coefficients of Pearson item-total (the correlation between the items should exceed 0.3 according to Nunnally, 1979) and Cronbach's alpha, where alpha must be greater than 0.7 (Nunnally, 1979) or 0.8 for confirmatory studies. Secondly, an exploratory factor analysis (EFA) with varimax rotation was carried out to identify the dimensionality of the scales motivations (Bagozi and Baumgartner, 1994). This process allowed to group the items of each of the concepts and to know their structure.

Finally, for the purpose of comparing the working hypotheses, regression analysis was used. This analysis allows to analyze the relationship between a dependent variable and its independent or predictor variables. The sign of the correlation coefficient β allows to know the direction of the relationship and the statistical F, the goodness of fit of the regression and the p-value (> or <than 1) indicates the degree of significance with the dependent variable. First, we proceeded to verify the underlying assumptions on which this analysis is based.

RESULTS

1. To validate each of the scales: motivations (Cronbach´s $\alpha = 0.886$), Organization (0.952), Organization vs Environmental (Cronbach´s $\alpha = 0.894$), Resource management (Cronbach´s $\alpha = 0.943$).
2. To know the structure of each of the concepts considered. In the case of motivations, it is constituted by internal and external motivations. All other measurement scales are unidimensional.

In the regression analysis carried out, it is observed that the models presented have a good fit, in this sense the explanatory variables contained in the model (internal and external motivations) explain 20.6%, 25.6% 25.2% of the dependent variables (organization, organization vs. environmental and resource management). In addition, the F statistic that allows us to decide if there is a significant relationship between the dependent variable and the set of independent variables taken together offers a good fit to the point cloud (sig. 0.000 indicates that there is a significant linear relationship).

CONCLUSION AND IMPLICATIONS

The results obtained have made it possible to carry out an environmental diagnosis of the thermal establishments sector in Spain, identifying the strengths and weaknesses in Environmental Management and proposing the necessary improvement actions to go beyond the mere fulfillment of the legal requirements that thermal establishments must meet due to their activity. The strengths are in the practices related to the management of resources, while the weaknesses observed enable to confirm that there are many improvement actions that must be implemented to achieve the optimization of environmentally friendly activities.

The regression analysis allowed us to contrast the proposed hypotheses H1. We do not corroborate H2, and H3. In this study, the most important motivations are internal as in the study of Fryxell et al. (2004) and Mariotti et al. (2014). It also allowed to analyze the influence of each of the groups (predictor variables) on the dependent variable. These results have been constrasted with previous studies, and a discussion of them is carried out.

Table 1. Results of regression analysis

	Dependent Variables			
	Organization	*Organization vs Environmental*	*Resource management*	**Environmental Practices**
Independent variables				
Internal motivations	0.308*	0.291*	0.113	0.329*
External motivations	0.207	0.286*	0.432*	0.287*
Model Information				
R^2	0.206	0.256	0.252	0.287
F for Regression	7.545**	9.976**	9.746**	11.685**
Durbin- Watson	2.176	2.127	1.680	1.966

Note: Cell entries are standardized coefficients; * $p< .05$; ** $p< .001$. Bilateral test

Moreover, they have important academic implications and for major stakeholders (public administrations, certification agencies, etc.). Finally, we must mention the limitations of this study. The first one refers to the bias of the data, as they are provided by those responsible for quality of the Thermal establishments surveyed and the second one is its cross-section.

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The role of urbanism in the tourism development of Peñíscola, Denia, Altea and Cullera (Spain)

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INTRODUCTION

Tourism activity, since its origin as a mass phenomenon, has generated resource consumption whose management has hardly been satisfactory addressed by urbanism. This is because the fact that, on the one hand, the planning design and management are slow processes and, on the other hand, it is necessary to consider together the tourism with the rest of land uses; but also, because the land owners pressure to obtain the maximum profit in the shortest possible time. In general, the conventional urbanism has failed to plan the fast evolution of tourist areas: there has been no urbanism proper to tourism, but it had been imported –the most times, in an uncritical way- from residential planning.

As a result, most areas of the Valencian coast have suffered the consequences of a kind of urbanism that had to be lax to meet the demands from the tourist market. Henceforth, it will be necessary to analyze and compensate the abuses produced according to that laxity, in order to avoid their degradation as tourist destinations.

The present work shows the evolution of four tourism destinations in the coast of the Community of Valencia (Spain), attending to their changes and transformations related to urban planning and tourism activity. This areas are Peñíscola, Cullera, Denia and Altea.

LITERATURE REVIEW

The introduction of the tourist activity in Spain in general triggered the need of adapt many areas to satisfy the increasing tourist demand. Over several decades urbanism have had to manage together questions as the demand of leisure and accommodation related to tourism, the profit expectations of implied agents, the inhabitants' needs and other factors as landscape and resources preservation. The difficulty to manage together all these interests has involved transformations that, in many cases, have diminished the original attractiveness of the tourist destinations. The result has involved the proliferation of secondary homes which are unoccupied the most of the time or, in some cases, have become recipients for residential tourism. This kind of tourism demands other services different to those related to eventual and holiday tourism, and it is urbanism task to mediate between the new needs created and the equipment to be implemented.

Furthermore, in the last 25 years, the use of "magic formulas" -such as golf resorts, leisure harbours, singular events or buildings-, had involved the homogenization of the territory, disfavoring the competitiveness of tourist destinations.

Several authors have presented, from different perspectives, the relationship between the urbanization phenomenon and tourism, the need of resources balance and the opportunity to foster the identity and the intrinsic values of tourist areas, while proposing the integration of new activities and qualification strategies to renovate mature tourist destinations.

METHODOLOGY

The research is based on the evolution of four areas (Peñíscola, Cullera, Denia and Altea) since their origin as tourist recipients until the present time. It has been made a dynamic analysis of the evolution of various factors in the last six decades. The studied elements are:

- The features of these areas (landscape, land uses, heritage, culture, economy, demography, etc.) before the tourist boom in the 60's of the last century.
- The response given from urbanism to the demands of the tourist phenomenon (urban planning), and the degree of accomplishment of the planning previsions for the urban development in those municipalities.
- The evolution of the tourist phenomenon and its impact on the territory, considering the global development of each area. It includes the territorial effects of the urbanization, but also the consequences of tourism on demography and employment, the presence of residential tourism and the permanent residence of foreigners.
- The future projects planned for these areas.

For this research they have been analyzed urban plans, aerial photographs and tourist brochures from different periods, cadastral and statistical data and specific literature.

RESULTS

The case study focuses on the so repeated claim that the negative results of the urbanism in tourist areas have been caused by the lack of planning and the hurry to perform different actions to meet the demand of accommodation. It is proper to say that, in the years of the tourist boom, it was a rush to obtain profit from tourism fostered by some policies but, in the analyzed areas, the most of the urban development had been based on urban plans or permitted by them. Generally, the General Urban Development Plan (P.G.O.U.) of a municipality is developed through partial and urbanization plans but, in some cases, the partial plans had been approved first, and then the P.G.O.U. was designed involving all the partial plans which were in process at that moment.

It can be stated that the local plans based on the Land Law, 1956, permitted large building volumes due to the fact that this law did not set urban standards. The building volumes were, in practice, only limited by functional reasons, in order not to concern the buildability of the plots around.

The analysis of the evolution of the urbanization in the studied areas show that, although the urban plans had provided and, in some cases, even defined coherent urban fabrics, in practice, the process of building was developed into strips parallel to the coast line. This fact, added to the oversize of the areas to build set by these overdeveloping plans, are the base of the urbanism bad results in Spanish coastal tourist destinations. According to that, the main cause of these results was the lack of strategies to assure a progressive and coherent urbanization of the territory and to protect landscape and resources from private short-term profit.

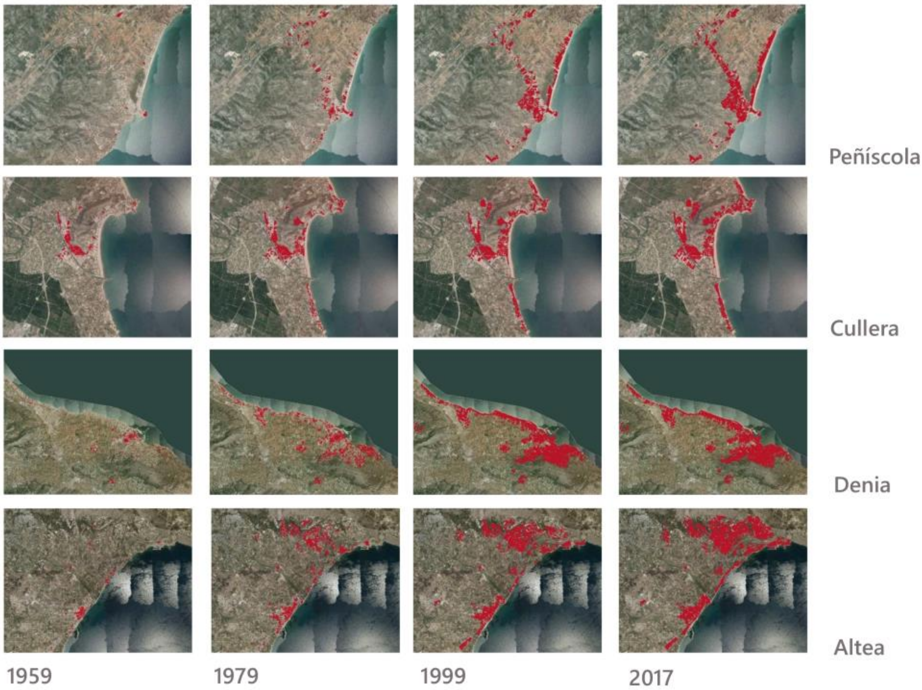

Image 1. Urban development (1959-2016) in Peñíscola, Cullera, Denia and Altea. Prepared by the authors on PNOA maps.

Another common feature in the analyzed municipalities is the fact that, under the pretext of tourism, large areas were urbanized and destined to secondary homes (flats or villas), even the most of them were not expected to be acquired by foreigners. The conditions set by the urban plans (minnimun plot, maximum buildability, etc.) have had direct consequences on the use of houses as principal dwellings or secondary homes, as well as on the phenomenon of residential tourism.

In general, the plans processing nowadays which have been designed before the current economic crisis, replicate the overdevelopment of the plans approved in the decades of 1960 and 1970. They do not try to solve the problems of the built areas but generate more land for development where start from zero. In overdeveloping periods, there were two constant factors that helped to justify the change of the agricultural use of plots to provide large areas for development: a low economic and cultural appreciation of agricultural land and the owners' wish to obtain immediate profit. These reasons, added to the multiplicity of land owners in coastal areas, motivated the support for plans and policies which fostered overdevelopment.

All of this has been the cause of the current existence of an important stock of unoccupied houses, which will not be easily absorbed by the real-estate market. The current boom of the tourist dwelling market could promote the use of these houses, but also involve the increase of rental prices, which would affect seasonal workers and inhabitants.

In addition, the demographic data show an important decreasing trend of the foreign population in key areas for residential tourism such as Peñíscola, Denia and Altea. These areas had reached foreign populations between 30%-40% of their inhabitants, and the decrease has supposed variations between -7.84% and -9.52% since the year 2009 (2014 in the case of Altea). Mantecon, Huete and Estévez (2013) have addressed the impact of the economic crisis on the mobility of foreigner residents in the province of Alicante, but it would be necessary to research more thoroughly the possible effects of this trend and to propose strategies to renovate and return the attractiveness to mature destinations.

The processing General Urban Plan (P.G.O.U) of Altea –designed after the burst of the real state bubble- shows a change of strategy which can be the beginning of a brake for overdevelopment. It do not address the problem of management of the preservation of agricultural landscape or private buildings, but it is the first step towards a future in which urban regeneration, landscape and heritage preservation will be more present in the urban planning of tourist areas.

Table 1. Resume of similarities and contrasts in the urban development of Cullera, Denia and Altea (1959-1917)

<table>
<tr><th>Similarities</th><th>Contrasts</th></tr>
<tr><td>▪ Existence of previous urban plans.</td><td rowspan="2">▪ Size of the plots and authorized features for buildings have consequences in the use of houses as principal dwellings, secondary homes and as recipients of residential tourism.</td></tr>
<tr><td>▪ Large authorized construction volumes</td></tr>
<tr><td>▪ Proliferation of secondary homes.</td><td rowspan="7">▪ Processing plans:

Designed before the economic crisis: oversize of areas for development next to the coastline and in mountain slopes with sea views.

Designed after the burst of the real state bubble: protection of natural and agricultural values by banning the urbanization of singular areas where precedent plans authorized housing.</td></tr>
<tr><td>▪ Persistence of agricultural plots.</td></tr>
<tr><td>▪ Oversize of areas for development alongside the coastline, but construction only in the seafront.</td></tr>
<tr><td>▪ Lack of appreciation of agricultural land.</td></tr>
<tr><td>▪ Search of immediate profit.</td></tr>
<tr><td>▪ Popular reception of the planned actions because of the multiplicity of land owners.</td></tr>
<tr><td>▪ Multiplicity of individual actions instead cohesive development.</td></tr>
</table>

CONCLUSION AND IMPLICATIONS

The analysis of the factors that motivated the success of the studied areas as tourist destinations in the decades of 1960 and 1970, their evolution and their consequences on territory and resources, could be the origin of a reflection about the values to preserve in the future in these areas and, in general, in mature coastal destinations.

The overdevelopment occurred in the Community of Valencia during the tourist boom and the housing bubble has affected in an irreversible way its territory and landscape. The years before the current economic crisis have left an important stock of unoccupied houses, which will not be easily absorbed by the market. Their use as tourist dwellings can reduce the seasonality in some tourist destinations, but could imply other problems like gentrification and the increase of rental prices.

The research has revealed that urban regeneration is not only necessary for areas that started to develop in the 60's and 70's of the last century -which can be involved in a process of obsolescence-, but also for those which have been developed recently without the proper equipment and with spontaneous urbanization borders. It is necessary to unite all these areas with the rest of the territory and provide them with quality of life, identity, functionality and diversity of tourist activities, through the analysis of the lacks and needs of every of them.

Finally, the processing General Urban Development Plan of Altea has evidenced it is possible to make urbanism more respectful towards natural and cultural heritage, which may foster the identity of towns and territory as an attraction for tourism. These factors will be key for the renewal of the mature destinations.

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Evaluating inbound spiritual and cultural tourism market segmentation: The case of Orumiyeh City

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INTRODUCTION

The tourism phenomenon and activities associated with is considered not only as recreation but also as one of most profitable economic sector in the world which is identified as a" Industry ". Tourism is a service industry which require a wide range of jobs, which as a multiform activity launches diverse economic activities and generating foreign currency earning (Heydari Chianeh, 2009:40). Market segmentation is a first and most crucial step in marketing that is considered one of most important sector of tourism which is applied by different countries. Market segmentation is one of steps would increase the number of tourists and developing associated activity with tourism. In compliance of tourists every society has certain issues that what country comes from, what kind of cultural traits - behavior, attitudes, tastes and expectations has and where he considered visiting the places (Hosseinzadeh, 1996:27). Market segmentation by answering to above questions providing practical advantage of what result is. The classification theory of market, targeting and positioning occupies big portion of marketing researches .classification of market is the first and the most necessary step which means all market divide to identifiable and separated sections based on clearly defined characters(Lumsden, 2001:101).

However there are indexes and principles in the market segmentation which should be considered. And principles should be chosen in a way to be obeying. Because the profitability of segmentation is in obeying principles. Otherwise segmentation would be such a wasting of resources (Gholizadeh, 2003:20). Tourism as a phenomenon with plentiful profitability along with development of communication and technology stand in position which is worthy to be called as an industry. and tourism is considered not only as a recreation but also is an industry that like other industries needs to have tools, therefore in order to be developed needs researches (Hamidizadeh & Fazeli ,2003:108). However in order to reduce high cost of marketing and explaining of the structure of market, this researches considering crucial (Heydari Chianeh and Hosseinzadeh Dalir, 2003:26).

It has been observed that spirituality, in general, has recently become an important subject of research in social and business areas. This has added a new dimension to the tourism industry, called spiritual tourism. Spiritual tourism, also termed as religious heritage tourism, includes all the religions, religious places associated with, emotional attachment to these centers and infrastructure facilities for the tourists. This can also be referred to as pilgrimage tourism, as clients are not looking for luxury but arduous journeys to meet the divine goal or simple life. Spiritual tourism, as observed by Haq et al. (2008), seems to be a newer academic concept, but it is certainly not a new phenomenon'. The term spiritual tourism, of late, has attracted many researchers globally. This increasing interest is not because of its spiritual perspective, but for the potential it carries to become the largest segment within the industry. The present paper examines spiritual tourism as a fertile research area in Orumiyeh city.

LITERATURE REVIEW

Tourism refers to activities happening in the process of traveling of a tourist. This process includes any activities such as travel planning, traveling to destination, getting back and reminding of memories. This includes activities that tourist doing as a part of his trip like purchasing different goods. Any activities and interactions that take place during a tourist trip could be seen tourism (Lumsden, 2001, 16). Marketing segmentation is the process of segmenting of the market based on needs and characteristics. Because clients of sections have the same needs and desires; answering to a level of marketing and especial product (Golchin Forobakhtayi, 2006:78). Segmentation which is taken from micro economy theories; is considered one of modern fundamental subjects was presented by Adam Smith in the journal of Marketing. Indeed, he acknowledges the existence of heterogeneity in product and service demand and look for a heterogeneous market as a number of smaller homogeneous markets, in response to customer preferences to determine (Mortazavi et al., 2009:128).

Tourism is considered vital for many countries, due to the revenue generated by the consumption of goods and services by tourists, the taxes levied on businesses in the tourism industry, and the opportunity for employment in the service industries associated with tourism. Tourism has its own direct and indirect effect on society which is regarded as an effective instrument of country's economic development. Tourism, as viewed by Smith (1992), is an activity dependant on three operative elements – discretionary income, leisure time and social sanctions permissive of travels. Tourism industry fosters a country's economy, stimulates development process, restores cultural heritage, and helps in maintaining international peace and understanding.

Spirituality, in general, has recently become an important subject of research in social and business areas. This has added a new dimension to the tourism industry, called "spiritual tourism". Consequently, there has been an increase in the awareness and research interest in the thematic field of spiritual tourism.

Tourism marketing and promotion is considered essential for successful tourism development. The tourism traffic, both domestic and international, for various purposes like pleasure, environmental change, and religious /spiritual purpose has increased significantly during recent times. Accordingly, there has been a phenomenal rise in the academic research activities on the marketing aspects of tourism also. Many authors have invariably analyzed the psychographic and demographic profiles of tourists and their perception about the performance of various tourism services.

Spiritual tourism has extended the conventional concept "the harder the journey, the better the reward", to a wider concept of a desire for a change, relief from the dull daily life and enthusiasm and divine nature for a common man. Accordingly, academic interests in analyzing different aspects of spiritual tourism as a new segment have been gaining momentum. Spirituality has become an increasingly significant area in social, health and business research (Haq et al., 2008). Travels to spiritual places have recorded a phenomenal increase in the recent years. Believe in spirituality has caused people to travel since long even with poor travelling and communication infrastructures. However, scientific study on marketing aspects of spiritual tourism is very limited. Most of the studies are case-based or demographic. A brief review of literatures appeared in five leading international journals (Annals of Tourism Research, Applied Geography, International Journal of Tourism Research, International Journal of Contemporary Hospitality Management, and Journal Management, Spirituality and Management) and few International Conference Proceedings since the year 1992 have been presented in the following subsection.

METHODOLOGY

This paper study the topic of segmentation of spiritual tourists market input to Orumiyeh. Actually this research tries to recognize the best method to segmentation of spiritual tourism market and its position in life cycle of tourism destination. Afterward with using of SWOT model attempt to study the case study's strengths, Weaknesses, opportunities and threats .and finally try to offer proposes to develop that kind of tourism.

According to the statuesque of Orumiyeh and its potential, the method of spiritual tourism market segmentation is appropriate.

First question: according to statuesque and potential of Orumiyeh where is the position of Orumiyeh in spiritual tourism industry?
Second question: according to the goals what is the best method to segmentation of Orumiyeh spiritual tourism market? And what are the weakness, strengths, opportunities and threats of Orumiyeh spiritual tourism market?

RESULTS

Populations of spiritual tourists which have traveled to Orumiyeh were 54 persons as tour, (%73) male and 20 persons (%27) female. The age status of statistical population who traveled to Orumiyeh is 5 persons (%7) under 20 years ,the majority category with 40 persons (%50) belongs to 20-30, 15 persons (%20) 30-40 years old, 6 persons (%8) 40-50 and 8 people (%10) was in 50-60 category. The majority of tourist who belongs to 20-30 category indicating youngster of Orumiyeh spiritual tourist population. By study on the spiritual tourists come to Orumiyeh were clear that 32 persons (43 percent) were single and 42 persons (57 percent) were married. Statistical population traveled to 1 persons (1 percent) had elementary education 9 persons with high school degree and 29 persons (39 percent) with diploma and associate's degree, 28 persons (38 percent) with bachelor's degree and 7 persons (10 percent) were with master's degree or higher. Educational aspect of tourist came to Orumiyeh represent that 24 persons (32 percent) were employed in private sector, 19 persons (26 percent) civil servant, 5 persons (7 percent) unemployed, 13 persons student, 2 persons (3 percent) retiree, 4 persons (5 percent) housekeeper and 7 persons (9 percent) is belonged to other jobs. Recognizing and prioritizing strategic factors of Orumiyeh tourism with using of SWOT model. SWOT model could be impacted by different factors in the diverse subjects and places. These factors are categorized by two factors: internal factors, external factors.

Internal factors:

Strengths:

•Existence of diverse and unique tourist attractions in this area such as: different ecotourism attractions, unique historical and religious man made attractions (Jameh Mosque, Sardar mosque, Tak Menareh mosque, Hazrate Maryam church, Se ghonbad and Islamic schools like Hedayat school and…)

- Existence of different ethnic groups and religions
- Accessibility to transportation facilities like air, road and transportation
- Desirable climate in different seasons especially in spring and summer
- Having talent to being invested in its tourism
- Having high level of hospitality
- Attention of educated people to region's tourism

- Having ancient civilization background and establishment of different dynasties in Orumiyeh city
- Existence of diverse handcraft especially distinctive wood art works industry

Weaknesses:

- Not being known real capability of this city (Sometimes were forgotten)
- •There are some weaknesses in providing facilities to tourists like:
- ✓ The lack of private sector investment in tourism section
- ✓ Destruction and damage to valuable historical and religious monuments
- Insufficient and Inadequacy of tourist facilities and infrastructure
- ✓ The lack of coordination in the field of spiritual tourism
- ✓ Inadequacy of advertisement to attract spiritual tourists

External factors

Opportunities:

- Having capability of being diverted to a tourist pole of Iran and region in some fields. (Spiritual tourism)
- Culture of religious coexistence of different ethnic groups
- Creating employment and revenue in the area
- Increasing local revenue
- Food industrial products To feed mass spiritual tourists
- Accessibility to attractions like churches, mosques, Islamic schools and museums and etc

Threats:

- Multiplicity of decision making centers and unsustainable tourism sector management
- Environmental threats
- Lack of proper and systematic research in the field of tourism and capabilities of area
- Lack of supportive institution of tourism and its major

Due to the rated internal factors, the most important and dominant strengths are:

1. Existence of ecotourism and manmade attraction
2. Having talent to being invested
3. Existence of high level of hospitality

4. Attention of educated people to tourism

And the most important weaknesses of the region's tourism include:

1. Lack of private sector's investment
2. The lack of coordination in the field of tourism
3. Inadequacy of advertisement to attract spiritual tourists
4. Weaknesses in providing facilities for spiritual tourists

Based on the rating of the external factors the most important opportunities are:

1. Creating employment and revenue in the area
2. Investment in tourism field
3. Capability of being pole of spiritual tourism and increasing local revenue

And threats that would affect the area's tourism include:

1. Multiplicity of decision making centers
2. Environmental threats

CONCLUSION AND IMPLICATIONS

Accordingly there are two ways to segmentation of market. The first way concentrates on behavior of tourists and the second one on their individuality. The first way is associated with prejudice. The second method is based on different behavioral methods of tourists to positioning of Orumiyeh tourism as a spiritual tourism destination in the evolutional process at first the index associated with steps were extracted and the statuesque of Orumiyeh were analyzed by the field study. Orumiyeh should be considered as a spiritual tourism pole to have good position. Given the different interests and passengers needs meet their needs as a first step in marketing segmentation must be seriously considered. Most of tourist countries have accepted market segmentation as a base of marketing plans and development of tourism that this strategy should be accepted by Orumiyeh managers. Most of tourists come to Orumiyeh have not inhabited in hotels. On the other hand the numbers of spiritual tourists are high .but the tourism plans don't care about needs of tourists. Using of the concept of life cycle is the other proposal of this research. The best tool to planning is to access to update statistical and updating tourist statistical could be helpful to spiritual develop tourism. Spiritual tourism as a subject of scientific research is still in its infancy. Many aspects like infrastructural development and requirement, destination analysis, segmentation of destination, demographic segmentation of tourists are yet to be explored well. Other destinations have used the ways which Orumiyeh needs to them .Using the others countries experiences would be helpful.

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Evaluation of mass media in spiritual and cultural tourism promotion with an emphasis on introducing Iran and Urmia

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INTRODUCTION

The word of tourism from tour is rooted in Latin word of turns that means going around and trip to specified destination. This word entered to Spanish and French and finally in English from Greek. Tourism is one of the largest and most profitable industries in many countries of the world. With an ancient history and a variety of attractions and regional opportunities for economic benefits including job creation and foreign exchange earnings, Iran emphasizes on the preservation of high values and cultural identity and civilization. Despite the richness and diversity of Iranian culture, civilization and customs, Iran has not gained specified place and has not proportionate share in tourism industry. Recently, many countries have found a new approach in tourism as the latest economic and social issue and they have identified social, industrial capacities along with economic promotion and they have shown increasing willingness toward tourism as a strategic industry and even profitable industry (Moayerinejad, 2009). Today, this industry is so profitable that some countries could have earned as much as countries with oil income. Tourism has been expanded in different recreational, and specialist sectors and it is necessary to consider it in broad way. One of the important sectors gained less attention in Iran is utilization of communicating potential for tourism promotion in the local, regional and trans-regional scopes.

In other words, different tourism journals and magazines have been published but they could not gain public attention due to lack of correct management and support of organization. It can be said that Iran's neighbor countries have tried to attract tourists by advertisement in media and even it has been led that most of the Iranians travel to these countries instead of visiting their natural and historical attractions"(Ebtekar newspaper, 2007, no. 886). Accordingly, this paper tries to investigate media's role in promoting of Spiritual tourism and identify its place among Islamic countries, including Iran and tries to consider the media's role in the promotion of societies and employing new technologies for tourist's attraction and identify problems of this industry and find solution for it.

Tourism in Iran has huge potential for growth and development. Iran is one of the most attractive countries to visit. According to the UNESCO research it has been included among 10 top countries regarding historic cultural tourism attraction, and considering the variety of geographical diversity it has been among 5 top countries and due to owning a variety of handicrafts it has been placed among 3 top countries in the world. After India, Iran has the highest rate of tourism in south Asia region. Despite the fact that Iran has a Jealousy provoking position in the world tourism map, but the reality however, proves something else! Its real share is as low as 1/500 of the world markets (Heydari Chianeh, 2003: 218).

Increases in spiritually motivated travel have coincided with the growth of tourism in the modern era (Lloyd, 1998), and even though the industry and its "associated practices interact with religious life and the institutions of religion in virtually every corner of the world" (Bremer 2005: 9260), religious tourism is one of the most understudied areas in tourism research (Vukonić, 1998). This is particularly so when compared to other aspects of the tourism system and their associated markets. This is surprising because religion has played a key role in the development of leisure over the centuries and has influenced how people utilize their leisure time (Kelly, 1982). As such, modern travel patterns and activities cannot be fully understood unless religion is also considered (Mattila et al., 2001). Only recently have scholars, governments, and tourism agencies taken notice of the increasing numbers of religiously motivated travelers, or at least the increase in visitation to sacred sites in conjunction with the general growth of cultural and heritage spiritual tourism. This public interest has arisen mainly owing to the economic potential of religious tourists. As a result, venerated places are now being seen as tourism resources that can be commodified for travelers interested in cultural and historic sites. Mosques, churches, cathedrals, pilgrimage paths, sacred architecture, and the lure of the metaphysical are used prominently in tourism promotional literature, as evidenced in the recent marketing efforts surrounding the year 2000 and its millennial religious connotations (Olsen and Timothy 1999). As a result of marketing and a growing general interest in cultural tourism, religious sites are being frequented more by curious tourists than by spiritual pilgrims, and are thus commodified and packaged for a tourism audience (Vukonić 1996; Shoval 2000; Shackley 2001a; Olsen 2003).

Urmia is the second largest city in Azerbaijan and the capital of West Azerbaijan Province (figure 1). Urmia is situated at an altitude of 1,330 m above sea level, and is located along the Shahar Chay River (City River) on the Urmia Plain. Lake Urmia, one of the world's largest salt lakes, lies to the east of the city and the mountainous Turkish border area lies to the west. Urmia is the 10th most populated city in Iran. At the 2012 census, its population was 667,499 with 197,749 households. The city's inhabitants are predominantly Urmiaian Azerbaijanis who speak the Azerbaijani language. There are also minorities of Kurds, Assyrians, and Armenians. Urmia has many parks and touristic coastal villages in the Shore of Urmia Lake. Also Art events kicked off in the city of Urmia in every time of year and so many art and cultural tourists come to visit artistic places, galleries and exhibitions.

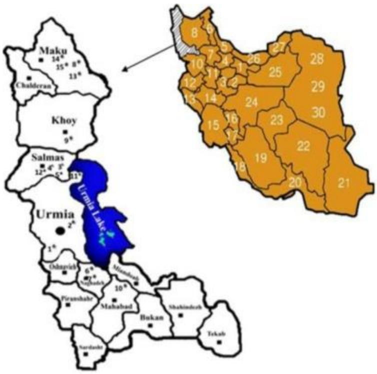

Figure 1. Urmia location in West Azarbyjan of Iran

Explanation

The tourism industry is a relatively new phenomenon in international economic trades. Nowadays, it contributes to the foreign income sources of many nations. It also plays a significant role in the economic, cultural and social development of many countries. If managed properly, it could lead to increased production, higher standard of living, increased public welfare and a high level employment. With many historical, religious and natural attractions, Iran has the potential to become one of the main tourists' destinations in the world. With a strong tourism industry, Iran will play an effective economic role in the region. It will also enable the country to introduce Persian cultural and spiritual heritage to the world. From the income earning point, tourism is the largest service industry in the world. Therefore, its growth leads to many social and economic changes. A large attention to tourism is partly due to its economic importance and partly due to its cultural and social effects. However, the main stimulus behind the growth of the tourism industry in many countries has been its economic benefits. According to the United Nations World Tourism Organization, earnings of all countries from international tourism in 1950 were 2.1 billion US dollars. This figure reached $856 billion in 2007 and it was 919 billion dollar in 2011(UNWTO, 2011).

The global resurgence of religious pilgrimage has occurred for many reasons, including the retreat of some religious faiths into traditional forms of medieval spirituality and religious ritual (Post et al., 1998), the increasing investment in mass transportation infrastructure (Griffin, 1994), the globalization of the local through the mass media (termed media scapes by Vásquez and Marquandt, 2000; see Koskansky, 2002), and the recent turn of the millennium (Olsen and Timothy, 1999). This indicates in part the increasing numbers of people who are searching for the answers to basic questions of human existence, including "What is the meaning of life?" or, more specifically, "What is the meaning of my life?" (Olsen and Guelke, 2004; Clark, 1991). This parallels some scholars' view that a growing number of people experience feelings of dislocation and rootlessness, particularly those immersed in western, postmodern social life (MacCannell, 1976; Lowenthal, 1997), who "search to be themselves, to be givers of sense" (Voyé, 2002:123). According to Nuryanti (1996:25), the twentieth century has been characterized by the heritage movement, where people actively search out their ancestral roots. In essence, this quest for an understanding of the past involves the asking of the question "Who am I?" in terms of "Who was I?" (Dann, 1998: 218) through searching for "new points of orientation . . . strengthen[ing] old boundaries and . . . creat[ing] new ones" (Paasi, 2003: 475).

many people travel to a widening variety of sacred sites not only for religious or spiritual purposes or to have an experience with the sacred in the traditional sense, but also because they are marked and marketed as heritage or cultural attractions to be consumed (Timothy and Boyd, 2003). They may visit because they have an educational interest in learning more about the history of a site or understanding a particular religious faith and its culture and beliefs, rather than being motivated purely by pleasure-seeking or spiritual growth. While not necessarily motivated by their own religious beliefs, tourists who belong to a particular religious tradition may visit a site associated with their faith out of a sense of obligation to do so while in the area, for nostalgic reasons, or to educate their family members about their religious beliefs. Tourists also visit sacred sites seeking authentic experiences, whether through watching religious leaders and pilgrims perform rituals or by experiencing a site's "sense of place" or sacred atmosphere (Shackley 2001a, 2002).

Nowadays, tourism has gained extremely important position in the world, to the extent that it is seen as an industry. So that tourism is one of the most important industries for expansion of cultures and communication in developing countries and it plays a main role in establishment of peace in the world. Strategic value that tourism can bring to the geo-strategic countries is not comparable with any industry and technology. Although contemporary period is called communication and information era, no industry could be developed in universal competitive scope without employing mass communication new means and alignment with shifts and tourism is not optional in this regard.

The relationship between tourism development and mass media is virtual dependent on mass media because the vast majority of travel decisions are made by tourists who have never seen the attractions (Ananda, 2011). Tourism development and mass media refers to all the activities such as skill development, jobs and wealth creation and marketing of tourism products through various channels of mass media (Ananda, 2011) so that tourists get to know about those tourism potentials we have in Iran.

Tourism development focuses mainly on specific areas, and the media is a mediator between tourism and society. WTO (2004) defines mass media as that which covers all the activities and process to bring buyers and sellers together. Mass media is the mode of communication which provides information about products, service and places; people move to different destinations for the purpose of leisure, rest, sightseeing and recreation. Their choices of destination depend upon the information they get from mass media. That is, they choose destination based on what they have heard, read or seen from mass media (Iledia, 2003). Mass media is a non-personal channel of broadcasting a message to the general public through television, Radio, Newspapers, journals and internets etc. According to Alegre and Acladera (2006), advertisement is less effective in convincing people to visit a tourism destination from which they have little or no knowledge at all, and even less effective in convincing people to visit a place for which they have negative experience. Therefore, a profound knowledge of mass media is very necessary if the destination has a good reputation. Therefore advertising is the most economic and effective way to promote tourism attractions in Iran. According to Echtner and Ritchie (2013) the main purpose of advertising a tourism destination is to create awareness, promote product of the industry, service brand image and for communication on the existence of such tourism destination in Iran. The internet's vast capacity enables each media to exhaustively investigate and publish in-depth analysis. Mass media have a crucial role to play in tourism development.

Research Objectives the main hypothesis of this study is that there is a significant relationship between use of mass communication and tourism promotion. In this hypothesis different theories like cultivation theory have been used. In this theory, it is believed that media influence on individuals and make them to be the same by predefined goals with omission of personal knowledge and awareness and shaping the audience value system - as new approach refers to it - or an approach that emphasizes on use and meeting needs of the audience and type of media used and acceptance and modeling of its content focuses. In terms of tourist attractions, historical and cultural and religious heritage and ecotourism, Iran has a lot of potentials and non-oil revenue can be increased by tourism greatly, but why Iran cannot achieve this goal? Why some countries were able to develop their tourism industry and our country with possessing required conditions has not achieved this important capability? Many factors can contribute to a country's tourism promotion.

The media are among the factors that have a significant role in this regard. Undoubtedly, mass media with vast audiences in all communities can familiarize public with innovations and concepts necessary for promotion. In this regard, correct and proportionate information dissemination for better communication and change their behavior could be effective. Media play an important role in promotion and globalization of spiritual tourism. It seems that strategic place of media has not been investigated in Iran. TV, press, journals and internet and others could aid in institutionalization of spiritual tourism industry in domestic and foreign trips. Paying special attention to the spiritual tourism industry which is one of the sectors of tourism in Islam has been considered in many countries of the Islamic areas such as Egypt, Iran, Turkey, Saudi Arabia, Syria, and Iraq. Due to possessing old civilization Islamic countries have potential for spiritual tourism industry that has been neglected and media was unsuccessful in introducing it in the Muslims world.

METHODOLOGY

This paper study evaluation of mass media in spiritual tourism promotion with an emphasis on introducing Iran and Urmia. Actually this research tries to recognize the impact of Mass Media on spiritual tourism market by descriptive analysis method and its position in life cycle of Iran's tourism destination.

CONCLUSION AND RESULTS

Tourism as a global system has a significant portion of the world's GDP. Focus Wright Institute of Tourism Information published a report on tourism in Europe. The report states that revenue from tourism market of Europeans ranges from 2.9 billion dollars in 2000 to 10.9 billion dollars in 2002 and in a couple of years, it has grown by almost 300 percent. Policy of closeness of countries, accurate information dissemination, visa facilitation, extensive facilities and organizing travel extensively for various segments of the Islamic world play a major role in spiritual tourism promotion. It could aid Islamic governments for achieving a common language to develop spiritual tourism in Islamic countries. Application of spiritual tourism word is not sufficient it should be offered Islam and its tourism rules and culture to the world. Public awareness by using media is the first principle in promotion of this industry In Iran. Currently, Malaysia is considered as one of the Islamic countries succeeds in attracting spiritual tourists with major investments to disseminate information in different parts of the world.

One of the most important principles in spiritual tourism is promotion of information within and outside the country. Satellite, magazines, newspapers and internet, brochures and access to information, including problems of small offices and major tourist attraction can be used in this regard. Tourist information must be provided to avoid any problems. In Islamic countries, it is necessary to emphasis on spiritual tourism attraction and teachings for identification of this wealthy civilization, while many Muslim countries never use a manner consistent with daily patterns for recognition of their rich culture.

In addition to playing role in communication and information sharing in the society, mass media can function in the political, economic and cultural institutions as well as causing to profound changes in social and cultural scopes and changing certain beliefs and values of society and work as a public university in order to flourish and promote culture and language (Behdarvand, 2002). Mass media could develop spiritual tourism industry by employing different ways. Directions and procedures of media that influence on strengthening or weakening promotion of spiritual tourism can be categorized in the following categories. Undoubtedly, mass media including television, newspapers and other media play an important role in attractions of tourists. Mechanisms of distribution and awareness techniques can be news programs, children's historical - cultural - religious series, variety of films, panels, reports, and so on. Media with wider audiences than any other means in all communities can familiarize the public with new innovations and concepts necessary to understand of spiritual tourism promotion. Media influence and strategic position have not been studied completely in Iran. Television, press, news agencies, professional journals, websites and other media could attract tourists and increase the number of foreign spiritual tourists and institutionalize discussion of domestic trip with appropriate planning.

Tourism is field of technology, innovation and application of latest technology to benefit physically and mentally that leads to satisfaction of the visitors, employment of technology and culture of the past and present and offering creative ideas and talent in the future. Experts believe that Iran with ancient - religious civilization and the nature with four seasons, having hundreds of spiritual tourism factors is one of the most unique countries in the field of tourism. Iran with high capacity should be considered as one of the most developed countries in attracting spiritual tourists. However, based on statistics a country like Malaysia which does not have half - hundredth of the history and culture empowerment of Iran has managed to attract 25.7 million (25,721,251) million (Malaysia Tourism Statistics in Brief , 2015) cultural and spiritual tourists that this situation . However, despite these potential two million cultural and spiritual tourists visit Iran annually. The experts believe that if Iran could attract 12 million cultural and spiritual tourists annually it will have income equals to tens oil barrels and oil income will be replaced by tourism attraction. Websites offer opportunities for introducing cultural and spiritual tourism attractions in different languages. Official websites could add to effectiveness of the advertisements. Long term planning on cultural and spiritual tourism as an income resource and meeting needs is done with direct and indirect instruction and awareness of public of tourism and introducing culture and religious by media such as newspapers, magazines, books, Internet and movies. Thus, in the context of macro programming an essential part is promoting and creating proper atmosphere.

Nowadays living is impossible without information on daily activities and event and mass communication tools. Since humans could progress in material and spiritual scopes only by suing modern mass communications means. Most of the researchers believe that by correct utilization of mass communication tools it can be eliminated poverty and illiteracy and add to public information on agriculture, travel and tourism, horticulture, animal husbandry and various productions in cities and villages by educating the latest methods and techniques in the form of information dissemination. Accordingly, promotion of cultural and spiritual tourism does not necessarily mean to provide facilities but the aim is introducing of culture and religious. Cultural and spiritual tourism are necessary for change and implementation of this plan requires to media that guides field of tourism. Tacitly, the role of media in Islamic countries should be defined related to promotion of cultural and spiritual tourism and it should be noted that cultural and spiritual tourism has neglected as much as media and they have received less attention in Iran.

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Evaluation of Urmian hotels service quality with an emphasis on customer satisfaction, perceived value and loyalty

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INTRODUCTION

The theory and application of service quality has received a wide attention from researchers in the recent years (Hu et al., 2009). In particular, several studies attempted to investigate the loyalty as a consequence of the service quality in different sectors. The topic is not limited to traditional business environment, but it has been widely considered in the modern business sector, such as an attempt which was conducted by Sadeh et al. (2011) to study the consequence of service quality on customer loyalty in e-retailing companies. Service quality in hotel industry, as one of the most important parts of the service sector, is a critical issue. This fact indicates that the appropriate perception of quality service is necessary for hotel industry. Supportively, Vijayadura (2008) stated that it is necessary for managers of the hotels to understand what clients need and how they evaluate the quality of the given services to yield a successful management. From the existing literature it can be easily recognized that the most important aspect of service quality is its direct effect on the customer satisfaction as well as its indirect effect on customer loyalty (Al Khattab, 2011). In other words, the main objective of service quality improvement in hotel industry is increasing the level of customer satisfaction. Besides, obviously satisfaction has historically been identified as the major driver for customer loyalty (Jin, 2005). Particularly, several authors such as Akbar et al. (2010) believe perceived value of the customers and their satisfaction mediated the linkage between the offering services and loyalty of the clients. Perceived value presents the customers' overall assessment of the service utility based on perception of what is received and what in given (Zeithaml, 1998). In fact, the perceived value is indicated thorough comparison of the benefit which the customer received and the money which is paid. The relationships between service quality and customer satisfaction in hotel industry has been accentuated by several studies. Also, it has been frequently shown that if a customer is satisfied from the services, it can be considered as a loyal client for the organization. Similarly, Dominici and Guzzo (2010) stated that as an acceptable management approach in hotel industry customer satisfaction can improve customer loyalty. They indicated this is critical because if the customers are given a high quality service, they will be satisfied from it and they will return to the hotel again or will advise it to others. Briefly, the key to customers' retention is customer satisfaction and loyalty which is largely dependent upon the service quality offered by the hotels (Vijayadura, 2008). Despite the importance of the service quality in the hotel industry, a critical problem for hotels to survive their business is how attract and retain clients (Shi and Su, 2007). Also, according to Yang et al. (2009), hotels usually face some problems concerning variation of services and lack of defined standards for services. This study aims to investigate relationships among service quality, perceived value, customer satisfaction and customer loyalty in hotel industry in Urmia city of Iran. Results of such a study contribute to managers of Urmiaian hotels to drive satisfaction of customers through an effective management of their services which lead to incensement of the loyalty.

Urmia is the second largest city in Azerbaijan and the capital of West Azerbaijan Province (figure 1). Urmia is situated at an altitude of 1,330 m above sea level, and is located along the Shahar Chay River (City River) on the Urmia Plain. Lake Urmia, one of the world's largest salt lakes, lies to the east of the city and the mountainous Turkish border area lies to the west. Urmia is the 10th most populated city in Iran. At the 2012 census, its population was 667,499 with 197,749 households. The city's inhabitants are predominantly Urmiaian Azerbaijanis who speak the Azerbaijani language. There are also minorities of Kurds, Assyrians, and Armenians. The city is the trading center for a fertile agricultural region where fruits (especially apples and grapes) and tobacco are grown. Urmia has many parks and touristic coastal villages in the Shore of Urmia Lake.

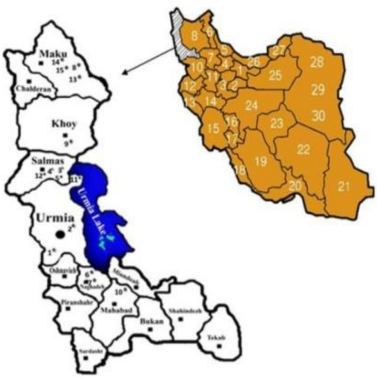

Figure 1. Urmia location in West Azarbyjan of Iran

LITERATURE REVIEW

Al Khattab (2011) stated that in the recent competitive environment, managers of the hotels should improve their services compared with their competitors. He believes this will not be achieved unless they fully understand their customer's needs and try to meet these needs. According to Jin (2005) and Tafreshi Motlagh (2010) service quality is the understanding of how clients perceive the offering services. According to Sohail et al. (2007) service quality is not a one-dimensional concept, but it includes a set of factors that evaluate customers' perception about the delivered services. Several studies measured the service quality either by the original five dimensions and measurements of SERVQUAL instrument or by an adapted version (Yilmaz, 2010).

Perceived value and customer satisfaction are two important dimensions in hotel industry that mediate the linkage between service quality and customer loyalty (Akbar et al. 2010). Perceived value is a trade between the money which is paid by the customers and the service which is offered by the hotel. This can be evaluated by the justification and perception of the customers based on their experiences and expectations.

According to Hu (2009), customer satisfaction can be defined as a cognitive or affective reaction to reply the delivered services. This can be specified in hotel industry as the reaction of customers in response to services which are given by the hotel.

According to Chand (2010), satisfied customers potentially are loyal customers and this has two separate benefits for the company. Firstly, loyal customers will again consume the services and also suggest them to other clients.

Al Khattab (2011) conducted a study to understand whether the SERVPERF instrument is a valid and reliable tool to evaluate service quality in hotel industry or not. He stated that service quality has five variables including "tangibles", "responsiveness", "empathy", "assurance" and "reliability". He distributed the questionnaire among customers of the hotels located in Aqaba and Petra, Jordan. Results demonstrated both reliability and validity of the instrument in hotel industry. Dominici and Guzzo (2010) performed a research including some structured and unstructured interviews to evaluate satisfaction of the customers stayed at sporting club hotel in Cefalu. They suggested that adopting a structured customer relationship management can improve the level of satisfaction in the hotel. Chand (2010) studied relationships among human resource management, service quality, customer satisfaction and performance in the hotel industry. He considered five dimensions including tangibles, reliability, responsiveness, assurance and empathy as constructs of the service quality for hotels. The study postulated four hypotheses including the direct effect of human resource practices on service quality and customer satisfaction, the direct effect of service quality on customer satisfaction and the direct effect of customer satisfaction on performance. He measured the service quality by a modified instrument based on SERVQUAL questionnaire and conducted a survey to collect data from Indian hotels. Results approved the direct influence of service quality on customer satisfaction in hotel industry. Akbar et al. (2010) performed a research to study the relationships among recovery service quality, service quality, customers' perceived value, customer satisfaction and loyalty in hotels located in Penang, Malaysia. They assumed seven causal hypotheses among the variables. Results accentuated the influence of service quality on perceived value, the direct impact of perceived value on customer satisfaction and the direct effect of customer satisfaction on loyalty. Hu et al. (2009) performed a study to investigate the linkages among service quality, satisfaction, perceived value and image in the hotel industry in Mauritius. Results indicated that the service quality directly affects perceived value as well as clients' satisfaction. Besides, it was obtained that perceived value significantly affects customer satisfaction. Vijayadura (2008) carried out an investigation to study the effect of service quality offered by hotels on customer satisfaction and their behavioral intention. The author conducted a survey by a convenience data collection approach to collect data from guests of 30 hotels in Madurai city of India. The researcher considered Service delivery Tangibles, Reliability, Assurance, Responsiveness, Empathy, Service product and Social responsibility as service quality dimensions. Results evidenced service quality significantly drives customer satisfaction and their intention. Jones et al. (2007) tried to study the consequences of the service quality in the hotel industry. Particularly, researchers investigated the relationships among service quality, customer satisfaction and customer loyalty. They collected data from customers of hotels located in San Francisco. Results of SEM showed service quality significantly affect customer satisfaction as well as loyalty, but the influence of satisfaction on loyalty was found to be insignificant. Jin (2005) in a research attempted to investigate the relationships among the service quality dimensions, customer satisfaction and reuse intention (loyalty), using data from clients of five hotels in South Korea. Five dimensions including reliability, assurance, tangibles, empathy and responsiveness were considered as dimensions of the service quality. Results indicated that assurance, empathy and responsiveness have effects on service quality while service quality significantly influences customer satisfaction. Furthermore, it was shown that customer satisfaction drives clients to use the services again.

Research hypotheses

To explain the relationships among four undertaken variables, four main hypotheses are postulated by this research as follow:

- H1: Perceived value is directly affected by service quality dimensions in Urmian hotel industry
- H1-1: Tangibles directly impact perceived value in Urmian hotel industry
- H1-2: Responsiveness directly impacts perceived value in Urmian hotel industry
- H1-3: Empathy directly impacts perceived value in Urmian hotel industry

- H1-4: Assurance directly impacts perceived value in Urmian hotel industry
- H1-5: Reliability directly impacts perceived value in Urmian hotel industry
- H2: Customer satisfaction is directly affected by service quality dimensions and perceived value in Urmian hotel industry
- H2-1: Tangibles directly impact customer satisfaction in Urmian hotel industry
- H2-2: Responsiveness directly impacts customer satisfaction in Urmian hotel industry
- H2-3: Empathy directly impacts customer satisfaction in Urmian hotel industry
- H2-4: Assurance directly impacts customer satisfaction in Urmian hotel industry
- H2-5: Reliability directly impacts customer satisfaction in Urmian hotel industry
- H2-6: Perceived value directly impacts customer satisfaction in Urmian hotel industry
- H3: Loyalty is directly affected by customer satisfaction in Urmian hotel industry

ANALYSIS

Sampling and data collection: This study was carried out using data from the real customers of four Urmian hotels. In order to collect data, a convenience data collection approach was applied. For this purpose, this study distributed around 300 questionnaires among the customers. The questionnaire includes 33 measurements which evaluate the eight research variables. Like other research in this area, five dimensions of service quality were measured using 22 original items of SERVQUAL instrument. Also, 11 items of perceived value, satisfaction and loyalty were indentified through the review on the previous studies. Clients of the four Urmian hotels were asked to respond the questionnaires using a five point Likert scale. Finally, 122 completed and usable questionnaires were received from the respondent. This study applied the Regression technique to test the hypotheses. The technique was carried out using SPSS software.

Table 1. Model summary of H1

Model	R	R^2	Adjusted R^2	S.E.E.
1	0.881	0.776	0.767	0.524

Table 2. ANOVA test of H1

Model 1	S.S.	d.f	M.S.	F	Sig.
Regression	108.581	5	21.716	79.129	0.000
Residual	31.286	114	0.274		
Total	139.867	119			

Table 3. Coefficients of H1

Model 1	B	S.E.	Beta	t	Sig.
(Constant)	0.244	0.179		1.365	0.175
Tangible	0.208	0.062	0.209	3.361	0.001
Reliability	0.114	0.067	0.122	1.715	0.089
Responsiveness	0.232	0.057	0.259	4.044	0.000
Assurance	0.307	0.058	0.319	5.288	0.000
Empathy	0.163	0.071	0.173	2.309	0.023

Dependent variable: Perceived value

Table 4. Model summary of H2

Model 1	R	R^2	Adjusted R^2	S.E.E.
	0.858	0.736	0.722	0.575

*Table 5***.** ANOVA test of H2

Model 1	S.S.	d.f	M.S.	F	Sig
Regression	104.073	6	17.346	52.417	0.000
Residual	37.393	113	0.331		
Total	141.467	119			

Table 6. Coefficients of H2

Model 1	B	S.E.	Beta	t	Sig.
(Constant)	0.257	0.197		1.309	0.193
Tangible	0.238	0.068	0.238	3.506	0.001
Reliability	0.171	0.075	0.181	2.262	0.026
Responsiveness	0.168	0.065	0.186	2.571	0.011
Assurance	0.086	0.068	0.089	1.269	0.207
Empathy	0.135	0.078	0.143	1.736	0.085

Perceived value	0.209	0.077	0.211	2.716	0.008

Table 7. Model summary of H3

Model	R	R^2	Adjusted R^2	S.E.E.
1	0.878	0.771	0.769	0.654

Table 8. ANOVA test of H3

Model 1	S.S.	d.f	M.S.	F	Sig.
Regression	170.267	1	170.267	397.5 87	0.000 0
Residual	50.533	118	0.428		
Total	220.800	119			

Table 9. Coefficients of H3

Model	B	S.E.	Beta	t	Sig.
(Constant)	-0.313	0.205		-1.525	0.130
Satisfaction	1.097	0.055	0.878	19.940	0.000

Results of analyzing H1: In order to test the five sub hypotheses included in the first hypothesis, a regression model was considered. In the regression model, the perceived value was considered as the dependent variable while the five dimensions of service quality were independent variables. The assumptions of the first hypothesis illustrate the direct effects of service quality dimensions on clients'' perception about the value. After the analysis, it was obtained that R square of this regression model was 0.767 which indicates 76.7% of the perceived value can be illustrated by the five dimensions of the service quality in the Urmian hotel industry (Table 1). Results of ANOVA test showed that the related p value is zero which means the five dimensions of the service quality are jointly significant to explain/predict the perceived value (Table 2). Findings of the t test showed that Tangibles ($p = 0.001$), Responsiveness ($p = 0$), Assurance ($p = 0$) and Empathy ($p = 0.023$) are individually significant to affect the perceived value. The effect of Reliability was found to be insignificant, but it was positive (Table 3).

Results of analyzing H2: Six sub-hypotheses were included in the second hypothesis. The sub-hypotheses illustrate the variables that affect satisfaction of customers in the hotel industry. The second hypothesis explains the five dimensions of the service quality and the perception of customers about the values that are able to enhance satisfaction. Consequently, six direct effects should be tested in this part. To analyze the relations, a regression model was defined. Customer satisfaction was the dependent variable while the five dimensions of the service quality as well as the perceived value were independent variables in the model. Results of analysis showed the R square of this equation is 0.736 which indicate that 73.6% of satisfaction can be illustrated by the six independent variables (Table 4). Also, findings of the ANOVA test achieved a p value equal to zero and this means the six independent variables are jointly significant to explain the satisfaction (Table 5). Results of the t test showed that Tangibles (p = 0.001), Reliability (p = 0.026), Responsiveness (p = 0.011) and Perceived value (p = 0.008) had individual direct significant effects on the satisfaction. On the other hand, it was achieved that the effects of Assurance and Empathy were not significant (Table 6).

Results of analyzing H3: The third hypothesis illustrates the direct influence of customers' satisfaction on their loyalty. A regression model was designed to explain this relation. The dependent variable was the loyalty while the independent one was the satisfaction in the equation. Findings showed that the R square was 0.771 which means 77.1% of loyalty can be explained by the customers' satisfaction in the hotel industry (Table 7). Results of ANOVA test showed the p value was zero (Table 8). Findings of the test showed that satisfaction (p = 0) had a direct significant effect on the loyalty of the customers in the hotel industry (Table 9).

CONCLUSION AND IMPLICATIONS

Our study made an attempt to answer this question that how the service quality factors enhance the loyalty of the customers in the hotel industry. After the review on the literature, several hypotheses were developed to clarify the consequence of the service quality. Then, the data was collected with a convenience approach from customers of four hotels in Urmiia city of Iran to test the hypotheses. Findings supported majority of our hypotheses. Firstly, it was achieved that four dimensions of the service quality including Tangibles, Responsiveness, Assurance and Empathy directly enhance the level of the perceived value. However, the statistical analysis did not support significant effect of Reliability on the perceived value. Consequently, the results suggest that if a hotel improves the level of its service quality, the perceived value will be increased.

Secondly, the findings indicated that the level of satisfaction of customers in the hotel industry was significantly affected by the service quality factors, including Tangibles, Reliability, Responsiveness, as well as the perceived value. However, results did not support significant effect of Assurance and Empathy on the satisfaction. This is further indicated that the clients' satisfaction can be directly increased through factors of the service quality and also the perceived value. This confirms assumption of the traditional theory of satisfaction which accentuates enhancement of the satisfaction through increasing level of quality of services. Also, the perceived value, which is the justification of the customers based on comparison of the payment and delivered service, directly influences the satisfaction.
Thirdly, it was obtained that loyalty of the customers was significantly affected by their satisfaction. This indicated that the more satisfied customers not only will use the services again, but also will suggest the services to other potential customers.

However, it can be concluded that loyalty of the customers is a consequence of the service quality, but the perceived value and customer satisfaction place between these two concepts. In simple words, increasing the level of service quality will lead to enhancement of the perceived value and satisfaction and these finally end in loyalty.

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Landscape and branding of urban tourism destination: Bazaar of Tabriz Metropolis

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INTRODUCTION

Urban landscape plays an effective role in urban tourism destination branding. Cities and tourism destination branding is a new issue relative to the products branding. The primary strategic approach on branding was begun in Australia and Hong Kong in national level and it was started in American and European cities in international level (Baker, 2008, p.12). The rise of branding of locations requires holistic involvement of stakeholders and mixing of significant number of historical, cultural, economic, political, and social components of the related institutes which their organization for urban branding seems essential. Urban branding is considered as a powerful tool for attraction of tourists and investors (Parchagani, 2016, p. 42). This research aimed at examining the urban-market landscapes components and its impact on Tabriz Bazaar Complex branding briefly.

LITERATURE REVIEW

Branding was mostly confined to physical products until 1990s. Berry proposed a model for measuring brand in services providing sector for first time. Selling of locations dates back nearly 150 years ago. Selling is usually done when regions gain economic dependency. Jansson and Power (2006) analyzed branding methods and procedures in North European cities. Kavaratzis (2008) investigated cities marketing theories and city branding from city marketing to city branding. Tabriz Bazaar was referred as in the list of world heritage in the third sessions of assessment of cultural monuments (2010) in Brazil. Beginning of attention of the city brand in Iran dates back to 2008. A meeting was held in the Tehran municipality studies center with the subject of city brand in 2012. Only two theses on city brand in Iran have been written. The first thesis was on contexts of urban branding in Tehran metropolis (2009) and the second one was on the feasibility of urban brand creation: case study district 12 in Tehran (2010) (Monavariyan, & Abavi Ardekan, 2013, p. 47). Golipour, Abavi Ardekan and Peydyesh (2011) studied effective factors in shaping city image in urban effective branding. Divandari, Kermanshah and Ekhlasi (2012) suggested branding for recreational, residential, tourism and sport macro-projects with native approach based on data-based theory. In total, the cities have accepted branding less than three decades (Monavariyan, Abavi Ardekan, Pourmosavi and Rahimiyan, 2013, p. 46).

Monavariyan and et al. (2013) suggested urban branding process model for Iran metropolises and Kharazmi, Rahnema and Eghbali (2014) studied urban branding process model experiences comparatively.

Ekhlasi(2014) believes that selling of locations has diverse goals such as creation of a positive image for location for attraction of tourists, businesses, organizations and events. Parchami and Mohammadi (2014) investigated change in the Tabriz Bazaar economic structure and its effective factors. Hassan Radoine (1393) in a report suggested the Tabriz Bazaar rebranding concepts. Pourjafar, Molaei and Pourjafar(2016) described Islamic and Iranian urban design characteristics of Tabriz with cases study of Tabriz Bazaar and Chegani(2016) analyzed the impact of cultural components in architecture of cities brand with an approach on tourism in Lyon in France.

METHODOLOGY

Present research was conducted by descriptive-analytical method and the data collection was carried out by desk and field study method. The data in the field study were collected by existed information and documents, observation and interview with traders and shopkeepers (50 people with Delphi method) in Tabriz Bazaar. The authors hypothesized that “Urban landscape components play an effective role in Tabriz Bazaar tourism branding”. They have tried to respond, the main questions of what are the urban tourism branding components and urban landscape components in Tabriz Bazaar complex. What are approaches and solutions for realization of tourism branding and Bazaar complex landscape?

RESULTS

Tabriz Bazaar possesses different social and economic capitals based on Silk Road and political history. The role of Tabriz Bazaar social capital in eternality, sustainability and renewal of the Bazaar after various earthquakes, particularly earthquake 1721 AD was significant and current Bazaar was related to late Zandiyeh and Qajar period. Multidimensional function of the Bazaar especially, Timcheh (domed crossroad node) is also significant in specific rituals and ceremonies. Tabriz Bazaar is famous for leather, shoe, carpet industries and confectionary in national and international level. Human scale of the Bazaar spaces, particularly lane s is other aspect of Tabriz Bazaar identity. The bridges of Bazaars and crossing bridges over the width of river are other examples of Azeri School. The numbers of jobs and classes in the Tabriz Bazaar, its 23 hectare area, 1349 meters length of lanes, 1199 shops and 36 mosques have converted it into the biggest world roofed market. The design characteristics from visual ecology perspective in creation of coordination, unity, symmetry, rhythm, homogeneity, diversity, contrast, visual, auditory and olfactory ecologies differ somehow from other Iranian Bazaars. The sound of call to prayer is heard in each neighborhood which is pleasing from auditory ecology for Muslims (Pourjafar, Molaei and Pourjafar, 2016, p. 105).

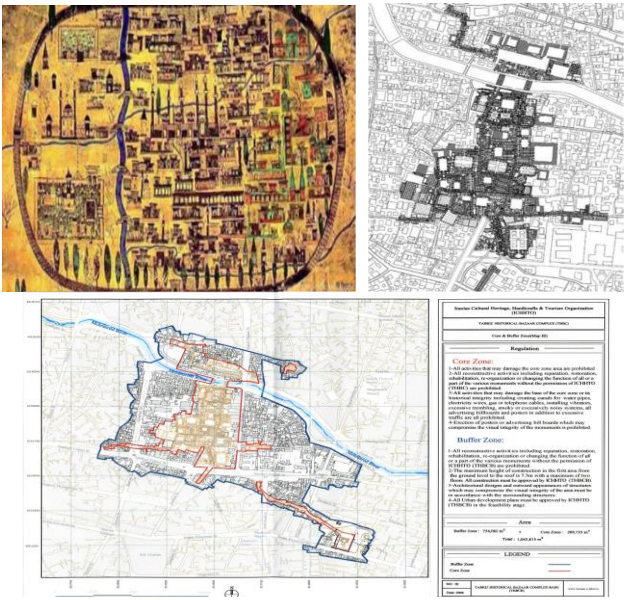
Table 1 summarizes urban landscape elements of Tabriz Bazaar for branding for tourism destinations.

Table 1. Effective Indices on Tabriz Bazaar urban landscape

Landscape Dimensions											
Aesthetic					*Functional*			*Identity*		*Environmental*	
Spatial unity	External layer continuity	Building styles compatibility	Beauty of skyline	Color and materials	Separation and clarity of functions	Openness and scale of buildings	Desired walking space	Preservation and creation of specific image from space	Decoration and furniture	Visual beauty and greenness continuity	Open space

Spatial Unity Criterion

Following figure depicts spatial unity of Tabriz traditional Bazaar which is the product of Azeri School and post-Islam urban building. Its spatial unity elements include Timcheh, Chahar-Souq corridors, schools, mosques, Bazaar Bridge, lanes and Sara units.



Criterion of Continuity of the Outer

The figures show continuity and uniformity of the bodies, existence of enclosure and also human scale has caused to external layer continuity.

Building Styles Compatibility

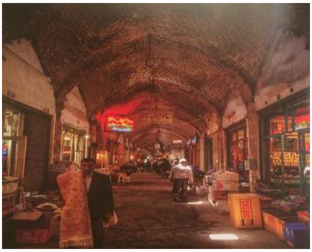
Existence of different buildings in the Bazaar in the following figures depicts presence of significant relations and common features and visual and functional values.


Aesthetic of Skyline

Observance of skyline order has caused to beauty in the Bazaar fabric images.


Color of Materials

The major colors in Tabriz Bazaar are red, white and gray.

Separation and Clarity of Functions

As the figures show the functions separation has facilitated perception of space in the Bazaar complex.


Openness and Scale of Buildings

In designing the bazar space, the following figures depict openness and proportionate scale of the buildings.


Desired Walking Space

As figures show by increase of activities and population of the Bazaar it needs for review.


Creation of Specific Image

Different forms of Azeri School are obvious in the identity of the Bazaar and its function.



Decoration and Furniture

Decoration and furniture seen in the figures require review by increase of activities.


Visual Beauty

Using vegetation and water in designing and organization of the Bazaar.


Trees Greenness Criterion

Images are existence of trees in the figures has assured its optimality.


Landscape and Branding of Tabriz Bazaar Complex

Tabriz Bazaar has collected a set of landscape element that can be expanded by considering following cases:

Branding Tabriz Roofed Bazaar should be based on the deep evolution of this city. Branding of a location is not done in short-term, it is a long-term process requires many years' activities and conducting integrated and continuous projects. The first step was taken in the August 2010 which Tabriz Historic Bazaar was registered in the UNESCO World Heritage List and it was introduced in length of one kilometer as one of the biggest continued and roofed complexes in the world in Tabriz urban strategic plan and it needs for administrative solutions for its development:

- Improvement of the city and Bazaar qualitative space and infrastructure
- Development and restoration of the transport especially airport and roads
- Renewal of neighborhood units approach
- Urbanism improvement
- Establishment of Bazaar faculty
- Modernization of health and public education
- Creation of new business
- Development of new cultural facilities

Urban Management Vision

Mutual collaboration of Tabriz municipality, cultural heritage managers and public participation is essential in general process of urban tourism destination branding. Since the Bazaar branding economic function will cause its spatial development due to its monetary value.

Public Participation

Public plays a fundamental role in development and revolution of the roofed Bazaar. For instance, redesigning of the Tabriz Bazaar Complex accompanied by municipality effective campaigning will aid in describing goals and innovative initials, alignment of the stakeholders interests, private and governmental sectors and establishing trust among them for achieving maximum participation and commitment on branding project. Two pivotal roles in the branding of Tabriz Bazaar are registration on UNESCO World Heritage list and choosing Tabriz metropolis as the capital of Islamic Tourism in 2018

Registration of the Tabriz Complex in the UNESCO World Heritage list was beginning of revolution and international representation of Tabriz. Its success as the sample of Islamic tourism capital can be perceived regarding to the city ability in holding this event in order to achieve followings:

- Stimulation the city Evolution
- Involvement of citizens in a public project
- Representing different aspects of Tabriz roofed Bazaar landscape with its distinguishable features
- Representing Tabriz citizen’s capacity for organization of events.
- Establishing urban developed infrastructures.

Bazaar Complex Unique and Outstanding Identity

Other aspects of Tabriz roofed Bazaar include a set of unique and outstanding elements as follows which constitute a part of its identity:

History, culture (carpet handcraft, shoe, blacksmithing, etc.), language, location, space, architecture, landscape, compatibility with the environment

Hospitality and warmth is other unique feature of this city which aids in promotion of quality of life. Table 2 depicts the proposed model for branding of Tabriz Bazaar

Table 2. Operational Model for Branding of Tabriz Bazaar

Phase	Step
Beginning and organization	Commitment
	Organization
	Establishing project and broad connection
Research, discovery of truth by qualitative and quantitative methods	Analysis of stakeholders
	Research on the brand image in the mind of tourists
	Research on the brand image in the mind of staff
	Completion of information base in case of necessity
Shaping of the brand identity	Selection of brand elements: idea-orientation, identity and place
	Discussion in the group on the concept
	Strategic decision making on brand, organization and work distribution and financial support
	Consulting, test, adjustment and regulation
Implementation of administrative plan	Coordination between operation and players
	Expansion of efficient internal communication
	Compilation of external marketing integrated program
	Monitoring
	End of the phase
Implementation of brand	Conversion of services processes for support of the Bazaar brand identity in an appropriate place
	Conversion of physical infrastructure for supporting the Bazaar brand identity

Source: Adapted from Ekhlaasi: 2014

CONCLUSION AND IMPLICATIONS

Employing urban landscape criteria with aesthetic, functional, identity and the environmental components is unavoidable in Tabriz Bazaar Complex branding. These landscape components were extracted from Bazaar complex. However, observance of proportion of these factors in branding seems essential. It is obvious that representation of the tourists' interest and discovering of their interest is not easy. Hence, Tabriz urban management should take action in the Bazaar complex tourism branding by perception of the philosophy of the landscape components importance in introducing city and establishing connection in other landscape components as sub-brand.

- Solutions for city branding by possessing of privileges of the city of the firsts
- Persuasion and development of medical tourism
- Determination of the advantages of Tabriz Bazaar Complex relative to other rival markets in the regional, national and international level and identification of analysis of the city stakeholders and businessmen according to power
- Development Property endowment
- Openness Bazaar in holidays and hours after 4 p.m.
- Development of urban infrastructures
- Protection of the Bazaar privacy
- Sympathy and empathy among the managers of province, businessmen, unions, and Islamic associations of the Bazaar and redefining of the mangers duties and services
- Organization, restoration and renewal of the Bazaar fabric and strengthening
- Restoration of buildings and doomed rooms inside the Bazaar
- Providing tourism map of the Bazaar
- Stoppage of construction in the realm of the Bazaar
- Development walking space
- Providing traffic plans for reduction of traffic in the Bazaar realm
- Identification of image of the Bazaar for bridging the gap between desired identity and current image by SERVQUAL model
- Survey, perception and loyalty for branding
- Explaining the smart role of Azeri style in Islamic city and Tabriz Bazaar
- Introducing and advertising Tabriz Bazaar in media by emphasis on its branding

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The importance of tourism expansion and the role of effective advertising in the expansion of the industry

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INTRODUCTION

Tourism industry is an industry which has a direct effect in the growth and development of knowledge, culture and economy, and can play a major role as the most influential factor in creating understanding among people and consolidate the foundations of peace in the world. The tourism industry has one of the highest rates of capital accumulation. Tourism has two increase rate of capital:

Industry and increasing employment multiplier factor. Industry multiplier, employment multiplier. One of the ways to develop tourism is doing effectively advertising at a global level. Correct and principled and constructive advertising in and out are of the effective factors in the development of this industry. Internal advertising: People of societies should be prepared to accept tourists, and know their good or bad behavior will have a direct effect on the major economic source. In order to reach this understanding, the government and the private sector must take a series of publicity in the mass media. Advertisement on the exterior: Government and the private sector must attract tourists through the distribution billboards, brochures, newsletters, etc. to tourist markets in the world.

The purpose of tourists for traveling to multiple places of the world is benefit of the attractions which are hidden in the destinations of tourism. Nowadays in tourism industry, advertisement should be professionally used as the most important tool, because the success of advertisement for cultural and tourism values of the country is based on correct and professional understanding from advertisement. Nowadays we should consider the advertisement with this belief that advertisement is not expensive, but it is a type of fundamental and normative investments for advancement of national and organizational purposes and it will have valuable achievements in the situation of correct performance. Each type of inattention and the lack of correct utilization of this tool not only resulted in lack of success, but it causes dropping behind competitions and dominances of tourism marketing and at last failure in international field. In the discussion of advertisement and its consequences in the industry of tourism in writing, visual and aural formats and each one in a stage of tourism plans has its special effectiveness. In the field of increasing the attraction of tourists of each country, the ability of planning, interest and need of that country to growth and development of tourism industry should be commonly investigated and also performed planning strategies.

Advertisement

Advertisement is included into non-verbal introduction and promotion of an idea, goods or service through media such as radio, TV, newspaper, magazines, posters, advertisement boards, internet and short massages that its cost is paid through BANI. Advertising is one of the most common tools that is used as transferring information, encouragement and stimulation of consumer to considerable markets from the company. Advertisement is included into all necessary actions for transferring an advertising message about a product to public and special groups. This message transfer may be non-verbal, visual or aural. We name such a message as advertising which is published through mass media.

The role of advertisement in tourism

To recognize interest area of tourists, the recognition of effective factors on the formation of their perceptions is important. In this arena, physical filters cause improvement or debilitation of host from the viewpoint of tourists including cleaning the cities, the presence of toilets and tourist environments, etc. and in the situation of being suitable, positive advertisers will be created and it will affect on mental filters of other tourists. Mental filters are such as: memoir, knowledge or awareness of beliefs and values and norms, one of the most effective factors on the perceptions of tourists is the image of that country in international arena that political and media factors are related and in this field advertisement can play an important role.

The selection of advertising message

It is evident that creativity has a sensitive role in the efficiency of advertisement and an advertisement is only resulted in increasing sale and attraction of tourist after attracting public attention. But creativity is not the only factor, but the following actions should be done for making an advertising message:

1) Preparing a suitable message
2) Evaluating the message
3) Performing a message
4) Investigating social aspects of a message

The selection of advertisement media

After the selection of message, the type of specific media for publishing of message should be made decision. The stages of performing this action with decision making about cover, frequentation and repeat and its effect will be started. The purpose is covering the number of different people or families that is exposed the media at least one time through a specific period. But frequentation and repeat is the number of times that a person is exposed the message through considerable period. The effect of qualitative value for observing an advertisement is through a media so that the effect of advertising foodstuffs in a family magazine is more than its presenting in a guild magazine. The awareness of audience will be more by increasing cover, repeat and effect.

The types of advertisement in Philip Kotler book

Informing advertisement: In the time of introducing a new product, it will be performed for making primary demand as a new flight airline is made and a considerable section of a page of newspaper is allocated to the introduction of this new flight.

Convincing advertisement: When the competition is intensified and it will be performed for creating selective demand, the purpose of selective demand is making demand for a product with special ID. In these advertisement, a product with a special ID with products in the same category with other identities will be compared until we convince the client to buy our considerable ID.

Reminding advertisement: It is more about the products which are in puberty. When there are multiple competitors with different ID in the market, these advertisement remind clients the products which are in their puberty. Using some phrase such as hoping to see you in the future flights and so on.

The most important factor in tourism advertisement

The most important factor in tourism advertisement is some issues that we select for showing. For example some cases which are among unique features of that area will be used in advertisement. Tourist basically does not spend his cost and time to see something which he can observe easily in his area or country. For example the advertisement of American ski resort cannot be succeeded or in France advertising American food is not attractive. People are in visit dream of foreign countries, your work is advertisement that you fulfill these dreams. This action can be done well by combining attractive pictures along with information related to the way of necessary actions. Tourism advertisement is good in magazine, but it is better in TV. The attraction in the advertisement of tourism is very effective. If the title of advertisement will be in France language, all people notice that this advertisement is for the country of France.

Host community

Hence tourist with the entrance to considerable land begins to interact with people of that community. The problem is that what image is in the mind of considerable community and based on this image how they interact with him. If local community knows tourist as a foreign element and in following damage to natural environment, its beliefs and traditions and abominable behavioral methods, they will have defensive and hostile position against him and formulated factor between tourist and local people is so that the image of local community for tourist is full of cynicism and hostility, but on the contrary if behavioral characteristics and economic results arising the entrance of tourist will be positive for people, the image of considerable community will affect positively in the mind of tourist, as a result people should have necessary readiness for the presence of tourist and they should know that their good or bad behavior will affect in this important economic resource and to fulfil it, the government and private section should advertise in public media.

CONCLUSION

Due to high cost of preparation and publication of advertisement, it is necessary that this process will be evaluated in different stage of planning and also after distributing advertisement, its performance must be assessed, but the efficiency of advertisement is evident for all people. The evaluation of the efficiency of advertisement means the concept of evaluating its role in transferring considerable information. Promotional method based on using group media with the purpose of making an ID or specific brand for destination as considering radio, TV and so on can prepare a specific ID for our considerable destination. By introducing unique features of our area, we can help to attract tourist and economic development and improvement of tourism industry. In fact when a tourist considers a destination, he relatively recognizes the characteristics of that area. The government and private section by using multiple advertisement and indicating unique features of that area change that zone as a targeted destination with special characteristics which causes increasing tourist and development of tourism industry. Development of tourism industry which can have economic, social, political and cultural achievements for countries needs a development cycle and also in this cycle we need a strong communicational media that is noted as advertisement in today world.

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Ethical principles for the tourism and hospitality curricula

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INTRODUCTION

The integration of ethics in the tourism and hospitality curricula has been regarded by scholars as providing an area of study important to society, of great relevance to students and to the companies they will join after graduation. By preparing tourism and hospitality students to logically and ethically solve dilemmas they will face in the industry, educators will be equipping future managers with confidence to make the right decisions on the job. Many organizations and segments of society are concerned with ethical behavior, and business leaders support the notion of creating awareness of ethical principles in the workplace. The purpose of this paper is to discuss the findings of a survey of general managers of large lodging companies in the United States on their perceptions of ethical dilemmas and their importance on the successful operations of their properties. It is a fact that tourism and hospitality graduates often enter their first jobs unaware of the difficult ethical dilemmas they will face. By having ethics teaching throughout the curriculum, it is plausible to believe that students acquire ethical principles to be put into practice when in the industry.

LITERATURE REVIEW

In the decade of the 1990s, several studies concluded that ethical standards of society had been consistently worsening. Examples of unethical behavior could be found in the corrupt behavior of politicians and company managers around the world. More than a decade ago, a comprehensive report of the Josephson Institute of Ethics concluded that an unprecedented proportion of youth has severed itself from the traditional moral anchors of American society; honesty, respect for others, personal responsibility, and civic duty were all found lacking. In addition, a significant proportion of the 18 to 30-year-old generation exhibited self-centered values stressing personal gratification, materialism, and winning at any cost (Josephson, 1991).

It also became apparent that lying was an integral part of the culture, that a major cause of business decline in some cases was due to unethical behavior by executives, that there was an epidemic problem with moral ambivalence, that there was an increasing number of procrastinators and substance abusers in the workplace, and that a large number of employees had little respect for the property of others (Patterson and Kim, 1991). The pattern continues today with the string of corruption cases that have taken place in the political scene in Spain, the continuous denouncements of nepotism in governments around the world, the scandals of dishonesty in international events like the Olympic Games or soccer championships managed by FIFA and the potential conflict of interests that the Trump administration faces at the time this article is being written. Fortunately, it seems that the moral development of students continues throughout formal higher education and that a commitment to ethical behavior can be enhanced by well-developed educational interventions (Rest, 1989).

And yet, business managers face the dilemma of having to increase profits to achieve company objectives while maintaining the quality of the product they sell and keeping the loyalty of the customers they serve. Nevertheless, lowering the high grade of product or service below acceptable standards would not only breach ethical principles but also compromise in the long run the company's return on investment.

The principles by which an ethical person functions that should be the basis for an integrated ethics program are honesty, integrity, promise-keeping, loyalty, fairness, concern for others, respect for others, law-abiding, commitment to excellence and accountability (Josephson, 1988). These principles should be incorporated into the tourism and hospitality curricula (Casado, Miller and Vallen, 1994).

William Shaw and Vincent Barry (1992), believed that it is hard to imagine an area of study that has greater importance to society or greater relevance to students than ethics. To this end, American public education has long been concerned with building up the morals of students (Herman, Francine and Cullen, 1986) and with equipping future mangers with the ability to make the right decisions (Martin, 1998). Examples of ethical breaches by students are their resumes which may contain false information and, more alarmingly, by their dismissal from business courses and being put on academic probation for cheating (Casado, Miller and Vallen, 2000).

The approach to ethical behavior suggested by the Josephson Institute of Ethics (JIE) is grounded in major principles which form the basis for decisions and establish the standards or rules of behavior within which an ethical person or entity functions. These principles or characteristics should be included in an integrated higher education ethics program (Josephson, 1988).

DESIGN

The first step of this descriptive-analytical study was to form the basis for ethical decision making and to establish the standards or rules of behavior within which future tourism and hospitality managers must function. To this end, the twelve core ethical principles suggested by the Josephson Institute in Ethics were adopted. It was expected that the perceptions of the executives surveyed would provide the groundwork for the topics to be discussed in tourism and hospitality classes. The twelve principles suggested by the JIE are (in alphabetical order) these:

Accountability. Responsible managers should be accountable, among other things, for the welfare of the employees they supervise given that, in most cases, the workers' livelihood depends on their decisions.

Commitment to excellence. This is the obligation to deliver the best products and services for the price obtained. Managers who deviate from this principle cheat their guests of their right to get their money's worth for services received.

Concern for others. Although hard to observe from their lofty position, managers must consider the concerns of hourly workers performing menial jobs.

Fairness. This requires dealing even handedly with people for equal performance. Supervisors tend to treat minorities more harshly; that is women, people of color, the old, and undocumented aliens.

Honesty. Being able and willing to tell the truth. Misleading others often results in costly lawsuits.

Leadership. Refusing to act unethically even when competitors are doing so.

Loyalty. Faithfulness to engagements and obligations towards laws, guests, and employees should be part of the moral behavior of all professionals.

R**eputation.** Maintaining the guests' and community's high regard for the company. **Respect for others.** Every human being deserves to be treated with respect, as an independent moral agent.

Trustworthiness. Not using another company or person as a means to an end.

METHODOLOGY

The sample of general managers was selected by identifying in the *Hotel & Travel Index* the largest ten lodging establishments in each of the 50 states in the US. A Likert-type scale survey questionnaire was sent to the 500 properties asking respondents to rank their perceptions on ethical issues in terms of their importance on the successful operation of their properties. The number of returned valid questionnaires was forty-five. The answers were tabulated for frequency of the twelve ethical Josephson's characteristics.

RESULTS

Table 1 shows the ranking the general managers gave to the twelve attributes based on how they deemed the characteristics to be very important. Four characteristic for operational success were ranked with percentages above 10 (at least five respondents selected them as 'very important.'): leadership, accountability, commitment to excellence, and integrity. Four or fewer considered the remaining characteristics less important for an operation to succeed: honesty, fairness, law abiding, respect for others, trustworthiness, morale, loyalty, and concern for others.

The respondents were also asked to rank the 12 ethical characteristics in terms of which had most often been breached by them or their employees. Table 2 shows that, in the perception of general managers, accountability, commitment to excellence, and respect for others were the characteristics most often breached and that, therefore, contributed more negatively to the success of their operations.

As Table 3 shows, the comments of the respondents suggest that the professionals who responded to the survey were concerned with the breach of ethical principles hospitality operators commit.

CONCLUSION AND IMPLICATIONS

The integration of ethics in the hospitality curriculum has been supported repeatedly by educators (Vallen & Casado, 2000). From the results of this survey, it appears that the study upholds the need for hospitality and tourism programs to include the teaching of ethics in their curricula. It would be reasonable to propose that acting ethically can be developed during formal education as this is a critical period in the formation of future professionals that takes place at the time students go through college, keeping in mind that the college years are the last opportunity educators have to instill ethics in students. Furthermore, it could be argued that an approach to ethical decision making should be grounded on Josephson's 12 principles, as ranked by tourism and hospitality general managers in this study; the principles forming the basis for an integrated ethics program.

Case studies using real-life problems appear to be the most effective way of teaching ethics (McMinn, 1999) as they help students realize that correct choices are often not obvious. Through the use of case studies, business cultures can be examined, multicultural considerations can be contemplated, profit motives and human values can be analyzed, and professional codes of ethics can be dissected. Exhibit 3 offers four basic case studies tailored to accommodate first-year tourism or hospitality students; they address the ethical principles ranked first in importance in this study: leadership, accountability, commitment to excellence, and integrity. Hopefully, the integration of case studies in tourism and hospitality curricula will help students think more deeply about the ethical dilemmas professionals must inevitably face in their business lives.

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A diagnose of equestrian tourism: The case of France and Romania

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INTRODUCTION

The equestrian tourism is a fast growing sector considered as a form of active recreation, of adventure tourism, ecotourism or nature-based tourism. Equestrian activities are diversified, as horseback riding, hiking with a donkey, traveling the countryside with a caravan in the step of a horse discovering the fauna and flora, several days or just a few hours, but also site visits, sports events, museums, shows, etc. Besides the staff specialized in the breeding and the horses it is also necessary to feed them and to look after them, to maintain the material, to plan the home sites of the tourists and their frame, to maintain ways, etc. which represents a means to develop some economic elements. The aim of this paper is to analyze the equestrian tourism in France and Romania, highlighting the potential of each country, in order to see how the experience of a country could be used by another one, how this kind of tourism contributes to sustainable development and how could be an ecotourism alternative.

LITERATURE REVIEW

Equestrian tourism is defined as ”all equestrian activities undertaken by tourists outside their normal place of residence", i.e. training courses, improvement courses and other aspects or diverse types of vacation principally revolving around the horse» (International Federation of Equestrian Tourism, 2012). Le Borgne and Kouchner (2002) added a temporal dimension to this definition: ”all forms of leisure related to equines (horse, pony, donkey) practiced by a person travelling outside his/her usual residence for a period of at least 24 hours and not more than 4 months.”. Extended the notion to tourism related to the horse, the offer includes not only horseback riding, sports or leisure activities, but also sports events, museums, shows, site visits etc. (Atout France, 2011) (see Figure 1).

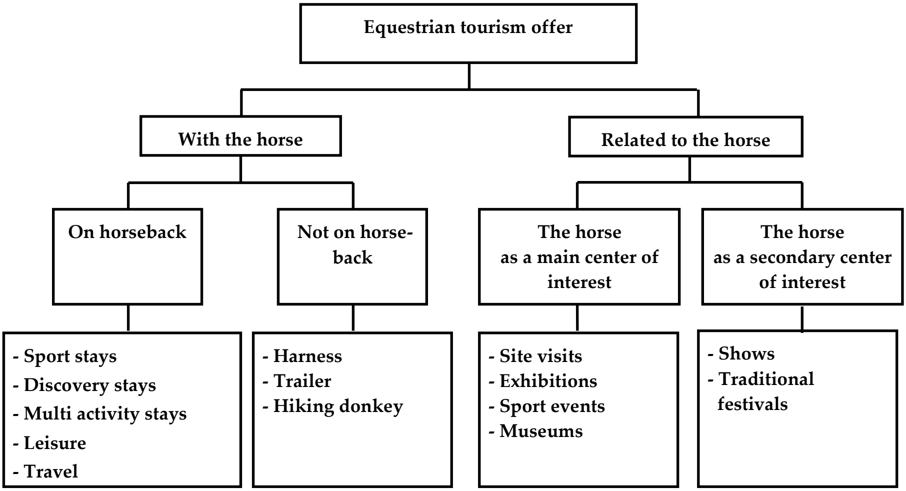

Figure 1. Equestrian tourism offer (ATOUT France, 2011)

In 1975 was created the International Federation of Equestrian Tourism (FITE), at the initiative of French National Committee of Equestrian Tourism (CNTE). FITE "groups together the organizations who are in charge in their national territory of the organization of equestrian tourism, and horse riding as leisure activity in all its forms…"(FITE, 2016). Currently, FITE counted 21 national equestrian tourism organizations, Romania being part of it.

METHODOLOGY

In the first phase of the research we explore the potential of each country concerning the development of equestrian tourism, starting with infrastructure (accommodation, tracks and trails, lodges and stopovers) and continue with equestrian tourism products. In the second phase we analyzed if equestrian tourism complies with ecotourism and sustainable development. For the purposes of this study we collected secondary data provided from different sources like: websites of different associations, federations and national bodies, books, articles, laws, national strategies, reports etc. We tried to highlight more clearly the equestrian activities in the two countries and the transfer of good examples to Romania.

RESULTS

The development of equestrian tourism in France

The world's first tourist destination with 84.5 million international visitors in 2015 (UNWTO), France is also the first destination of equestrian tourism. With 1 million riders, 400 labeled equestrian tourism centers, 2500 rider establishments and associations, French equestrian tourism contributes to local economic development, generates jobs and boosts the infrastructure and tourism services development (French Equestrian Federation).

Created in 1921 (under the name of French Federation of Equestrian Sports), the French Equestrian Federation (FFE) is the 3rd French Olympic Federation in number of license-holder (after football and tennis) and the first one in number of women. Under its umbrella is CNTE, with regional and departmental committees.

FFE counted 833,578 license-holders in 2016 (practitioners, competitors, holiday cards), with 63.11% more than in 2001 (FFE, 2016). 82.78% of these license-holders are owned by women. Concerning the practitioners, there are 3 types of FFE licenses: horse, pony and tourism.The proportion of tourism licenses was 12.47% (82,694 license-holders) in 2016, with the majority being women (77.13%). Occasional riders can choose a holiday card, valid only for one month and includes the same insurance as the other licenses. This card could be purchased from a club, an association or owners of a stable affiliated to the FFE. 7433 tourists purchased this card in 2016, of which 75% were women.

The equestrian tourism services in France are labeled with the *Centre de Tourisme Equestre* label for the establishments specialized in organization of different activities (horseback riding, trekking etc.) and the *Cheval Etape* label for the establishments hosting horses and ponies during stopovers, of at least a night (FFE).

The French Horse and Riding Institute (IFCE), a state operator in terms of information about the equine sector, develops, among others, a set of institutional cooperation actions that favouring rapprochement between different countries of the world (IFCE).

Some aspects of equestrian tourism in Romania

Every year, equestrian tourism becomes more and more popular in Romania. Although at the beginning, this kind of tourism tries to develop the local economy of the country. Horseback riding holidays in the Carpathian Mountains and rural areas become increasingly attractive for both domestic and foreign tourists.

An investigation of routes and equestrian accommodation were done by FITE, in different national committees organizations with the purpose ”to realize an international group of routes – with maps - to move from one country to another without breaking off of continuity”. Several indicators like: framework of equestrian routes, equestrian routes mark out, specific mark, list of accommodations, projects implemented etc. were taken in consideration.

The conducted inquiry shows that in Romania there is no framework of equestrian routes and no listed accommodations. Also, the maintenance and management of routes is not assured. The positive side of the answers was that exist equestrian routes marked out and specific mark in the national/natural parks and national reserves, thanks to the collaboration with the National Governance of Forests (ROMSILVA).

Concerning the projects implemented in Romania, the "On horse in the Carpathians" aims “to turn equestrian tourism into an eco-tourist alternative while contributing to the development of the communities living in the protected areas” (Piper & Pop, 2012).

According to the National Strategy for Ecotourism Development in Romania (2009), ecotourism activities may include, among others, equestrian tourism on predetermined routes. The equestrian tourism activities in this country are available in 7 of 28 major natural protected areas (biosphere reserve, national parks and natural parks), the majority of them (57.14%) being in national parks. There are 9 suitable equestrian activities in the protected areas (see Table 1).

Romania is one of the first countries in Europe who developed a system for evaluating eco-destinations, based on the European Ecotourism Labeling Standard and recognized by the Global Sustainable Tourism Council (OECD, 2016). This certification system is provided by the National Authority for Tourism (ANT) and the Association of Ecotourism in Romania (AER), and concerns: ecotourism programmes offered by tour operators or guides (maximum 15 participants) and boarding houses in rural and natural areas with an accommodations capacity of up to 25 rooms (AER).

One important event which helped to promote the equestrian tourism was the first edition of the Equestrian Travel Forum of Romania, held in Bucharest, in 2016. This event gathered media representatives, travel agencies, accommodation providers with equestrian facilities, and equestrian tour guides. Some of the issues raised during this forum were related to non-collaboration between accommodation providers and travel agencies, to the low number of specialized equestrian guides (it exists only one training school in Romania), to the quality of services (unfortunately, of the 100 equestrian accommodation structures only 40 offer good quality services), to the classification of equestrian centers according to their facilities etc. Currently, Romania has only one tour operator agency specialized in promoting equestrian tourism and there are no statistical data concerning the number of equestrian tourists (InfoTravel Romania, 2016).

CONCLUSION AND IMPLICATIONS

With a high-quality tourism activity, France, represented by National Equestrian Tourism Committee and French Equestrian Federation, plays an important role in organizing, developing and promoting equestrian tourism at national and international level. Although at the beginning, Romania tries to develop this kind of tourism despite of an inadequate equestrian infrastructure. In this regard, the Romanian National Equestrian Tourism Committee needs to have the government support, and not only, to implement an equestrian tourism trail project, in link with protected areas, as an ecotourism solution.

Table 1. Activities and attractions available (A) and suitable (S) in Romanian national/nature parks and nature reserves (adapted from ROMSILVA, cited by National Strategy for Ecotourism Development in Romania, 2009)

Activities and attractions	*Biosphere reserve (1)*				*National parks (13)*				*Nature parks (14)*				*Total*	
	A	**%**	**S**	**%**	**A**	**%**	**S**	**%**	**A**	**%**	**S**	**%**	A	S
Climbing	0	0	0	0	10	71.43	0	0	4	28.57	0	0	14	0
Cross-country skiing and skiing	0	0	0	0	3	75	3	42.86	1	25	4	57.14	4	7
Cultural attraction	1	5.26	0	0	6	31.58	1	100	12	63.16	0	0	19	1
Cycling	1	12.5	0	0	3	37.5	7	53.85	4	50	6	46.15	8	13
Equestrian tourism	1	14.29	0	0	4	57.14	0	0	2	28.57	9	100	7	9
Fishing	1	8.33	0	0	2	16.67	0	0	9	75	1	100	12	1
Nautical sports (canoe, kayaking, rafting)	1	25	0	0	1	25	2	22.22	2	50	7	77.78	4	9
Ornithology tourism	1	11.11	0	0	4	44.44	6	50	4	44.44	6	50	9	12
Scientific	1	4.35	0	0	13	56.52	0	0	9	39.13	4	100	23	4
Skiing	0	0	0	0	3	50	1	50	3	50	1	50	6	2
Speleology	0	0	0	0	5	50	2	100	5	50	0	0	10	2
Trails	1	4.76	0	0	13	61.9	0	0	7	33.33	1	100	21	1
Wildlife tourism	1	10	0	0	4	40	7	53.85	5	50	6	46.15	10	13
Total	**9**	**-**	**0**	**-**	**71**	**-**	**29**	**-**	**67**	**-**	**45**	**-**	**147**	**74**

The development of equestrian tourism needs several elements: a real equine sector plus a structured tourism sector plus an environmental politic, all the actors working together in the framework of a will, at the highest level of State, to develop an economic segment. This segment is already seriously developed in France, and Romania has all the assets to reach the aim to develop equestrian tourism. When comparing the two countries concerning this sector it is possible to bring to the fore the lacks in Romania but, more important, the possibilities of collaboration between the two countries for the benefit of both, thanks to the existing structures as the IFCE in France.

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Analyzing of impacts of Iran's tourism on regional differences

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INTRODUCTION

Regional difference is a major challenge to development in many countries, especially for those countries which the sovereign territory of them are included broad geographic areas. These inequalities is a serious threat to achieving balanced development of regions and makes it difficult to achieve national unity and integration (Shankar and Shah,2003:1421). In fact, within and between regional differences are obvious symbols of third world countries due to economic, their social and political conditions (Husseinzadeh Dalir, 2003: 87).In fact, in developing countries, the quality of life of people affected by great inequalities that in many cases is rapidly increasing (Misra, 1989). The balanced distribution of facilities and services is a step towards the elimination of regional imbalances. Because if different aspects of regional differences is increasing,the movement of people and capital to the poles will be increase (Khakpoor, 2006). Therefore, balanced and harmonious development of the regions is integrated an important prerequisite for achieving economic stability and progress of the country (Martic & Savic, 2001) The tourism industry as one of the most effective ways of economic growth and finally the development of a country can have a significant role in the development of less developed regions that to its role in reducing regional differences play well.

LITERATURE REVIEW

In most developing countries, one or two areas, and finally, a number of areas in terms of public services and social and economic prosperity, are in good condition and has great role in the development and production of national income. This topic are done at the expense of backwardness of other regions and increase the gap between the country's regions and areas (Ziari and et al, 2010: 18) In Iran, regional differences and inequalities are increasing worryingly These conditions leads to serious problems such as migration from deprived areas to higher and more developed areas (Noorbakhsh, 2002: 931)

Today, the tourism industry as dynamic industry has become one of the most effective ways to reduce regional differences, So that many countries know this dynamic industries as a main source of income, employment, growth of private sector, development of infrastructure.Position of tourism industry in the global level and its role in economic and social development of countries, especially developing countries has been caused paying more attention to various aspects of it, in recent years (Sadat Aghayan,2013:1).

It can be said domestic tourism in developing countries plays more important role than foreign tourism; domestic tourism is actually a very effective in creating employment and less affected by the outside fluctuations In addition, this type of tourism has less potential social and cultural negative effects. Although at times it was not considered the economic impact of domestic tourism, but the experience of economic crises in recent decades, as well as political events and outbreaks of epidemic diseases actually proved to tourist destinations one of the most important ways to stabilize the economic effects of tourism. Researching Iran's tourism development is a Herculean task (Heydari Chianeh. in *Encyclopaedia of Tourism, 2016)* Its vastness, complicated structure, highly unique model of its political structure, lack of ready available data as well as minimal attention to build data bases, and the lack of awareness of tourism per se (Alipour & Heydari Chianeh, 2005).Iran's tourism industry has been constrained by political and economic factors in the past but with the recent change in the geopolitical landscape a better future is envisaged (Heydari Chianeh, 2017). In the long runpay attention to the domestic tourism market (Zargham Boroujeni, Shalbafyan,2013). Therefore, in this study we have tried to present a clear picture of domestic tourism impact of this type of tourism on the economy and the development of hinterland.

METHODOLOGY

This study in terms of nature is Descriptive-Analytical and in terms of target is an applied research that used of descriptive method based on analysis of statistics and information extracted from scientific documents and The Statistical Center of Iran and used of analytical method.

RESULTS

Now we will review amount of Iranian city attracting tourists during the years 1393-1390 and introduce 10 top city in the field during this years in Table 1:

Table 1. Ten city visited according to number of trips in Iran during the years 2011 to 2014

City	Rank	number of trips	City	Rank	number of trips	City	Rank	number of trips	City	Rank	number of trips
Mashhad	1	9989989	Mashhad	1	11070943	Mashhad	1	10108225	Mashhad	1	8864496
Ghom	2	7249278	Tehran	2	10756971	Tehran	2	7961343	Tehran	2	7992551
Tehran	3	6145964	Ghom	3	6096546	Rasht	3	6029056	Shiraz	3	5266674
Shiraz	4	4001361	Rasht	4	6092099	Ghom	4	3807399	Rasht	4	5066794
Esfahan	5	3649303	Esfahan	5	5938705	Shiraz	5	3574085	Esfahan	5	4140635
Rasht	6	2499834	Shiraz	6	4735876	Ghazvin	6	3273999	Ghazvin	6	4018693
Ardebil	7	2159352	Ghazvin	7	3420864	Sari	7	3269622	Ghom	7	3754951
Hamedan	8	1940460	Sari	8	3204006	Esfahan	8	3159559	Kerman	8	2805176
Kermanshah	9	1925218	Chaloos	9	2879346	Anzali	9	2721059	Sari	9	2797817
Sari	10	1804573	Anzali	10	2431947	Kerman	10	2140102	Anzali	10	2607141

Source: Statistical Center of Iran

As is evident from Table 1 Mashhad that has an extremely important religious attraction for Muslims especially Shiites because the shrine of Imam Reza, that is the eighth Imam of the Shiites, In all the years it has been the number one tourist attraction in the country. The city of Ghom is also for this reason and religious attractions receive many tourists in the country; In fact, it can be said that the religious spirit of the Iranian people has made these cities as a destination of endless tourist who enter these cities each year. Tehran, with many economic, political and entertainment attractions which is the capital of Iran. Tehran is the second place in attracting tourists in the years which is surveyed. City of Hamedan, Shiraz and Isfahan also because of the historical importance always has been great tourist destination. Sari, Rasht, Anzali and Chaloos due to natural attractions and a pleasant climate throughout the year, always ready to receive tourists. In fact ecotourism attractions in these cities has first role in tourists attracting .The cities of Kerman and Ghazvin because of development and proper healthly servises, educational and industrial facilities in recent years and ideal historical attractions receive many tourists over the years. In fact, it can be said that tourism in Iran has been under the influence of natural conditions and historical and economic determinism. And human and human planning has not any significant role on it. So that tourism in Iran is dominated bynatural determinism, historical determinism, and the spirit of nations.Only in Kerman and Ghazvin the role of human actions and human planning in the development of this industry is significant somewhat.

Now we look at the ranking of the provinces in the development of tourism in Iran among the 329 cities of this country.

Table 2. Ranking level of development and score of attracting tourists cities among 329 Iranian city

City	Score	Rank
Tehran	0/3984	2
Esfahan	0/3929	3
Sari	0/3746	5
Mashhad	0/3604	7
Shiraz	0/3362	11
Rasht	0/3323	13
Ghazvin	0/3240	15
Anzali	0/2871	29
Ardebil	0/2759	37
Kerman	0/2589	51
Chaloos	0/2572	52
Hamedan	0/2478	62
Ghom	0/2338	80
Kermanshah	0/2128	108

Source: (Sheikh Bigelow, Taghvai,2011:11-14)

In a survey done Sheikh Bigelow and Taghvai is considered seven groups of development for 329 city in Iran to be composed as follows:

- First group: highly developed cities with more points than 0/35
- Second group: developed cities with a score of more than 0/30 and less than 0/35
- Third group: relatively developed cities with a score of more than 0/25 and less than 0/30
- Fourth group: cities with average development level with a score of more than 0/20 and less than 0/25
- Five group: relatively deprived cities with a score of more than 0/15 and less than 0/20
- Six group: cities deprived with a score of more than 0/10 and less than 0/15
- Seven Group: cities very deprived with a score of less than 0/10

As Table 2 shows most of tourists attraction Cities in Iran have the favorable development index among other city in the country.So that in attracting tourists, the city of Tehran, Isfahan, Mashhad and Sari always have ranked in first levels of highly developed group of cities.Shiraz, Rasht and Ghazvin are indeveloped group;

Anzali, Ardabil, Kerman and Chaloos are in relatively developed group; Hamedan, Ghom, Kermanshah are in the group With an average level of development.

In 2013, the share of tourism has been 1.6 percent in GDP. Interestingly, %81/5 of this share is Belonging to domestic tourism spending.In addition, tourism in general could create 1.184 million jobs (%3/5 of employment). In 2013, 414,500 direct jobs, there have been in the field of tourism. In fact, in tourists attraction Cities, tourist attraction can have a significant impact in economic boom, employment, income and social and cultural development.

CONCLUSION AND IMPLICATIONS

Tourism can lead to socio-economic development of the city and the country.In fact, nowadays tourism is considered as one ways to decrease regional differences in developed countries.Unfortunately, tourism in Iran cannot pursue that goal. As the data obtained from the above table suggests tourism just Could be successful In a few cityof Iran.It is also in the cities that are more development than any other cities in the country.In fact, the tourism industry in Iran not only failed to decrease regional differences, but also has aggravated itSo that day by day develop the developed cities And increase their distance by other city in the country Unfortunately still there is no alternative for the tourism sector in the country.

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The sharing economy meets tourism: A paradigm shift for Jamaican tourism?

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INTRODUCTION

Tourism may be described as one of the few bright spots in a Jamaican economy that has enjoyed little growth for decades. The future looks rosy as many new investments are in the pipeline and growth is projected to be steady (Davis, 2016). Despite this however the state of tourism is not satisfactory as the multiplier effect is relatively low, the leakage factor is relatively high, many Jamaicans feel disaffected and marginalized by the sector, environmental standards are often sacrificed to economic imperatives and the rate of tourism harassment is unacceptably high (Ramjee Singh, Birch and McDavid, 2006, Jamaica Observer, 2017). Successive Governments have taken note of these concerns and have tried to address them in a variety of ways including the 2003 Tourism Master Plan, Jamaica's National Development Plan, and various internal promotions and campaigns. Despite these efforts, the problems persist and incidents of harassment and occasional acts of civil disobedience threaten to derail the sector.

In this paper, we argue that the solutions for the perennial problems of Jamaica's tourism sector have not worked primarily because the sector is in a cycle that results in disengagement of the population and a "win-lose" situation. We suggest that changes in the type of visitor will however create opportunities that have the potential to transform the tourism sector and achieve the inclusiveness that has been so elusive. We explore how the sharing economy may be effectively utilized and make recommendations for the roles of the public sector in facilitating this change.

LITERATURE REVIEW

Tourism in Jamaica is expected to continue to be a significant contributor to GDP and employment (WTTC, 2015) in spite of Jamaica having been plagued with high incidences of crime and tourism harassment for decades. Starting in the 1970s however all-inclusive hotels provided an effective solution and today, more than two thirds of Jamaica's hotel rooms are all-inclusive (Jamaica Tourist Board, 2015), and most of the new hotel developments will be all-inclusive. Moreover, many of the recent developments also offer airlift, ground transportation and tours in prepaid packages so limited revenue seeps directly into the local economy. Thus, while tourism has the potential to create significant multiplier effects, this is relatively low in Jamaica precisely because there is so little interaction of tourists with the wider economy. Indeed, the growth in all-inclusive hotels may have resulted in the stagnation of other aspects of the tourism industry (Boxill, 2004). As testament to this, two of the major tourism parishes are ranked as the poorest parishes in the country (Davis, 2010) and squatter developments have emerged around tourist areas.

To address these concerns a Tourism Master Plan for Sustainable Development was commissioned with five objectives:

- Growth based on a sustainable market position
- Enhancing the visitor experience
- Community based tourism
- An inclusive industry and
- Environmental sustainability (Commonwealth Secretariat , 2002)

A review of the success of the plan nine years after its inception revealed that in the view of the respondents it had not fully achieved its goals particularly in being inclusive of all citizens (Kennett-Hensel, Sneath, & Hensel , 2010). Even more telling was that locals complained that nothing was happening for ***them***.

While authorities may have continued to embrace an enclaved solution, they are faced with changing demographics as 'Old Tourists' are being replaced by 'New Tourists' who have a different set of preferences. The latter are more individual and like to affirm that individuality, they are more interested in being than in having, and are more interested in fulfilment than escape (Poon, 1993). These tourists are likely to be digital natives who are very networked, depend heavily on word of mouth and seek and value the opinion of 'friends' (Pendergast, 2010). They are interested in escape, novelty and excitement (Benckendorff and Moscardo, 2010), care more about 'interesting' than comfort and like being able to customize products and services to their needs (Euromonitor Resarch , 2015). Finally, they are interested in exploration of local and the opportunity to meet up with people with similar interests with whom they can share experiences (Valva, 2014).

They are also familiar with the sharing economy that challenges the idea that sole ownership is the dominant means of benefitting from a product (Lamberton and Rose, 2012), that allows everyone to be both producer and consumer (Geron, 2013), and to collaboratively use under-utilized inventory in a fee based sharing way (Zervas, Proserpio, and Byers, 2016). By over throwing the traditional exchange platform a more equal relationship between producers and consumers is made possible (Longhi, Mariani, and Rochhia, 2016). Sharing economy firms depend on feedback as a way of establishing trust between buyers and sellers (Koopman, Mitchell, and Thierer, 2015) and of keeping sellers in check and reducing the likelihood of improper offerings (Kathan, Matzler, and Veider, 2016).

Parts of the Sharing Economy such as Uber and Airbnb while popular with users, are quite controversial and cities around the world are trying to manage their impact. We argue that Jamaica could view the sharing economy as providing the 'New Tourist' with an alternative to the enclave model.

METHODOLOGY

This conceptual paper reviewed documents related to Jamaica's goals and objectives for the tourism sector and compared them to the data and literature on the actual achievement to develop an analysis of the status quo and the potential for the Sharing Economy in Tourism.

RESULTS

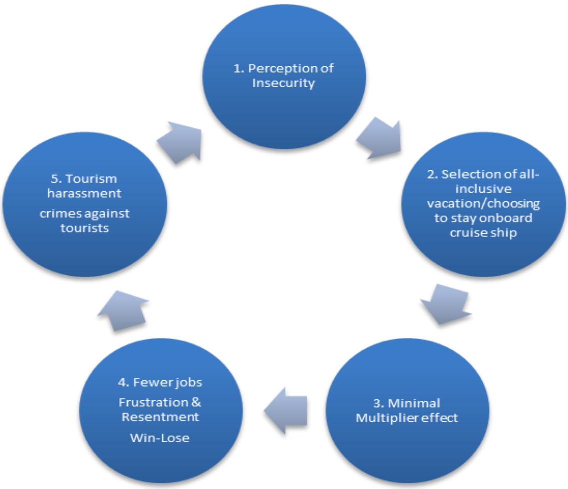

Figure 1. Win-Lose Cycle (Source: Crick 2017)

As the cycle depicts, tourists who perceive Jamaica as unsafe opt for an enclave solution that ultimately limits the impact of their tourist spend. This results in fewer jobs and frustration and resentment of those excluded from earning from the industry. Some respond by trying to sell to tourists in a way that is considered harassing or by direct crimes against tourists. The result is a continued perception of insecurity.

Jamaicans are positively predisposed towards entrepreneurship (GEM Global Entrepreneurship Monitor, 2016/17), and are comfortable with uncertainty (Hofstede, n.d.) and thus should be willing to take advantage of the Sharing Economy. Moreover, they are already engaging in it particularly through Airbnb. We argue that the Sharing Economy is a natural fit with the New Tourist who is less risk averse and we depict an alternative Win-Win Cycle below.

The cycle depicts tourists as assuming greater risks and taking responsibility for their trip by using the Internet to find a 'fit' with their pockets and preferences. They are particularly interested in experiences that they can find in communities and communities benefit from providing them with goods and services. The Government also benefits from adding another niche market and from additional tax revenue. To ensure continuity of earnings the community protects tourists from crime and harassment. They also learn from each experience and use information gained to enhance their service. There is some evidence of this cycle in the gritty inner city of Trench Town which is one of the major suppliers of Airbnb rooms. In this birthplace of reggae there have been no recorded incidents of crime against tourists and rave reviews of the experience.

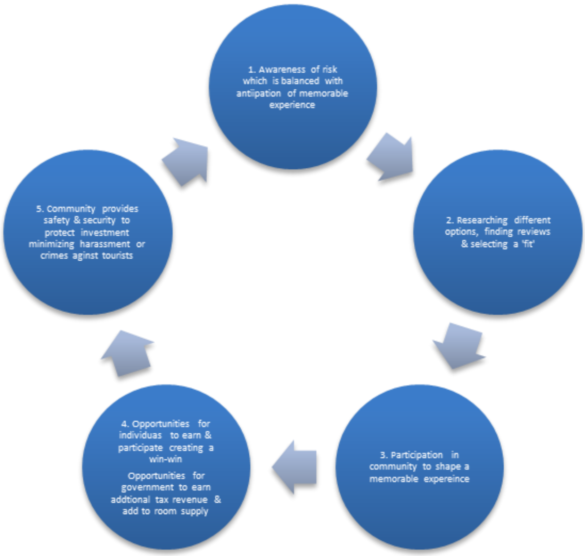

Figure 2. The win-win cycle (Source: Crick, 2017)

We argue that delivering tourism in this way creates memorable experiences that are "a natural extension of the service economy and depend on utilizing services as the stage and goods as props, to engage individual customers in a way that creates a memorable event" (Pine and Gilmore , 1998). A ride in an Uber cab or a stay in an Airbnb room for example, is valued not only because it is less expensive than traditional options, but also because of the interactions. The fact that the 'vendors' are non- professionals enhances the likelihood that the interactions will be unscripted and interesting.

We note that the public sector will need to move away from its traditional role of promotion, protection and regulation to one that supports these new suppliers. We depict a cycle for the provision of services in the sharing economy and propose a specific government role in each aspect of the cycle.

CONCLUSION AND IMPLICATIONS

The sharing economy has the potential to create unique earning experiences for a wider group of Jamaicans. We depict communities as providing total vacation experiences by not only providing tangible goods, but by facilitating the transfer of local knowledge to tourists. Tourists may for example record a CD in a Trench Town Studio or learn to cook a Jamaican meal on a coal pot at their residence. We argue that entrepreneurs may be helped to develop products and services that can be sold on the internet to tourists who want to extend their experience. We propose that by harnessing the power of the Jamaican people and hitching it to the sharing economy the Master Plan objectives may yet become a reality.

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Architecture and tourism

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INTRODUCTION

Tourism is one of the most important issues of today's world which creation of high quality infrastructure can have a significant impact on the industry. In recent years, the success of some architectural monuments to attract tourists to unknown cities has caused global attention to the role of architecture in the prosperity and development of tourism, so that museum directors and municipalities around the world are trying to change the cultural map of our planet by enlisting renowned architects to design impressive and spectacular architecture works. Based on it, today architecture and tourism have been linked together more than ever and the relationship has created the contexts for forming a new orientation in architecture, which critics have called it «Architourism», which in Farsi can be translated as tourism architecture or architecture for tourism.

In the tourism industry, architecture has two tasks, 1) attraction, 2) requirements for attracting different people from different segments of society and presenting the culture and intellectual style of the host community or even cross-sectional in history in terms of attraction. But about meeting the requirements, preparing the infrastructures and meeting the basic needs must be noted, according to studies, it can be concluded that in tourism, architecture is considered as an art industry to attract more tourists and more powerful and effective influence on tourists and can even create unforgettable memory for tourism, for capturing memories in the mind of a tourist is considered as emphatic services for him which is one of the tasks of host country or region.

Background

The relationship between architecture and tourism is not a new relationship, and its history dates back holding great tours in Europe in between 17 to 19 centuries. Passengers on tours who were mostly from the North America and Europe, during a visit to Paris, Florence, Rome, Venice, London, Athens and other major capitals of European civilization became familiar with art and architecture in Europe, but today a new type of great tours are becoming popular, and travelers visiting the most interesting new buildings which have designed by architects alive, pay homage to contemporary culture. World Trade Center was built in 1973, it is considered as one of the first examples of contemporary architecture that was of interest to tourists as a tourist attraction, attraction which found considerable importance only in the late 1990s. Since it is an American product and there is the best example of that in this country, the twin towers of the World Trade Center as significant aspects of contemporary American culture were considered as one of the most famous tourist attractions in New York City.

Today's structures

Twin towers were buildings which local architectural critics were more interested in people hate them, from the perspective of many tourists they spoke eloquently of time and location. Undoubtedly, the most important building which created necessary incentives and context for the development of tourism architecture, for example, you can consider the Guggenheim Museum (Figure 1-part A) Frank Gehry in Bilbao Spain that was built in 1997. It is safe to say that prior to this no building has not had such power, which can become a small provincial town in the Basque region of Spain to major player in the global art and culture. Guggenheim Museum Bilbao design, such as the Guggenheim Museum in New York, whose design is related to previous years, is considered as a remarkable event in the history of architecture and tourism.

Unprecedented visit of art and architecture tours of the city, and a large crowd of tourists, which had a great impact on the local economy, all indicate that Bilbao has been successful. Of course, it should be noted that, widespread, impressive and photogenic media coverage of Guggenheim Museum and its iconoclastic creator have had a significant impact on the success of Bilbao, as a phenomenon that has gained worldwide popularity. In addition to great success of Guggenheim Museum to attract people to the area, it has been also very effective in drawing world attention to a distant, unknown and different place.

Currently, there are only 40 museums in the United States in various stages of implementation of the construction of the new building to add additional sections to existing buildings that are mostly designed by renowned architect.

In this regard, non-famous cities in America such as Milwaukee and Oakland in California, have done actions and investments in the field of architecture in order to create an attraction for tourists. The mayors of these cities, by adding additional sections to the Milwaukee Art Museum and Oakland Church of Christ (by Spanish architect) seek to attract wide attention of the world to these two cities. As another prominent example for the use of the design to introduce a city, it can be noted to experience of Tokyo, which has long been neglected by most world travelers.

Art Center Murray (Figure 2-part A) in Tokyo which the most recently design has been eliminated, and must be considered as the largest and most magnificent museum of art and culture for centuries, and a list of the best international talents of design achieve ambitious goals in various fields. Bruce Mau, Canadian designer with Richard Gluckman, American architect and Transkenron, English professor in design and Fumihiko Maki, Japanese designer have formed a joint team to design this collection. Nao believes that, if you in the field of tourism, have a comparative look to the Tokyo and other cities in the world, on the contrary, you get that, figures to attract tourists in Tokyo compared with cities such as Paris or London or New York, are at a very low level.

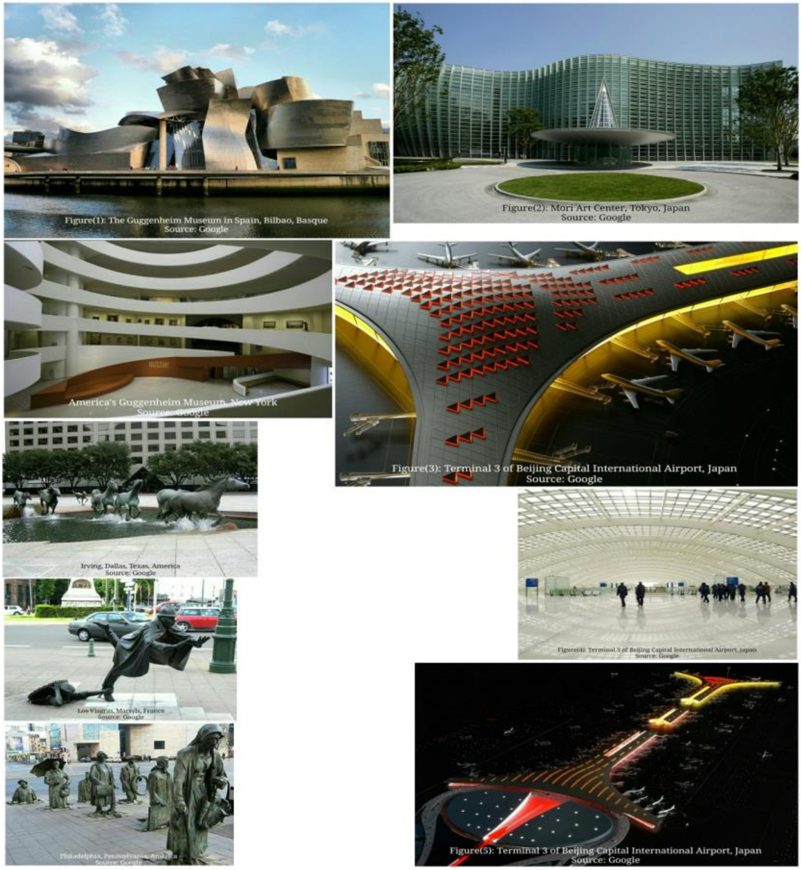
Thus, prediction of a building such as Mori Art Center, in fact, is considered as part of the planning process and re-evaluation of urban infrastructures in Tokyo. According to what was said, it seems that the public desire in the world opinion is rapidly increasing to create a connection between architecture and tourism and should be expected in the future, more examples of architectural are designed and manufactured in order to fulfill the objectives of the tourism industry.

Green architecture

Green architecture can be another appropriate infrastructure. Using it, in addition to create a high visual quality space, positive energy can be created, which is also of great importance. Tourists are attracted by the tourist attractions to one area, and then, these tourism infrastructures must be responsive to passenger needs. After the needs assessment, locating, definition of functions and many others in the field of geography and tourism, construction of these facilities is raised. Here, architecture, like other sectors helps the tourism industry, and will play an important role in the manufacture and use of these buildings.

Tourism infrastructure based on modern architecture

Today, in many parts of the world, design of places such as hotels, airports, restaurants ... is considered as one of the most common activities of architecture and tourism, and architects are trying to, in addition to beautiful design, increase the beauty of the building, so that, it will become an unique building, in today's tourism, in some cases, tourist facilities in addition to meeting the needs of the people, have also found attractive role. For example, Terminal 3, Beijing (Peking) International Airport (Figures 3, 4 and 5-part A)



Pictures of Part A

Some tourism infrastructure related to architecture

Transportation	Services	Stay
1 Airports	1 Entertainment Complexes	1 Hotel
2 Travel Terminals	2 Travel offices	Motel
3 Railway stations	3 Welfare services complexes	3 Motel
4 ports	4 restaurants	4 Villa
5 roads	5 Clinics	5 Camping
And...	And...	And...

The role of architecture in the tourism industry, 2012, p. 55 "and slightly modified by the author

The terminal, which is designed like a dragon, has an unbelievable area of 1.3 million square meters, ie it is the first building in the world which breaks the record of an area high than 1 million square meters, therefore, the terminal addition to being known as the largest terminal in the world, has been considered as the largest airport in the world and the largest building in the world (by 2015) as well. Norman Foster says that he sees unique Chinese space, and you can interact with it, and it is a mentioned building from the past.

Here is the gateway to the city of Beijing in the form of dragon, and is reminiscent of traditional Chinese symbols. In its design, in addition to beauty and the use of eye-catching curves, the symbols of traditional Chinese architecture has also been used.

Some state laws in terms of architecture, in favor of tourism

In Italy, there is a state law in cities such as Rome, Florence and Venice, and that is that no citizen or institution has no right to change and delete office building façade, appearance which is remained from past centuries. Only be allowed to reconstruct within the building (eg, Kandovan village, Iran), that's why, when you walk in the 3 cities, or even in water-rich streets of Venice go, you face with an quite Old Town birth certificate, if you live in about 500 years ago, all the buildings are remained, and suddenly you see that, "Benton " store is built in a structure as old as 500 years.

Boutique Hotels

Boutique Hotel (Figures 6 and 7-part B), has referred to those hotels that are famous for their architectural and artistic style uniqueness. They are usually smaller than the grand hotels, and luxury is not their primary objective; it is the main purpose of the visit. "Boutique hotel" is a consolidated expression which is used in North America and Great Britain used to describe the distinctive kind of hotels (currently It is used worldwide as a standard).

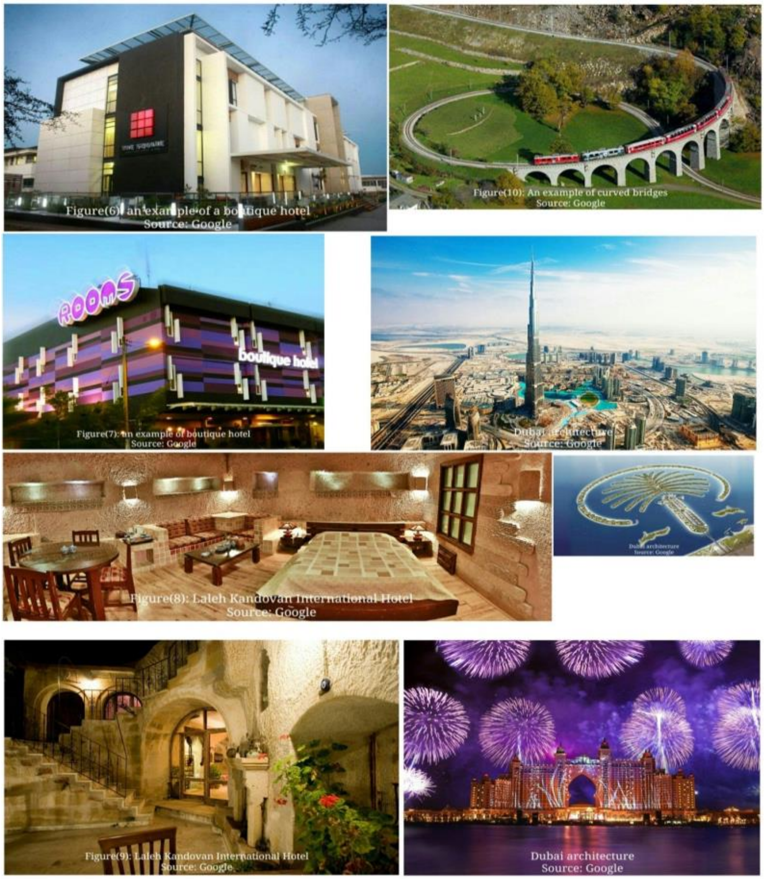
On Esfand 1385 ((Persian date) , Laleh Kandovan International Hotel (Figures 8 and 9-part B), were used as the first boutique hotel in Iran. The hotel is the world's rocky third hotel, which was built in the historic village of Kandovan, located on Tabriz.

Ideas for building bridges

In order to build Tabiat Bridge, to be more attractive, some principles are adopted, that are interesting. Bridge or any path which to be designed on a straight line, creating a one- perspective point, and induces just "going", while, if the bridge is space and a place to stay, it was a solution that, on the track or curved paths (Figure 10) to be designed. As a result, the infinite scenery will be seen, the end of path is not clear, and therefore induces a feeling of surfing and searching to the user. Consider Tabiat Bridge, appearance of the Bridge to be designed in a way that is reminiscent of the trunks and branches of trees. The columns are also irregular.

CONCLUSION

Architecture and tourism are considered as two disciplines and topics which absolutely are related to each other, and today should be seen as complementary to each other, and to provide tourism infrastructure, the architectural principles should be planned with respect to the location, area capacity and available resources, so that, attracts tourists, and leaves a good memory for him. A building with good and impressive architecture, can create impressive visual effects, because one of the first and most important prerequisites for tourist is landscape. By creating space in visual form, with help of architectural element, we can take a significant step on the path.



Pictures of Part B

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The role of residents' apathy in tourism and its ınfluence on brand ambassadorship behaviour

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INTRODUCTION

It has been widely recognized by the existing academic literature that a tourism planning that is sensitive to resident's perceptions, needs and attitudes towards tourism development is an integral component of sustainability (e.g. Choi and Sirakaya, 2006) and a necessary condition to obtain residents' support for tourism development (Ap, 1992) and higher sense of belonging to the place (Del Chiappa and Atzeni, 2015). Further, it is needed to reach community empowerment, high level of individual participation (Mitchell and Reid, 2001) and brand ambassadorship behaviour (e.g. Simpson and Siguaw, 2008).

That said, it could be argued that achieving an actual community integration and participation in tourism planning and development it is needed that residents have the opportunities, the abilities and the resources to carry it out; hence, no limitations should exist preventing residents to exert an active role in tourism development.

According previous researches (e.g. Tosun, 2000; Tosun, 2002), limitations to community participation in tourism can be divided into three categories: operational (such as lack of co-ordination between stakeholders), structural (such as lack of financial resources, expertise and trained human resources, investment capital and/or know-how and the skills needed to take the initiative when developing tourism) and culture. As far as the cultural barriers are concerned one could consider alienation of local people, unwillingness of elite to share the benefits of development within the wider community, the potential poor knowledge of tourism among local people, the fact that residents could not have a realistic understanding of tourism impacts, the lack of indigenous tourism planners that leads to communication barriers and language differences between planners and residents and, finally, apathy (Tosun, 2000).

Apathy is a construct approached in different disciplines. Among these psychology seems to play a relevant role. Specifically, it describes apathy as a diminished goal-directed behaviour, not attributable to diminished level of consciousness, cognitive impairment, or emotional distress (Marin, 1990). Broadly, it could be argued that apathy is a multidimensional one that comprises mostly psychology (e.g. Esposito et al, 2014) and environmental issues (e.g. Heath and Gifford, 2006).

According to these, the purpose of this study, then, is to extend prior research by defining residents' apathy through its antecedents and validate a scale to be able to measure it. Then, to test the influence of apathy on residents' WOM promotions of the destination and their support, which are considered residents' Brand Ambassadorship behaviour.

LITERATURE REVIEW

A number of studies have focused on community participation and also limits to it in the tourism development (eg., Tosun, 2000, 2002, 2006; Rasoolimanesh et al , 2017). Tosun (2000) argued that although community participation in the tourism development is essential, there seems to be strong operational, structural and cultural limitations to the tourism development approach in many countries. However, he believes there is insufficient material on particularly limitations to the participatory tourism development approach.

Based on current literature some limitations affecting residents' perceptions, attitudes and their support to tourism could exist. For instance, they may include lack of information, attitudes of professionals, lack of expertise, lack of trained human resources, low level of awareness, apathy (Tosun, 2000) and lack of usage of ICTs and social media in the local community (Del Chiappa, Atzeni and Ghasemi, 2016). Among them, it seems apathy as one of the main limitation needs to better analyse in the way that gives deep undersetting to researchers and policymakers.

Apathy as limitation

Apathy has been approached in some disciplines. One of the main discipline in where apathy has been defined and studied is psychology. Apathy is defined as lack of motivation affecting cognitive, emotional, and behavioral domains and is usually assessed by standardized scales, such as the Apathy Evaluation Scale (AES) (Raimo et al, 2014). Apathy is usually analysed referring to two main variables in psychology: namely lack of interest, lack of initiative. Lack of interest refers to diminished goal-directed cognition, lack of initiative to diminished goal-directed behavior (Marin, 1990; Landes et al., 2001).

As far as the apathy defined in environmental-based literature, Rankin (1969) gives an overview to environmental apathy: "Apathy has investigated to show the level of public awareness and concern, with some attention to the perception of causes and effects toward environmental issues" (p.566). In the similar way, environmental apathy reflects a lack of interest in environmental issues and the belief that environmental issues have been exaggerated (Thompson and Barton, 1994). This means that apathy is considered important because of its effect on attitude.

Brand ambassadorship

Brand ambassador classically refers to "a person who is included in prints, or in videos, and the presence of whom is expected to support the promotion of a product-service-destination, etc" (de Diesbach, 2012, p. 231). Further, according to de Diesbach (2012) new definition for brand ambassador is considered as "a brand ambassador is a communication object which is not specifying the promoted brand, destination, product or service, but which is used in a peripheral manner to enrich and reinforce other elements of communication encapsulated in an ad, commercial or website. That objects "says" something, directly or symbolically, to a targeted audience" (p.246). Additionally, Pearce (2005) has considered hosts as one of the destination choice drivers. Gilmore (2002) also indicated the importance of residents as a group of target audiences in a destination's positioning. Taking these all into account, tourist destinations would greatly benefit if residents served as goodwill ambassadors through their attitudes and behaviour, advocating the destination to their friends and families, thereby saving the destination's promotional dollars while enhancing perceived message credibility (e.g., Ahearne, Bhattacharya and Gruen 2005).

CONCEPTUAL MODEL

An antecedent-consequent paradigm were adopted where residents' apathy influence residents' brand ambassadorship. This study focuses on residents' apathy by defining its antecedents and testing its influence on residents brand ambassadorship behaviour. The theoretical model hypothesizes that residents' apathy is influenced by three main variables: lack of interest, lack of initiative and environmental apathy. Brand ambassadorship behaviour is also explained by resident's word of mouth on Social networks and knowledge sharing platforms and their support to further tourism development. The following model and hypotheses have been posed (Figure 1).

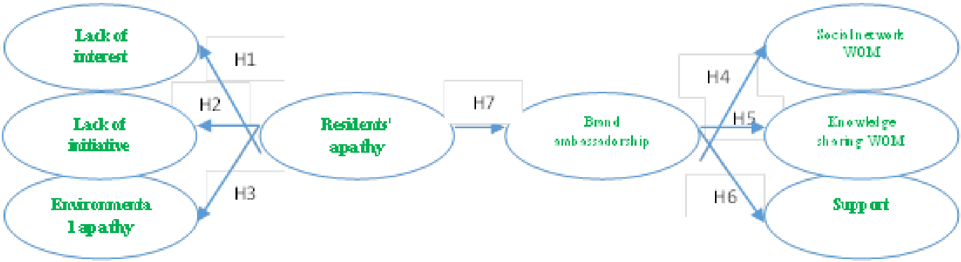


Figure 1. The proposed conceptual model

- H1: Residents' apathy is explained by lack of interest.
- H2: Residents' apathy is explained by lack of initiative.
- H3: Residents' apathy is explained by environmental-based apathy.
- H4: Resident brand ambassadorship behaviour is explained by social network (WOM).
- H5: Resident brand ambassadorship behaviour is explained by knowledge sharing on online platforms (WOM).
- H6: Resident brand ambassadorship behaviour is explained by residents' support for further tourism development.
- H7: Residents' apathy influences resident's brand ambassadorship behaviour.

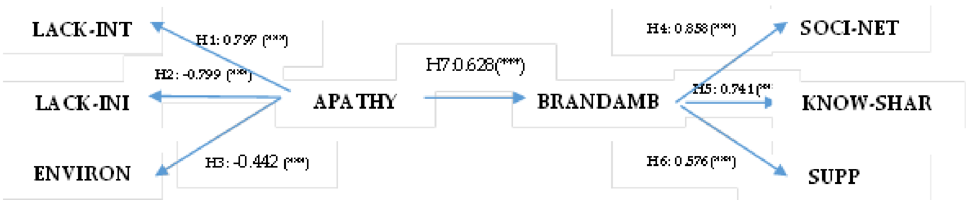
METHODOLOGY

For the purposes of this study a survey instrument has been developed based on existing literature devoted to analyses the concept of residents' apathy by its antecedents in order to examine its influence on brand ambassadorship behaviour. The survey includes three sections. The first section asks respondents to assess their level of agreement with a list of 39 items specifically selected and adapted to define resident's apathy by its antecedents. The second section asks respondents to express their level of agreement toward a list of 17 items used to measure the extent to which they are acting as brand ambassador (offline and online) and whether they are willing to support a further tourism development. A 7-point Likert scale is used to obtain their answer (1 = strongly disagree, 4 = neither disagree nor agree, and 7 = strongly agree). The forth section invites respondents to provide their general socio-demographic characteristics (e.g., gender, age, education, length of residency and the like).

Data collected through an online survey from residents aged 18 or above and residing in Portugal and Iran. 303 questionnaires from Portugal and 471 questionnaires from Iran were obtained which were considered valid because they were properly filled out or they do not have missing responses. First of all, it was used a three stepwise model: Explanatory Factor Analysis (EFA), Confirmatory Factor Analysis (CFA) and Structural Equation Model (SEM) to be able to test the correlations between constructs and dimensions of proposed conceptual model. The data analysis develops in two phases of analysis. The first phase consisted of an EFA followed by a confirmatory factor analysis (CFA), using SPSS (23) and AMOS (15). This allows for the identification of latent variables concerning apathy and brand ambassadorship behaviour. At the second phase, a structural model is estimated to evaluate the dimensions. EFA is used as a preliminary technique to find the underlying dimensions or constructs in the data. A subsequent CFA allows for evaluation of the resulting scales. This analysis specifies the relationship between observed variables and latent constructs, and suggests that all the constructs can be intercorrelated freely (Joreskog, 1993). Finally, data analysis followed by an invariance test through multi-group analysis to test strengthen of the relations over differences between residents in two countries (Portugal and Iran).

RESULTS

Structural equation modelling was applied. The step was to analyse the relationship between the constructs of the model using the Generalized Least Squares. The results of the model's overall fit indices ($\chi2$ = 724.878, df = 278, $\chi2$ /df = 2.607, p = 0.000, GFI = 0.928, CFI = 0.743, TLI = 0.699, RMSEA = 0.046) are within the reference values based on Hair et al. (2009), confirming the goodness of fit of the model. These results suggest that the proposed model fits well with the empirical data. The estimated model and the values of standardized structural coefficients are shown in Figure 2. As can be seen all of hypotheses were supported by the data.



*All are significant for p<0.01 ****

Model fits the data as 6FI= 724.878 (0.000)

Figure 2. SEM result

Finally, variables correlations were tested for invariance among two different groups of residents. Multi-group analysis, as displayed in Table 1, highlights how residents' apathy in Iran and Portugal differ. The main differences observed are related to environmental apathy, which appears to be diverse for two countries.

Table 1. group differences test

			Portugal		Iran		
			Estimate	**P**	**Estimate**	**P**	**z-score**
environmental	<---	apathy	-0.369	0.001	0.112	0.179	3.472***
I often post information about the city Sardinia on my social networking sites.	<---	Socialnet-work	0.883	0.000	0.803	0.000	-3.248***
I usually involve myself in discussions of various topics about Sardinia as a tourism destination in travel or tourism online forums e.g. TripAdvisor.com.	<---	knowledge-sharing	0.887	0.000	0.918	0.000	2.868***
I'm interested in having new experiences in terms of welcoming or hosting tourists.	<---	lackofinterest	0.831	0.000	0.637	0.000	-4.058***
Once I start an interaction with a tourist I see it through to the end.	<---	lackofinterest	0.616	0.000	0.742	0.000	1.889*
I am an active person who takes initiative to host or welcome tourists	<---	lackofinterest	0.754	0.000	0.662	0.000	-2.005**
For me, it is difficult to host or welcome tourists	<---	lackofinitia-tive	0.779	0.000	0.593	0.000	-2.388**
I have no interest in hosting and welcoming tourists	<---	lackofinitia-tive	0.715	0.000	0.499	0.000	-4.045***
For me, most environmental problems caused by tourism will be solved on their own over time	<---	environmen-tal	0.753	0.000	0.852	0.005	1.97**
I find it is hard to get too concerned about tourism environmental issues	<---	environmen-tal	0.684	0.000	0.415	0.000	1.731*

Notes: *** p-value < 0.01; ** p-value < 0.05; * p-value < 0.10

CONCLUSION AND IMPLICATIONS

This study tried to define residents' apathy by its antecedents which have been mainly introduced as psychological and environmental apathy. Three factors were identified by data analysis; namely: lack of interest, lack of initiative and environmental apathy. The results of present research help to understand the role of apathy in tourism development and to identify important limitations and their variables that could affect the further development in tourism destinations.

According to Del Chiappa, et al (2016), this study suggests how policymakers and destination marketers should act to remove any barriers through an attempt, to achieve accepted level of community participation and integration. It is said that for experiencing tourism development that is as endogenously driven as possible, it would be necessary for the residents to willingly support the growth in their destination with promoting their destination through online and offline word of mouth. Tourism officials may be able to more effectively and efficiently target appropriate policies to eliminate residents' apathy and to elicit positive destination related WOM. Tourism officials should focus considerable efforts on the local market to encourage that WOM behaviour.

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Training for local guides and seniors to increase tourism flows in low season: A European experience

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INTRODUCTION

Citizens over 65 years old represent nowadays the 18.9% of the European population (Eurostat, 2016) and forecasts estimate that the number of people over 65 years old will increase more than double, representing the 26% of the world's population by 2050 (Kim et al., 2015). This demographic change has a significant impact on the tourism demand that should tackle innovative and competitive strategies to adapt their products and services to this market share. Thus, the European Commission (EC) identifies low-season (senior) tourism as an initiative relevant to the Silver Economy[1] because of its contribution to avoid tourism seasonality (EC, 2015). In fact, senior tourists represented in 2010 the 17% of all tourists in Europe and the most senior age group (+65 years old) made the 19% of all holiday trips (that is 91 million euros) in 2011 (EC, 2009).

In this context, the Please Let Enjoy a Seniors Experience (PLEASE) project[2] aims to develop a European tourism product concept for senior travellers able to respond to the growing senior tourism demand and as strategy for rural develop-

[1] The European Silver Economy is the part of the economy that concerns Europe's older citizens, including all the economic activities relevant to the needs of older adults, and the impact on many sectors.

[2] Project co-funded by the European Union's COSME Programme (2014-2020).

ment. This product is based on the Abruzzolink model[3], which is an innovative and easy ICT tool for senior tourists and local tourism guides based on Social Networks and the Circular Economy using local resources. It is a dual web platform which allows tourists to book their own complete customised tour directly by keeping in touch with local native professional guides. The product offered is an experience for small groups of tourists that can learn how to choose among a network of more than 80 guides in Abruzzo, and more than 100 tours.

A relevant part of the project was addressed to train local tourism guides and seniors about the model and the use of the related ICT tool to check the transferability and scalability of the tool to other European regions and to detect potential improvements. This paper presents the design and implementation of the two training sessions developed in the project: one for senior tourists and other for local tourism guides.

LITERATURE REVIEW

Tourism has a strong impact on growth, employment and social development in Europe; but nowadays tourism sector faces some main challenges (EC, 2017) – and specific ones related to the adaptation of tourism products and services to older people: seasonality and the growing demand for customised experiences, new products and the growing competition from other European destinations. In this sense, the E C identifies low-season (senior) tourism as a key initiative relevant to the Silver Economy because of its contribution to avoid tourism seasonality (EC, 2015).

In this framework, senior tourism represents a sizeable market (the fastest growing segment in Europe and in most advanced economies), an unconventional generation (a baby boom generation with travel propensity, different from their predecessors, financially secure and with more spare time), and an extremely diverse segment. Thus, PLEASE product concept provides to local tourism guides a new mean to offer their services and opportunity for seniors to travel to rural areas with local experiences.

METHODOLOGY

The project has validated the model in two European countries (Bulgaria and Italy) involving international seniors and local tourism guides. For that, two training activities were designed and implemented before the piloting. Concretely, one per each of the project target groups:

1. Three days training programme for travel guides coming from five countries (Italy, Greece, Malta, Spain, and Bulgaria), that is, two tourism guides per country.

[3] http://blog.abruzzolink.com/

2. Two days training programme for seniors coming from the five countries, that is, eight seniors per country.

The **training for local guides** was designed to improve their professional skills fostering the entrepreneurship at international level for the implementation of the PLEASE product. Concretely the training aimed to (i) presenting the PLEASE project and its added value at European and local level; (ii) giving local guides all the required knowledge to participate in the next steps of the project; (iii) increasing the knowledge of the local tourism guides about senior tourism; (iv) empowering them in the PLEASE tourism product concept; (v) promoting the transferability and scalability of the PLEASE product concept; and (vi) empowering them to train seniors in digital skills related to tourism.

The **training for senior tourists** was designed to accelerate the acquisition of the skills that will allow them to organize and enjoy future transnational travels. Concretely, the training aimed to: (i) presenting the PLEASE project and its added value at European and local level; (ii) letting senior travellers to explore the opportunities that they can pick surfing in the web and taking advantage of new ways of tourism; (iii) empowering them to be able to organise and enjoy transnational travels by using the lessons learnt; and (iv) letting seniors to collaborate in designing the pilot flow to Italy/Bulgaria.

The training programmes where designed by Polibienestar Research Institute (University of Valencia) sided by Abruzzo.com (the creator of the model) and with the collaboration of PLEASE partners (mainly Dependentias because their experience training older people). The methodology used to create the training modules was based on partners' previous experience and on a deep literature review of existing knowledge on senior tourism and concepts related to the PLEASE product (sharing economy, new ways of tourism, etc.). All this information was adapted to the target group of both trainings and to the PLEASE product.

Moreover, two efficacy questionnaires were designed to evaluate the knowledge acquired by both groups and the goals achievement of both trainings (ex-ante and ex-post).

RESULTS

The training took place in different settings:

1. The training for local guides was organised the 15th-17th September 2016 in Mazara del Vallo (Italy); attended by 9 tourism guides.
2. The training for seniors were organised by the trained local guides in their own countries: 28-29h September 2016 in Bulgaria (n=8); 4-7 October in Malta (n=8); 5-6 October 2016 in Italy (n=8); 6-7 October 2016 in Spain (n=8); and 3-4 October 2016 in Greece (n=8).

The structure of the **training modules for the local guides** consisted in 10 sessions combining theory and practice as presented in the Table 1. All the sessions were addressed to have an active participation of tourism guides and to bring closer the model to their own region.

The **training for seniors** was divided in 8 sessions combining theory and practice (see Table 1). All sessions were also addressed to have an active participation of seniors and to break the digital gap of searching tourism products on Internet. The structure presented was adapted in each country to the needs and demands of their seniors.

Table 1. Structure of the PLEASE trainings

	3-days training for tourism guides	*2-days training for seniors*
DAY 1	Presentation of the PLEASE project	Presentation of the PLEASE project
	Why promoting senior tourism? & State of play	The new senior tourist
	Skills and training needs to improve accessibility in tourism services	The Basic PLEASE tourism product model requirements
	The Basic PLEASE tourism product model requirements	New ways of tourism
DAY 2	Replicability of the product concept	Practice: plan your single trip to Abruzzo
	Abruzzolink tool and network	Q&A
	How to Train Seniors	
DAY 3	How to promote an experience using the model? Organisational &Technical part	
	Q&A	
	Practice: how do you promote an experience from your home town?	

Training for local guides (n= 9):

Before the training 6 participants knew the rationale of the PLEASE project and 7 were aware of their expected participation; the training contributed to increase all participants' knowledge about the model and their expected role in the project. All the participants thought that the PLEASE model provides a new product to the tourism sector.

All the participants knew the concept of "senior tourism" and the majority considered it a good market opportunity and a new approach to combat the tourism seasonality. The training contributed to slightly change the opinion of two of them (participants who recognised tourism as a good market opportunity and a new approach to combat seasonality increased from 5 to 7).

At the beginning of the training, two guides declared that they do not normally offer services to senior tourists and they were willing to address their services to them. Participants who declared to normally offer their services to senior tourists also expressed their willingness to improve those services.

The number of participants considering that the model is replicable to other contexts increased from 6 to 8 after the training. Also, before the training 6 participants declared to have the skills to replicate the model, but this number increased to 8 participants after the training.

All participants found useful to train seniors in digital skills for tourism. In relation to the technical capacity, the number of participants that declared to have technical know-how to teach seniors in digital skills decreased after the training from 7 to 6. On the contrary, all participants declared to have the social skills to teach seniors.

Training for senior tourists (n=40):

The training contributed to: a) present the project and its added value at European and local level; b) to understand the model and the expected seniors' role in the project. The number of seniors who knew the rationale of the project, saw the PLEASE model as a new way of tourism and understood their role in the project increased from 20, 28 and 25 before the training to 39, 36 and 38 after the training, respectively.

The training also let seniors knew new ways of tourism (free tourism) and increased their confidence and skills to book their own trips using Internet. Thus, the number of participants feeling themselves able to organise their own trip increased from 19 to 32. The training also increased their willingness to participate in the potential replicability of the model in their regions. Indeed, participants who declared they were willing to act as local host increased from 21 before the training to 30 after it.

Unfortunately, the training did not change significantly their knowledge about other kinds of tourism (6 before the training vs. 8 after it).

CONCLUSION AND IMPLICATIONS

These results provide relevant information to improve the training materials and to deliver its final version. Moreover, those results have allowed partners know about the scalability of the PLEASE product concept in each country of the consortium. The training for local guides fulfils five out of their six objectives and the training for seniors all of them. However, further efforts should be done to empower local travel guides in the technical skills to train seniors and to teach seniors in new ways of free tourism and other kinds of tourism. Finally, based on seniors' comments, there is a common demand of more time for the training that should be also considered in the adaptation of training materials and training structure.

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Experience innovation in tourism: The role of front-line employees

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INTRODUCTION

This paper discusses how front-line employees can play an important role in innovation processes that lead tourism companies from service production to experience creation. The increasing focus on experiential value by customers in general (Sundbo and Sørensen, 2013) puts pressure on service companies to move from functional service production to creating experiences (Pine and Gilmore, 2013). This is also the case in tourism companies. In tourism, most encounters between employees and tourists operate on a service logic (Sørensen and Jensen, 2015). Thus, we suggest there is a value potential in developing such encounters into experience encounters focusing on the co-creation of experiential value. While front-line employees are central for service quality they are mostly not included in systematised innovation processes in tourism companies. These companies are often hierarchically organised and typically do not consider front-line employees to be important innovation agents (Sørensen and Jensen, 2012). However, in this paper, an analysis of an experiment in Tivoli Gardens exemplifies the innovation and value creating potential of involving front-line employees in developing new practices that create experiential value in employee-tourist encounters.

LITERATURE REVIEW

Experience economy literature has emphasised the importance of adding value to products and services by creating related experiences (Boswijk, Thijssen and Peelen, 2006; Pine and Gilmore). Experiences has, in the context of the experience economy, been defined as a mental impact felt and remembered by an individual caused by a personal perception of external stimuli and elaborated via the awareness that people have of earlier experiences and mental needs (such as self-realization) (Sundbo and Sørensen, 2013). Thus, creating experiences is conceptually different from producing services because they aim at creating emotions and memories whereas services aim at helping or solving problems for someone.

While tourism experience is a thoroughly investigated concept in tourism (e.g. Cohen, 1979) the experience economy provides new perspectives on experiences and their production (Andersson, 2007; Mossberg, 2007) and especially a more business oriented one.

While the purpose of tourism is to create experiences, and while encounters between employees and tourists are crucial for tourists, many employee-tourist encounters function on a traditional service logic. They focus on helping and doing work for tourists efficiently and professionally in structured and standardised ways, for example in hotel receptions (Sørensen and Jensen, 2015). It has been argued that by focusing these encounters on experience co-creation, experiential value can result from the encounters. Such encounters have been argued to be characterised by co-creation, flexibility, and on creating emotions and to result in enhanced value for visitors, employees and companies (Binkhorst and Den Dekker, 2009; Sørensen and Jensen, 2015).

Changing service encounters into experience encounters can be considered a particular type of innovation. The role of innovation in tourism has been emphasised (Hjalager, 2010) and so has tourism experience innovation (Eide and Mossberg 2013). Furthermore certain studies have discussed user-based innovation (Hjalager and Nordin, 2011), employee driven innovation and bricolage (Engen and Magnusson, 2015) and service encounter based innovation in tourism (Sørensen and Jensen, 2012) suggesting that employees can also be agents of innovation in tourism companies. However, while front-line employees can be expected to hold an important innovation potential in tourism given the importance of encounters between tourists and employees (Sørensen and Jensen, 2012) these employees are normally not considered important change agents by tourism organisations. This is reflected by that these organizations are designed to manage service standards and quality and such designs do not in general support innovation from front-line employees. However, in what follows we explore and illustrate this innovation potential with a particular focus on experience innovation in tourist-employee encounters.

METHODOLOGY

The analysis is based on a qualitative innovation field experiment carried out in Tivoli Gardens. The aim of the experiment was to investigate how the involvement of front line employees in service encounter development processes could lead to the development of experience encounters generating experiential value.

Tivoli is situated in the centre of Copenhagen and with 5 million visitors pr. year it is the most visited attraction in Denmark. The experiment involved the front-line employees attending the attractions in Tivoli and their middle manager. The manager suggested that because Tivoli has a very high Net Promotor Score (NPS) and rank high also by other service measures, the current 'problem' is how to improve the service beyond a high NPS. The manager expressed a need to think in alternative service terms and practices. He also expressed a belief that this type of development could come from those employees who are in contact with the visitors, recognizing a need to move away from manuals and standards to more freedom to act, encouraging a more curious approach to the interactions with the guests

In collaboration with the manager the experiment was planned to consist of four phases: 1) Observations, 2) workshops, 3) test and implementation and 4) reporting. First, Observations were made of the employees and their interactions with the guests. The researchers made several visits to Tivoli alone as well as with family members. Second, several workshops were held with employees. The workshops included brainstorms, sharing of ideas and solutions (c.f. below). The first workshops resulted in that the employees should test new practices in the implementation phase. At a follow up workshop the experience with these practices should be discussed and further developed

RESULTS

The observations illustrated how the employees focused mainly on service issues, for example of helping and assisting guests entering and leaving attractions, checking tickets, solving problems and on safety issues. In some attractions, employees performed staged standardised entertainment oriented practices such as waving to the rollercoaster passengers when starting the ride. In other attractions, evident possibilities for interacting with visitors remained unused. In one attraction the employee was observed to be alert to what was happening among the guests in the queue (parents and small children) and responded to this for example by joking and building on parent-children ongoing conversations and actions in the queue, relating these to the attraction.

Emotional state	**Examples of visitors**	**Potential for affection**	**Interaction**	**Changes emotional state**
Angry, disappointed, frustrated	Parents with children too young/low for attraction.	Relieve	Explain about danger, show empathy, and suggest alternatives.	Understanding
Low-spirited	Elderly person on his/her own	Lift	Be interested, listen, suggest sights and activities	Touched
Anxious about their children	Parents with children trying attraction	Relieve	Explain about the non-existing danger, suggest solutions (e.g. sit in the middle)	Trusting
Worried	Visitors queuing at scary attraction (1)	Counteract	Inform about safety, move focus, suggest other possibilities	Calmer
Worried 'the fun way'	Visitors queuing for scary attractions (2)	Enhance	Comment and provide 'scary' information about attraction	More worried 'the fun way'
In love	Young couple	Support	Step aside, be gallant	Appreciated
Exited	Group of teenagers	Sustain	Be part of their game, joke.	Acceptance, social appreciation

Figure 1. Examples of guests and ways of interacting. The figure is a result of trying to reduce complexity together with the employees in order to illustrate possible specific interactions while acknowledging the complexity of their working environment.

At the workshops the employees were asked to think of particular types of visitors they meet during their work, both such that show dissatisfaction and those that do not. The employees were then asked to think of or illustrate how to interact with the visitors in ways that create value for them. The task resulted in the identification of various types of visitors. These are not traditional segments but visitors in different emotional states. Furthermore, the result was a number of suggestions on how to create emotional value in interactions with these guests and their emotions. Figure 1 shows examples of visitors and suggestions for interaction.

The workshop illustrated how the front line employees suggested ideas on how to interact with visitors by paying attention to their mood, and then interacting with them in ways to potentially change this mood. Theoretically such a change of emotional state result in experience (good or bad) (Jantzen, Vetner & Bouchet, 2011). Figure 2 illustrates the process.

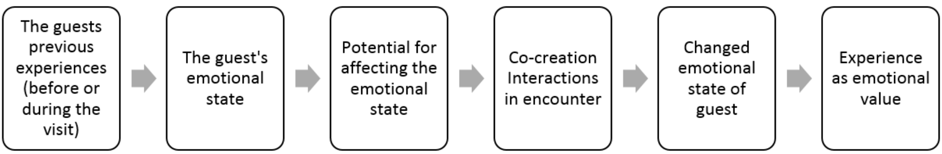

Figure 2. Experiences in employee-visitor interaction

The general idea and practice resulting from the process is that all visitors arrive at an encounter with an employee in a certain state of mind. Any such state of mind can be affected by an alert and experientially intelligent (Baum, 2006) employee thereby creating experiential value. The act of interacting is crucial in this process and it suggests that in unleashing this type of experiential value, standardised procedures are of little value. Instead Figure 1 can be understood as a framework guiding front-line employees in their diverse, flexibly, emotion co-creating interactions with tourists. It is a simple framework aiming at reducing the complexity of guest interactions where one to one, groups, and mass interactions are intertwined and happening simultaneously expressing a diversity of emotions like joy, frustrations, excitement, anger and safety. On the other hand, recognition of the challenge of complexity is part of the common understanding behind the figure.

Thus, the experiment also demonstrated that changing from a service paradigmatic view on the guest-employee interaction to an experience paradigmatic view not only changed the encounters into an experience encounter. It also opened up for new innovations and eventually resulted in a continuous learning and innovation mindset among the employees pointing to the fact that organizational changes are needed to accommodate the value creation and innovations deriving from this change.

CONCLUSIONS AND IMPLICATIONS

The experiment shows how front-line employees can act as creative experts in innovation processes focusing on experiential value creation. This requires a trust-based organisational environment in which (middle) managers have faith in the innovative capabilities of front line employees and an organisational setup in which front-line employees' ideas can be developed and shared. The experiment show how this potential exists even when employees are part time and seasonal employees.

This paper has suggested new strategic approaches to innovation procedures in tourism companies. Involving front line employees in innovation processes becomes central for tourism companies that want to go beyond service production and create new value for the guests/visitors, for the organisation and its employees. At the same time the findings point to the fact that organizational changes are needed to accommodate the value creation and innovations deriving from this change, and that the employees can contribute to and participate in the organizational innovation needed.

Similar experiments in other tourism companies including Copenhagen Zoo and Copenhagen Tivoli Hotel and Congress Center have achieved similar results as those reported in this paper. Thus, we believe the results to be generalizable, at least in the given cultural context.

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Ecotourism intimidations of the probable Dryness of Urmia Lake, North West Iran

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INTRODUCTION

Urmia Lake, located in the north west of Iran, used to be the world's second largest salt water lake with an area of 5,800 km^2 (N 45° 31′ to 45° 19′–E 37° 7′ to 37° 42′). Due to the excessive construction of dams in the Lake basin, and many other reasons (such as misuse and overuse of groundwater and the lack of mechanized agriculture) the volume of water has dramatically decreased and the Lake has almost changed to a desert. There were more than 20 islands during the life of the Lake the biggest of which called *Kaboodan* (3,175 km^2) and *Ashk* (2,110 km^2). The brine shrimp Artemia (*Artemia Urmiana*) was the only living organism in the water. This Lake has always been a popular place for sport and recreation in NW Iran. In addition, the water and mud from the Lake was used as healing treatment for joint problems. Flamingos, pelicans, spoonbills, ibises, storks, shell ducks, avocets, stilts, gulls, and wild sheep were important animals of the islands. However, today their abundance has decreased due to aforementioned reduction of the Lake surface area and water level. This lake has been hosting for more than 20,000 pairs of flamingos and about 200 to 500 pairs of white pelican every winter. All these led to announcement of this lake as one of the international wetlands and biosphere reserves of the UNESCO in 1975).

In addition, Urmia Lake moderated the temperature and humidity of the region and provided a suitable place for agricultural activities. Ultimately, picturesque landscapes and remedial effects of slough of the lake made it an important ecotourism center. Unfortunately, these entire features tend to disappear through these years and shall continue to fade completely if any urgent interference does not take place immediately. A project to build a highway across the Lake was completed in 2008 with the opening of a 1.5 km bridge across the Lake being regarded as an important infrastructure for tourism. Urmia Lake with its diverse natural heritage could be an ideal ecotourism development location. Having all this information about the present conditions of Urmia Lake region, there are threats to the continual and the development of ecotourism in this area. This paper is an attempt to discuss the possible intimidations of Urmia Lake dryness for ecotourism. What are the ideals for ecotourism development in the area? Ecotourism as it is well known, is a form of alternative tourism and must include the following elements: the product is based on nature and its elements, environmental management in the service of a minimal impact, contribution to conservation contribution to the welfare of local communities, environmental education. It is defined as a "purposeful travel to natural areas to understand the culture and natural history of the environment, taking care not to alter the integrity of the ecosystem, while producing economic opportunities that make the conservation of natural resources beneficial to local people. The form of tourism chosen for an area should be compatible with the policy of conservation and protection engaged by the environmental plans. Virgin ecosystems such as those found in Urmia region can potentially become attractive poles for new kind of consumers who flee from the crowded touristic places and who urgently look for untouched nature. Its needs markedly differ from those of the basic touristic customers. Many places in Iran have already been introduced to the international tourists which mainly include historical and also religious sites and cities. Thus for many new tourists who have new demands, visiting the very famous and traditional places might not be touchable any more. They seek new demands and new horizons. Eco-touristic places can be one of these destinies.

Figure 1. Urmia Lake basin in Iran

Ecotourists appreciate direct contact with the natural setting and the local features. They like to wander off the beaten track and favor staying in simple accommodation structures close to the sites of ecologic and environmental interest. Urmia Lake region is one of the places that has historically been experiencing water and precipitation fluctuations for many reasons the most important of which is the over-use of water for traditional irrigation and the construction of at least 36 dams on the rivers flowing to the basin. Focusing on ecotouristic aspects of this area (Table 1) can be a suitable goal for the future planning of the area. The main elements of tourism development in any place in addition to the human and historical perspectives are the natural landscapes, lakes, mountains, caves, springs, and so on. The current status of ecotourism in the Lake area and its consequent drying up have been studied in this paper.

Table 1. Properties of selected wetlands in Urmia Lake region suitable for ecotourism

Wetland	*Ramsar site*	*Protection*	*Issues*
Hassanloo	√	√	Important as reservoir for irrigation water, introduction of fish, recreation
Yadegarloo	√		Drainage, water diversion
Dorgesangi	√		Drainage, water diversion, water quality, agricultural encroachment
Gerdegheet		√	Water allocation from Gadar river, agricultural encroachment
Soldooz			Created wetland, water allocation from Gadar river, water quality
Ghoppy Babaali	√		Water allocation, local use of groundwater for irrigation
Kanibarazan		√	Water allocation, reed harvest, hunting

LITERATURE REVIEW

An extensive research has been carried out on Urmia Lake basin and its ecotourism opportunities and potentials. As the Lake's drying up can be regarded to be a recent problem (the Lake started to get dried almost since 2006), there are not many researches on its dryness impacts. Gogany for example has looked at the fluctuations of the rivers in Azerbaijan area of Iran, with a brief glance at Urmia Lake basin's rivers. Afshar Sistani (1990) was one of the earliest researchers who studied Urmia Lake basin in detail. Heydari (2013) can be regarded as the first author who tried to sum up negative impacts and consequences of Urmia Lake dryness in the area. Zarghami (2011) studied the managerial aspects of Urmia Lake as a main water reservoir. Hassanzadeh, et al. (2011) have used a dynamic modelling technique to determine the main causes of Urmia Lake decline. Also DOE of Iran has published a research project about Urmia Lake challenges indicating factors resulting in the water level changes of the Lake. The figure shows the magnitude of changes in the basin water cycle. Scott (2001) studied the birds distribution over the Lake area. Karbasi, et al. (2010) take into account the desalination problems arising from deslanation of the Lake and their effects on ecological features. Hosseinpour, et al. (2010) try to overview the death of the Lake and its different impcats on the area. The ecotourism impacts of the Lake dryness have not studied utterly in the exsiting literature.

RESEARCH AND DATA INFORMATION

Urmia Lake used to be a main ecotourism area before disapearance. The Lake level has dropped sharply since 1995s and although some researchers have been trying to see the climatic aspects of the water level reduction and relating it to the droughts and other climatic effects (see for e.g. Jalili et al. (2011), the reduction of the Lake surface of already as large as 6100 km^2 has been dramatically fallen and has generally been declining and it was estimated from satellite data to be only 450 km^2 in August of 2015 (Landsat data). As mentioned the decline is generally blamed on a combination of drought, increased water diversion for irrigated agriculture within the lake's watershed and mismanagement, although the role of droughts and climatic elements have not been as important as human factors. We have used descriptive data-based records for the analysis to show the importance of the drying of the Lake and its role on ecotourism as one of the main economic features of the region.

Figure 2. Urmia Lake shrinkage: Left (1998), Right (2014) (Photo by Kaveh Madani).

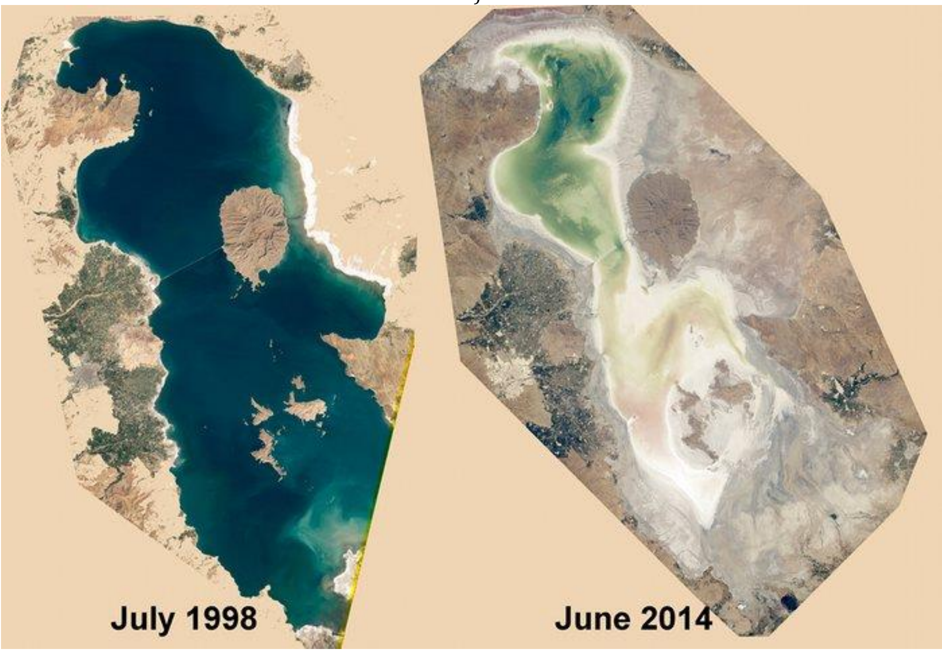


Figure 3. Overlaying multiple records of the Lake's surface elevation shows that sometime around 2008, Lake Urmia declined below any point in the past 100 years of recorded lake levels and well below the long term average. (Source: UNEP Global Environmental Alert Services (GEAS)

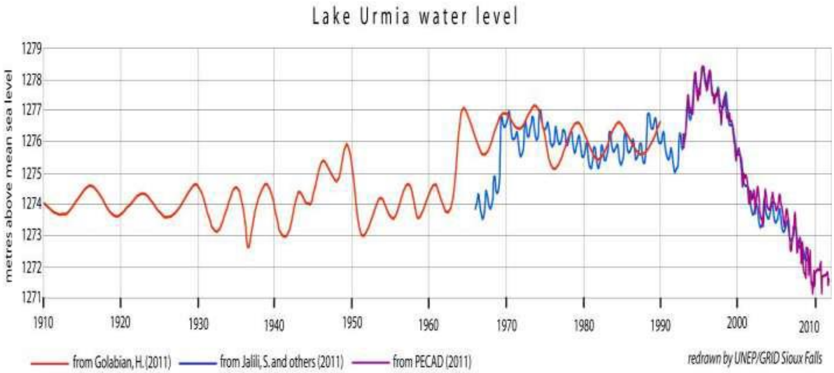
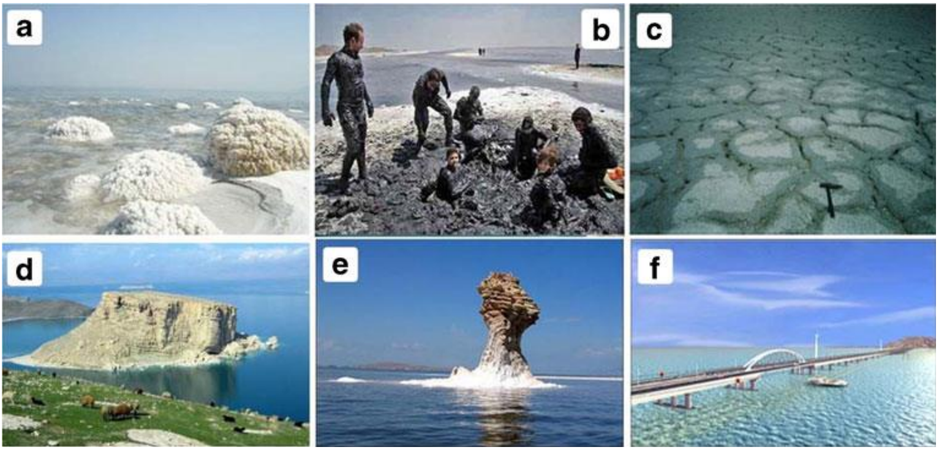


Figure 4. Urmia Lake disappears.

ISNA/PHOTO:NAVID JADIDOLESLAM

Figure 5. Some of the ecotourism attractions of Urmia Lake. A: Salt assemblage along the coast. B: Mud therapy (along the coast). C: Mud cracks along the coast. D and E: Small islands. F: Bridge of Urmia Lake (Source: Mehdipour, et al. 2012).



Reduced water volume in the lake has already concentrated the existing salts to 300 g/L or higher in many locations. Sodium chloride concentrations much over 320 g/L are believed to be fatal to the Lake's brine shrimp. Optimal conditions for *Artemia Urmiana,* which was the only living organism in the water, appear to be at salt concentrations well under 200 g/L and as salinity raises much above this level, there is a measured negative impact on growth rate, reproduction and mortality.

CONCLUSION AND IMPLICATIONS

Current or future tourist trade focused on the bird populations, ecological features, the Artemia, and the natural beauty of the surrounding wetlands of the region would likely also decline if the Lake continues to demise. Salt storms are now on the way and Urmia and Tabriz cities are already threatened by similar dust and salt storms during the recent years. Apart from ecotourism prospects the agriculture, irrigation, the village's lives, and many more are and will be affected by the event. Maybe as Pengra et al. (ibid. 2012) mention, reducing the amount of water diverted for agriculture, domestic and industrial use, or at least curtailing the growth in these water uses, may help stop or slow the decline of Lake Urmia. Also the type of agriculture should be shifted from traditional methods to mechanized and modern techniques. The construction of over 36 active dams on the rivers flowing to the Lake has resulted in hazardous conditions for the area, and can be regarded as the most imperative reason of the Lake disappearance. The other widely suggested solution is to divert water from elsewhere to make up for the lost water volume no longer reaching the lake. A few possible sources have been put forward including the Zab River, the Aras River and the Caspian Sea. Interbasin transfer of water may be the solution which holds the most promise of rescuing Lake Urmia, due to the large volume of water that would be needed (Pengra, ibid. Page 9). Final comments could be quoted from Micklin, et al. (2014), who believe saving Lake Urmia is indeed an urgent necessity of the highest order; the current condition of Urmia is a crisis on a massive scale and it is on the verge of becoming an ecological tragedy of enormous proportions. All people need to come together and solve the crisis, and in the process everyone involved will be elevated in terms of their physical, emotional, economic and spiritual status. By joining together to solve this huge crisis all people involved, all of them can contribute in a significant manner and in the process extract great meaning and value out of their efforts and their lives.

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Halal tourism development in Iran: Prospects and challenges

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INTRODUCTION

Globally, the Muslim population is growing and if current trends continue, Muslims will make up 26.4% of the world's total projected population of 8.3 billion in 2030 (PewResearchCenter, 2011).This worldwide growth of the Muslim population in the middle class and younger population has meant that Muslim tourists are becoming a significant segment within the global travel and tourism sector (COMCEC, 2016). According to the latest statistics total Muslim tourist arrivals were 116 million in 2014 and Islamic republic of Iran, in spite of having 7th rank in terms of Muslim tourist arrivals with 4.1 million total Muslim tourist arrivals, was in the 11th rank in terms of Islamic and Halal tourism receipts with US$ 942.5 million recorded in 2014 (COMCEC, 2016).

Sub-optimal place of Iran in Islamic and Halal tourism market as one of the most important Islamic countries ,its low share of this highly profitable market in spite of possessing maximum Muslim population and an Islamic government with high compatibility of this type of tourism with its sociocultural and religious values and norms, depicts the importance of this newfound type of tourism as one of the most appropriate options for tourism industry development in Iran and necessity of paying attention to its high potential in this countries tourism planning and policy making process.

LITERATURE REVIEW

Halal is the Arabic term for permissible. In Islamic terms, it means permissible according to the rules of Islam. It is most frequently referred to in regards to food, but it includes any type of action permissible in Islam (Crescent Rating, 2015).

There is a challenge to identify the right terminologies as well as the proper clarification Halal tourism concept. At the moment the most commonly-used terms are 'Halal tourism 'and `Islamic tourism' (Battour&Ismail, 2015).

Halal tourism integrates more religious conservative motivations, which try to valorize a conservative Islamic lifestyle and underline its incompatibility with Western type of tourism practices, which dominating the modern tourism industry. The demand for halal resorts, hotels or transportation reveals the reluctance of religious conservative families and individuals to travel in liberal or Western style locations and the condemnation of travel behaviors regarded as un-Islamic (Sriprasert et al., 2014).

METHODOLOGY

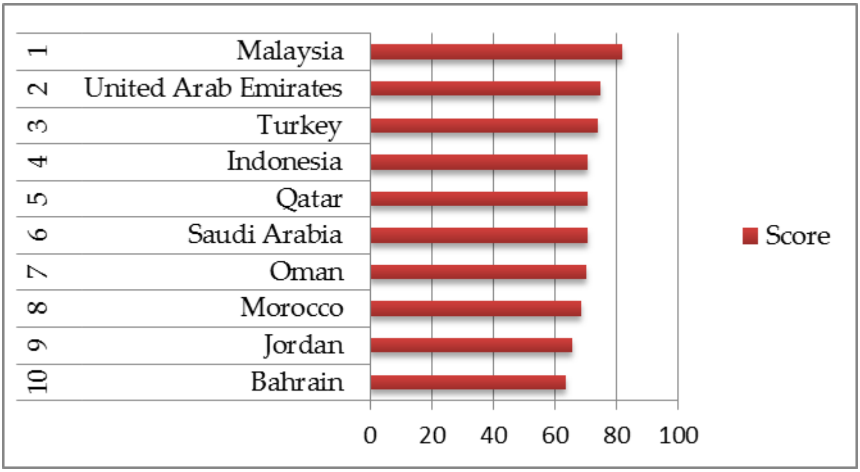
This study adopts a desk-based case study approach. The research method is descriptive-analytical and the data were collected by referring to books, articles and electronic resources.

Tourism in the Organization of Islamic Cooperation (OIC) Countries

The Muslim travel market continues to be one of the fastest growing segments in the global travel industry (MasterCard & Crescent Rating, 2016).An increase of travel to, from and within the 57 member countries of OIC may have significant impact on economies around the world (UNWTO, 2017).In 2015, it was estimated that there were 117 million Muslim international tourists. This is projected to grow to 168 million by 2020, where the travel expenditure by Muslim tourists is expected to exceed US$200 billion (MasterCard & Crescent Rating, 2016).

According to the latest Global Muslim Travel Index (GMTI) results, it is the sixth year that Malaysia has ranked number one having topped the previous rankings since 2011.Malaysia has consistently been able to maintain its standing amongst the main three themes of family-friendly holiday and safe travel destination, Muslim-friendly services and facilities at the destination, Halal awareness and destination marketing. United Arab Emirates has overtaken Turkey to take the second spot, while Indonesia has improved its ranking to move to 4th place (MasterCard & Crescent Rating, 2016).

*Figure 1.*Top 10 OIC Destinations, 2016



Source: MasterCard & Crescent Rating, 2016

Tourism in Iran

Iran is located in the Middle East region; it has an area of 1,648,195 km^2 and a population of around 78 million. Although, the history knows Iran as one of the world's oldest civilizations (Heydari Chianeh, 2016).

Figure 2. Map of Iran

Researching Iran's tourism development is a Herculean task. Its vastness, complicated structure, highly unique model of its political structure, lack of ready available data as well as minimal attention to build data bases, and the lack of awareness of tourism per se (Alipour & Heydari Chianeh, 2005).Iran's tourism industry has been constrained by political and economic factors in the past but with the recent change in the geopolitical landscape a better future is envisaged (Heydari Chianeh, 2017).

The majority of incoming tourists in Iran are religious tourists visiting the notable Shia shrines of Imam Reza in Mashhad city and his sister Fatima in Qom city(Heydari Chianeh, 2017).The latest statistics indicate that Iran received about 5,237,000 international tourist arrivals in 2015 (UNWTO, 2016). In the light of the problems faced by Iran due to its image, this growth is of special significance. (Heydari Chianeh, 2017).

Table1. Tourism Trends of Iran and South Asia Countries, 2010-2015

Destination	*International Tourist Arrivals (1000)*				*International Tourism Receipts (US$ million)*			
	2010	*2013*	*2014*	*2015*	*2010*	*2013*	*2014*	*2015*
India	5,776	6,968	7,679	8,027	14,490	18,397	19,700	21,013
Iran	2,938	4,769	4,967	5,237	2,438	3,076	3,483	...
Sri Lanka	654	1,275	1,527	1,798	576	1,715	2,431	2,981
Maldives	792	1,125	1,205	1,234	1,713	2,335	2,696	2,567
Nepal	603	798	790	555	343	438	487	481
Pakistan	907	565	965	...	305	288	283	315
Bangladesh	303	148	125	...	87	129	153	148
Afghanistan	...	...	...	...	86	151	84	...
Bhutan	41	116	133	155	35	63	73	71

Source: UNWTO, 2016

Halal Tourism Potentials in Iran

The population of Iran is mainly Muslim (Shia), but there are small communities of Christians and Zoroastrians as well as Jews (Heydari Chianeh, 2017).The values and norms ruling in Iran ass an Islamic country have shaped and evolved the nature, structure and foundation of this countries tourism industry based on Islamic and Halal principles.

Halal foods and beverages, prayer facilities, water usage friendly toilets, Ramadan (the month of fasting for Muslims) services and facilities, facilities with no non-Halal activities, recreational facilities with privacy and family-friendly activities such as shopping, sightseeing and theme parks, are the main and fundamental needs of Muslim tourists during their travel and providing these services and facilities is the primary priority of tourism service suppliers in Iran.

Figure 3. Key Faith-based needs of Muslim Tourists

Source: MasterCard & Crescent Rating, 2016

Any Muslim tourist is able to access to Halal foods and beverages in Iranian hotels, restaurants, airports and adjacent to the various tourism attractions since entrance until leaving with less effort and without any problem. Prayer rooms in hotels, lodgings and adjacent to the main tourism attractions alongside glorious mosques with exalted Persian architectural style provides prayer facilities for Muslim tourists in a desired space and also they can stay at Iranian hotels without any concern about non-Halal activities and non-Halal foods or beverages.

Providing specific services for Muslim women in Iran such as separate restrooms and swimming pools, the high Priority of Hijab (Islamic dress) also prohibition of non-Islamic dress as a norm, provide this possibility that they enjoy their attendance in residential and recreational places and modern shopping centers with full security feeling and without any problem or concern.

Muslim-friendly tour packages provided by Iranian travel agencies include providing Halal foods, prayer facilities and accommodation that is better suited for Muslims also providing specific services for Muslim tourists during Ramadan, holding specific religious festivals such as Eid al-Fitr (marking the end of Ramadan) Eid al-Adha (feast of the sacrifice or the Hajj festival) and Ashura (the 10th day of Muharram in the Islamic calendar) are the main privileges of Iran for developing its Halal tourism industry.

CONCLUSION AND IMPLICATIONS

Nowadays, some countries such as Malaysia, United Arabic Emirates and Turkey have perceived the importance of Halal tourism market more than the other OIC Member Countries and they have increased their share of international tourism market and have been identified as Halal tourism pioneers by providing Halal foods and beverages, prayer facilities, Ramadan services and facilities, facilities with no non-Halal activities, recreational facilities with privacy and family-friendly activities.

Islamic republic of Iran as one of the most important Islamic countries has undesired place in Islamic and Halal tourism market in spite of having high potential in this type of tourism and this Sub-optimal place can be referred to lack of proper planning and control, inattention to tourism industry as a sustainable income approach, lack of proper branding and marketing process and some infrastructural problems such as poor transportation system and lack of standard hotels.

According to some main factors such as government and policy, percentage of Muslim population and sociocultural values, undoubtedly Islamic and Halal tourism is the best option for development of tourism industry in Iran and tourism industry decision makers in Iran can actualize their countries Halal tourism potentials and also increase its low share of this highly profitable market by offering short-term and long-term plans and polices in the form of renovation and immunization of transportation system, proper branding and marketing and development of their tourism infrastructures.

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Guests are drivers and data is fuel: What about hotels?

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INTRODUCTION

Accommodations as a vital sector of tourism supply and "the largest and most ubiquitous subsector within the tourism economy" (Sharpley, 2000: 275) over the past few years, has been shaken up by the sharing economy (Whitlock, 2015). In addition, by increasing the number of hotels which are enter to the market, competition is rising to get more share or even maintaining the current share. "Delivering superior customer value and satisfaction is crucial to firm competitiveness" (Deng, Yeh, & Sung, 2013, p. 134). Accordingly, satisfaction has received significant attention form both scholars and practitioners (Agyeiwaah, et al., 2016).

Web 2.0 and review websites make it easier for customers to share their opinions. Actually by offering some motivations introduced new culture as a "participatory culture" (Jenkins & Deuze, 2008, p. 7). In opposite of traditional tools, today customers are more willing to share their experience on social medias and actively participate in contribution and producing information (Aaron Alan & Jacobs Henderson, 2013). Hoteliers can use customer review in order to better understand them and improve hotel performance.

While the most of the previous study on mining the satisfaction and dissatisfaction factors in accommodation setting were focused on creating a big picture); It seems that this overall picture may help each hotels separately. Accordingly, by analyzing the user-generated content in Tripadvisor, this study aims to offer more practical results for all of our samples. In order to do that, in addition to big picture the antecedents of satisfaction/dissatisfaction for each hotels is identified. The sample include 10 hotels in Mazandaran providence of Iran.

LITERATURE REVIEW

Many studies have been conducted over last two decades regarding the hotel guest's satisfaction/dissatisfaction factors (e.g. Chu and Choi, 2000) and customer satisfaction (e.g. Wu et al, 2009). Plenty of factors were been determined in these studies. From classic studies of hotel guests' satisfaction, Chu and Choi (2000) run an analysis to find out factors influencing of business and leisure travellers in the context of Hong Kong hotels. They highlighted that Service Quality, Business Facilities, value, room and front desk, food and recreation, and security were important factors for both business and leisure travellers. Choi and Chu (2001) also found seven hotel factors that were likely to influence customer choice intention. These factors were 'staff service quality', 'room qualities', 'general amenities', 'business services', 'value', 'security' and 'international direct dial facilities'. Among these factors 'staff service quality', 'room qualities' and 'value' were the three most influential factors in determining travelers' overall satisfaction levels and their likelihood of returning to the same hotels. Further, in an investigation into the perceived importance of service and facility attributes to hotel satisfaction, many factors categorized on three main component physical facilities, service experienced and services provision were identified (Shanka & Taylor, 2004)

EWOM

The importance of Word of mouth (WOM) and brand ambassadorship has been widely recognized in the existing literature (e.g. Simpson & Siguaw, 2008). WOM intentions refer to "informal, person-to-person communication between a perceived non-commercial communicator and a receiver regarding a brand, a product, an organization or a service" (Harrison-Walker, 2001, p. 63). Word of mouth are ranked the most important information source or a process of conveying information when a consumer is making a purchase decision (Litvin, et al, 2008). Buttle (1998) argued that WOM can be mediated by electronic means. Electronic word of mouth (EWOM) defined by Westbrook (1987) as all informal communications directed at consumers through Internet-based technology related to the usage or characteristics of particular goods and services, or their sellers.

METHODOLOGY

In this study text mining was applied, which is a trying to extracting useful, meaningful information (Emmanuel Cookey, Da rnsawasdi, & Ratanachai, 2017) from unstructured data. It is consists of two steps: text preprocessing (e.g. tokenization, stop words removal, stemming) and knowledge extraction (Kumar & Ravi, 2016). By text mining we are going to answer the following questions: What are the customers talking about? Where are the reviewers located? What are the antecedents of customer satisfaction/dissatisfaction?

The data for this study was collected from the third-party website www.TripAdvisor.com, which is "the most popular social-media website that contains travel-related content" (Kladou & Mavragani, 2015, p. 189). By December 2016, based on tripadvisor fact sheet, the site claimed to have "390 million unique monthly visitors, 435 million reviews, and 48 markets worldwide (TripAdvisor, 2016). By selecting database, data collection was started in November 20, 2016 using a two-step process. Firstly, by using of tripadvisor search, Mazandaran was searched and then results were limited to hotels. Based on this, 154 customer reviews and 10 hotels were obtained. In the second step, by using the trial version of import.io which is a tool for "web scraping"(Boeing & Waddell, 2016, p. 1). The needed data were extracted and exported to specific spreadsheet of each hotels in Microsoft excel. Exported data includes seven data fields, namely, location, Quote, viamobil-web, description, date of posting, traveler ID, and travelers' Badget (number of reviews).

In order to finding antecedents of satisfaction and dissatisfaction, due to the length of description (14568 words & 1032 sentences) and quote fields (908 words) they were exported to Microsoft word. In this step, positive and negative opinions related to the hotels attributes were identified. By removing "stop words" (including trivial words such as "and," "the," "is," "are"), the singularization of words and converting words to small caps, a word list of antecedents were finalized. These term reduction process eventually resulted in a word list that consisted of 403 terms for satisfaction and more than 350 words for dissatisfaction for all hotels. Finally, term frequency was counted by www.online-utility.org which allows to find the most frequent phrases and frequencies of words. By finalizing term frequency, they were visualized by "wordle.net".

RESULTS

This question is to design the big picture. Actually, by this question we are going to find out what customers talk about hotels. As figure 1 shows, most of the customers are talking about '*Hotel 330*' '*room 199*' '*staff 61*' '*breakfast 70*'.

Figure 1. The big picture of what customers talk about

- ***Where are the reviewers located?***

By this question we are going to show the main geographic markets for hotels in Mazandaran Market segmentation, involves dividing the a complex market into segments or groups which have similar needs, wants, or demand characteristics (Kannisto, 2016). Geographic, demographic, psychographic and benefit oriented are four main way of segmentation. In a heterogeneous tourist market, segmentation is an important part of business strategy to direct attention on the most advantageous group(s) (Neuts, Romao, Nijkamp, & Shikida, 2016).

As figure 2 shows, reviewers or hotels customers were mainly from Iran (Tehran). Additionally, travelers from various countries such as: USA, UAE, England, Canada, Australia, and etc. have been shared reviews about their stay.

country	*Number*
Iran	*83*
Usa	*10*
Uae	*9*
England	*6*
Canada	*5*
Australia	*4*
Netherlands	*3*
Germany	*3*
Switzerland	*2*
Russia	*2*
Oman	*1*
Qatar	*1*

Figure 2. Reviewers' geographical location

- **What are the antecedents of customer satisfaction?**

[Table 1](#) shows the influential factors that determine positive reviews (customer satisfaction). According to this table "location" with 99 times "room" with 53 times and “staff” and “restaurant” with 40 times are among top mentioned terms which guests have been shared about their experiences.

Mazandaran is the “special geographic location of the province, between the high mountains of Alborz and Caspian Sea beach, has created a unique environment” (Mosammam, Sarrafi, Nia, & Heidari, 2016). Placing “location” in the first rank shows that hoteliers effectively have been used the environmental richness in the construction of hotels. Reviews such as “excellent location, delightful view, nice surroundings awesome-view, beautiful-landscape, birds-songs” can be good evidences. Accordingly, it can be said that location is one of the most influential factors that affect the reviewers’ satisfaction.

Following by location, room was placed in the second rank. In this relation, cleanliness, design, view, and room services and facilities, were repeatedly mentioned in the reviewers' comments.

“Staff” and “restaurant” with 40 times were other important contributors in the customer satisfaction. Hotel reviews can shed light on the staff behaviours that were perceived pleasing or unpleasing by guests. Guests are tend to generalize an act of a staff to all. Accordingly, generally in the reviews use plural form of staff(s). Friendly, helpful, well-mannered, experienced, and polite were the most used words to describe the satisfaction with hotel staff.

Restaurant was another important determinants of customer satisfaction. Reviewers labeled it as “Delicious-breakfast”, “Tasty-food”, “colorful food”, “restaurant-Amazing-view, “Food-variety”. Breakfast was mentioned the most in the reviews related to restaurant. It can be related to this reason that often stay in a hotel includes breakfast as part of the package.

Table 1. Positive reviews of customers

Hotel	*Review*	*Satisfaction Antecedents*	*frequency*	*Example*
Ramsar Azadi Hotel	52	1. Location	33	Excellent Location, Delightful View, Nice Surroundings
		2. Historic-Value	23	Brilliant History, Museum, Historic Hotel
		3. Staff	19	Friendly, Helpful, Well-Mannered
Salar	39	1. Location	33	Awesome-View, Beautiful-Landscape, Birds-Songs
		2. Room	25	Clean- Room, Good-Room, Quiet-Room
		3. Restaurant	21	Delicious-Breakfast, Food-Variety, Amazing-View, Tasty-Food
Khazar	18	1. Location	11	Peaceful, Perfect Landscape

Parsian Azadi Hotel		2. Staff	7	Experienced Staffs, Polite Staff
		3. Restaurant	5	Lovely Breakfast, Fantastic Restaurant
Forest Resort	17	1. Location	17	Wonderful Scenery, Great View Mountain-Sea,
		2. Tele Cabin	10	Very Excitement, Amazing, VIP Access For Hotel Guests
		3. Room	7	Good Room Services, Beautifully-Furnished, Good-Facilities
Badeleh Hotel	10	1. Staff	6	Polite, Fine
		2. Room	5	Very Wide- Clean
		3. Restaurant	5	Delicious Breakfast, Colorful Food
Morvarid Khazar Hotel	10	1. Restaurant	8	Nicely Designed, Good Food, Good Quality
		2. Room	6	Perfect- Decorate, Clean-Good Facilities
		3. Staff	4	Polite, Kindly, Helpful
Sweet Dream Hotel	3	1.Staff	3	Speaking English Well - Friendly, Polite
		2.Bed	2	Comfortable Bed
		3.Room	2	Clean, Beautiful
Bam-e-Sabz Hotel	2	1. Location	2	Mountina-Caspian Sea View,
		2.Restaurant	2	Fabulous-Local-Food- Free-Breakfast
		3.Wi-Fi	1	Free
Lilium Hotel	2	1.Room	2	Clean,
		2.Staff	2	Friendly,
		3.Location	2	Good
Neyestan Hotel	1	1. Room	1	Spacious, Modern
		2.Location	1	Near Sea
		3.Facility	1	Parking
Main antecedents				

What are the antecedents of customer dissatisfaction?

The main determinants of customer dissatisfaction were restaurant with 41 times, WI-FI with 28 times and room with 24 times. Same as the satisfaction, restaurant and room were among top mentioned terms (Table 2).

“Fixed menu for 3 days”, “expensive”, “very simple breakfast” and “limited breakfast” toward restaurant and “Smelled”, “old-furniture”, “quite small” toward room were the main source of negative reviews or customer dissatisfaction.

The problems related to the internet “WI-FI” were another root of customer dissatisfaction. They are range from “unavailability of free Wi-Fi”, “sooo slowwwww”, and “one device in each room can connect

Table 2. Negative reviews of custome

Hotel	Dissatisfaction Antecedents	Frequency	Example
Ramsar Azadi Hotel	1. Restaurant	17	Need Remodeling, Fixed Menu For 3 Days
	2. Room	14	Smelled- Old-Furniture, Paint Chipped
	3. Wi-Fi	13	Disaster, Terrible, Not Working In Room
Salar	1. Wi-Fi	14	Poor, Sooo Slowwwww, One Device In Each Room Can Connect
	2. Restaurant	10	Expensive, Very Simple Breakfast, Food Quality Was Very Bad
	3. Staff	2	Low Level Staff Not Kind & Fast- Language
Khazar Parsian Azadi Hotel	1. Location	11	Peaceful, Perfect Landscape
	2. Staff	7	Experienced Staffs, Polite Staff
	3. Restaurant	5	Lovely Breakfast, Fantastic Restaurant
Forest Resort	1. Restaurant	3	Too Bad, Limited Choice
	2. Noise	2	Cable Car Noise

	3. Room	2	No Extra Services For Extra Person- No Sound Insulation
Badeleh Hotel	1. Restaurant	4	Limited Breakfast, Basic
	2. Room	3	A Bit Dirty, Old
	3. Location	3	Remote Area, Far
Morvarid Khazar Hotel	1. Room	3	Quite Small, Not Good Furniture
	2. Beach	2	Plastic Bottles, Very Poorly Maintained
	3. Value For Money	2	Motel Level Stay, Not Matching The Received Services
Sweet Dream Hotel	1.Information	1	Inaccurate Information
	2.Wi-Fi	1	No Wi-Fi
	3. Toilet	1	No Toilet Paper
Bam-E-Sabz Hotel	1. Bathroom	1	Very Small
	2.Access	1	Limited To When The Tele Cabin Works- Extra Charge For Access
	-	-	-
Lilium Hotel	1.Nois	1	Neighbors And Housekee-ping Would Keep You Wi-de Awake
	2. Room	1	No Clothes Racks Or Hooks
	3.Restaurant	2	Fixed Food For 9 Days
Neyestan Hotel	-	-	-
	-	-	-
	-	-	-

CONCLUTION AND IMPLICATIONS

The current study aimed to examine the factors and sources of customers' satisfaction and dissatisfaction with ten hotels of Mazandaran province. The text-mining technique of TripAdvisor reviews was applied. The results suggest some common factors for satisfaction and dissatisfaction. It can support previous studies (Chen, Lu, Gupta, & Xiaolin, 2014) which find out that customer satisfaction and dissatisfaction can coexist. Accordingly, it can be said that those factors (e.g. room&restaurant) that make customers satisfied, have potential to may also make them dissatisfied if they are not provided or not properly delivered. In addition to room and restaurant that were the main source of satisfaction, location and staff were also determined. This is in line with Zhou, et al. (2014) who classified the sources of customer satisfaction in hotels into six main groups: room, hotel (e.g., public facilities), food, price (value for money), location, and staff.

By growth of the internet penetration and facilitating of communication by smart phones and apps, before, during and after of tourism experiences, travelers are used to applied the internet. For example, in our study around 85 percent of review were done by TripAdvisor app. In this situation that it can be said that "customers are mobile"(Dmitriy Slinkov, 2014, p. 6), most travelers consider free Wi-Fi as the important factor in choosing a hotel (Niall McCarthy, 2015). Accordingly, lack of WI-FI and its related problem can make customer dissatisfied, same us our samples.

Finally, while customers by using of social Medias, smart phones, co-created data, and review based websites are empowering and are going to be driver of the market, hoteliers by using of data can optimize their service and products. In addition, by actively reply to the customer reviews can direct, drivers to their hotels.

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The sustainable image and fidelity towards a tourist destination: A foreign tourism perspective

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INTRODUCTION

The care and preservation of the environment is a tendency that has taken over the markets, benefiting sustainable development. The government's participation, private initiative and local community has been taken into consideration. That's why the sustainable marketing has become the tool that allows tourist destination managers to attract and generate loyalty to market niches integrated by ever more demanding tourists and with a high sense of responsibility with the care of the environment. The destinations that have a positive image in environmental terms are more attractive and tempting, adapted to the changes generated by the new tendencies of the tourism market. The empiric part of the research was carried out in Acapulco, one of the most important tourist sun and sand destinations from the state of Guerrero, Mexico. It's about a mature destination that has a great potential of natural resource and a wide touristic infrastructure located on the pacific coast, it has more than 62 kilometres of beach. In this destination 355 days of sun a year are guaranteed, with a 75% of environmental moisture and an average of 28° Celsius degrees, all this have made it deserve acknowledgment by the national and international tourism. In this sense, a cognitive scale is proposed, based on the three points of sustainability (economic, social, and environmental), to analyse the perceived sustainable image of the touristic destination and its relation with the fidelity toward itself, from the perspective of the international tourism.

LITERATURE REVIEW

In a world where the natural resources seemed endless, the current environmental conditions have showed that they are not only endless, but also, they are at risk of running out for the indiscriminate use of them (WWF, 2016). These current environmental circumstances, have originated a tendency based on the importance of respecting, caring and preserving such resources, more than a tendency it is a need for the survival of the human being and for any activity that is carried out. In this context, the sustainable marketing has become a key component for the tourist industry, because it allows tourist destination managers the development of strategies through the application of green policies for the right and careful management of the resources, achieving a more responsible consumption, not only attracting new consumer segments, telling the difference between its competence, achieving a positive image projection in terms of sustainability, also contributing the increase of the clients loyalty, guarantying the competitive survival and success of the tourist destination (Bonacic and Morales 2011, Ibarra, Medina, Valdez, Martínez, 2015).

When it is talked about a sustainable destination, there should be a sensible balance in the economic, social, and environmental areas that allows the survival of the place with a model of life, health and well-being of the locals in the long run. So, the inclusion and participation of the local community in the planning and development of the tourist activity of a destination is fundamental, guarantying the well-being and satisfaction that also will lead to have a positive attitude toward the tourist activity itself and the tourist (Vargas, Sánchez, Porras-Bueno and Plaza-Mejía, 2011).

Nowadays, the perception of a sustainable tourist destination image is fundamental, so that besides being perceived as a responsible destination in terms of environmental care, it stands out as more attractive and appropriate to the changes generated to the new needs of the tourism market, determining their capability to attract and retain tourists (Sanz, 2007). That's why that the literature of the sustainable marketing suggests the importance to analyse the environmental factors that can contribute to the tourist's image creating, in which they perceive a destination as sustainable; whether it can be positive or negative after experiencing. They provide significant information that will allow destination managers of the tourist activity to keep a good image or for that matter improve it (Gómez, García and Molina, 2013).

In this context, the image of a destiny should be studied through its cognitive and affective dimensions that it is comprised of, such as the best way to get better results when measuring it. The cognitive dimension refers to the mental process that involves searching, analysing and processing of information or the obtained data. The affective part is the one that is showed through the emotions that are created through the experience lived that involves exciting and relaxing feelings. The image that is created is a consequence of the elements that intervene (ideas, impressions, beliefs, and more) in relation to the destination and is a subjective concept, supposing a bond between the images or the reality surrounding the individual and the emotions. When the experience in the destinations is positive or higher than expected, the tourist assumes a repetitive visit attitude and keeps a favourable opinion of the tourist destination (Bigné et al. 2000).

The tourist's loyalty misses a deep commitment with the favourite destination; therefore, creating repetitive visits despite marketing efforts as potential factors able to cause a change in attitude. It means that it will be less vulnerable to more competitive offers apart from the intention of recommending the experience to others (Oliver, 1997; Chi and Qu, 2007). based on what was previously exposed, the following contrasting hypotheses are presented:

- H1: A direct and positive relation exists between the cognitive and affective dimension of the sustainable tourist destination image.
- H2: a direct and positive relation exists between the cognitive dimension of the sustainable tourist destination image and the tourist's loyalty.
- H3: a direct and positive relation exists between the affective dimension of the sustainable tourist destination image and the tourist's loyalty.

METHODOLOGY

Quantitative research character; structured Questionnaire with Likert scale type and differential semantic of 5 positions. The cognitive scale of the image was constructed with 50 items in 3 dimensions and the affective with four items. The scale of loyalty with four items. To test the proposed hypotheses, a structured questionnaire was administered to international tourists of different nationalities who were visiting Acapulco, Guerrero, México. The questionnaire used for the survey interviews was translated into three different languages, and was administered in the winter season of 2016 and the beginning of the spring season of 2017. Was not performed distinction between first-time and repeat visitors. The convenience sample comprised 319 tourists of which 304 were usable. The interviews were held on different days, in several places and at different times to ensure an adequate sample distribution

RESULTS

In the descriptive analyses of the sample; Some 55.6% of those surveyed were Canada residents, 29.3% resided in USA and the remaining in several countries. Most the visitors were between 45 and 64 years of age (approximately 49%). Most of those surveyed had a university education (53.6%). Remunerated job (60.6 %). Mostly married (80.6%). Arriving in aerial transport (77.3%). mostly more than 16 days stay (50%). staying at hotels accommodations (59.5%). first-time visitors (9.5%). of the variables; the more valuable attributes are: 'good weather' (4.46), 'flora and fauna as well as a natural beauty landscape is offered' (4.18), 'one can find local and regional crafts' (4.17), 'there is a nice city view' (4.13) and, 'the environmental culture is being promoted' (3.03). on the other hand, the weaknesses are: 'there is a well economic status perceived of the local community' (2.89), 'non-polluted clean energies are used' (2.88), 'the policy of separating residues in the garbage is being used' (2.86), 'there is a high level of income and quality of life' (2.84), 'there are job opportunities' (2.82) and, 'Green Businesses are increasing' (2.80). the analyses of the affective image dimension are positively emphasized, destinations as: relaxing (4.50), enjoyable (4.44), nice (4.43) and exciting (4.37) and the loyalty shows a positive tendency.

Prior to testing the proposed hypotheses, a principal component analysis was carried out to determine the number of dimensions comprising cognitive image, given that cover a diverse range of issues relative to the sustainable destination. Finally, to guarantee the validity of the results, the Cronbach's Alpha coefficient cognitive scale (0.904) and each of its dimensions were calculated: economic (0.816), environment (0.813) and social (0.715), likewise, the affective (0.827) and the loyalty (0.907). The KMO test results was 0.822 and the Barttlet sphericity test .000. The overall fit indicators were within acceptable ranges to work with the scales.

Subsequent analysis of the cross tables revealed the relations showed values of P under to .05, Where the best evaluation in the cognitive and affective scales, show a relationship of 100% so also in the relationships of cognitive with fidelity scales (100%) and finally, the affective and fidelity scales exists a relationship of 89.1%, consequently, significant relation exists between each variable (table 1).

Table 1. Causal relationships and compliance of relationships

Hypothesis	*Causal Relationships*	*Values of P*	*Result*
H_1	Cognitive image → Affective image	.000	Supported
H_2	Cognitive Image → Loyalty	.000	Supported
H_3	Affective Image → Loyalty	.000	Supported

Note: * Expected minimum count H_1:.02, H_2:.01, H_3: .02

CONCLUSION AND IMPLICATIONS

The literature review allows to emphasize that boosting the projected and perceived image of the tourist destination as sustainable, once the comprising attributes are known, its strengths and weaknesses, increase their competitiveness and positioning of the tourist destinations among the tourists that are interested in sustainable touristic activities.

The strength of the cognitive image stands out in the descriptive results in the environmental point are; 'good weather', 'flora and fauna as well as a natural beauty landscape is offered', 'there is a nice city view', 'the environmental culture is being promoted' and the economic; 'one can find local and regional crafts'. the weaknesses in the economic point are; 'there is a well economic status perceived of the local community', 'there are job opportunities' and, the environment; 'non-polluted clean energies are used', 'the policy of separating residues in the garbage is being used', 'Green Businesses are increasing' and the social; 'there is a high level of income and quality of life'. in the affective dimension of the image the destination is positively emphasized as: relaxing, enjoyable, nice and exciting. Fidelity shows a favourable trend with the repetitive visit and the intention to recommend the destination. such strengths are elements to be highlighted (campaigning) and the weaknesses to reinforce such attributes (resources management), to develop them not only in the tourist industry, but as expressions of the local community. the results support the three-proposed hypothesis, in the line of the results found in the literature.

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Cognitive city maps through user-generated content

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INTRODUCTION

A very interesting contemporary source of data, which has experienced enormous growth with the rise of social media, is user-generated content (UGC). Online travel reviews (OTRs) on hospitality services and destination attractions have grown exponentially. For instance, TripAdvisor (TA) currently hosts 465 million opinions about 7 million tourism products, services and attractions. In this respect, UGC is considered a very influential source in the formation of a destination image, as it contains the disinterested first-hand experiences and perceptions of tourists (Marine-Roig and Anton Clavé, 2016a). Destination image can be defined as the sum of beliefs, ideas and impressions that a tourist holds about a place (Crompton, 1979). It is a complex and multidimensional social construct (Marine-Roig, 2015) formed by cognitive, affective, conative (Gartner, 1993) and spatial (Marine-Roig & Anton Clavé, 2016b) components. The spatial component of image is related to the (in)visibility of places in perception. Perception, especially in tourism, is spatially organized (Golledge and Stimson, 1997). This spatial component is strongly bound to tourists' behaviour, as it directs tourists to their objectives and can act as an organizer of activity (Marine-Roig and Anton Clavé, 2016b).

LITERATURE REVIEW

The mental representation of the spatial environment has been studied in the field of geography since Lynch (1960) laid the foundations for analysing the image of the city. According to this author, city images can be classified into five types of physical elements, namely, landmarks, nodes, paths, edges and districts, that in reality do not exist separately: “districts are structured with nodes, defined by edges, penetrated by paths, and sprinkled with landmarks” (p. 48).

In this article we propose to build tourists' cognitive maps of a city from OTRs, using as a classification framework an adaptation to tourism of the above-listed Lynch categories. OTRs collect tourists’ opinions and ratings on the visited sites and reflect, among other things, the cognitive components of the perceived image of a city. The use of Lynch categories to classify them is useful in understanding not only the visitors’ image of the city but also in knowing how the city is organized according to their perceptions.

Results from this approach are able to add knowledge and refine methods developed in other studies such as those by Son (2005), who used a sketch-map technique to identify the image of two cities perceived by international students and to measure the spatial orientation of visitors in the destination; Li et al. (2017), who superimposed the GPS tracking of tourist activities onto residents' cognitive maps through geographic information system (GIS) applications in order to identify the conflictive spaces in a tourist island; and Serrano, Saladié, & Adrian (2017), who used cognitive mapping to assess collective geographic knowledge and spatial reasoning.

METHODOLOGY

The proposed method consists of automating the construction of cognitive maps, adapted to the theoretical framework of Lynch (1960), from the reviews written by the city visitors, using big data management technologies and GIS applications. To have structured information, first a website that hosts OTRs about the city of study and facilitates their temporal, spatial and thematic classification is selected. The following types of attractions are downloaded: Churches and Cathedrals, Architectural Buildings, Sights, Landmarks, Points of Interest, Nature and Parks, Monuments and Statues, Historic Sites, Museums, Neighbourhoods, Historic Walking Areas, Arenas and Stadiums, Fountains, Theatres and Performances, Concerts, Gift Shops, Shopping, Religious Sites, Zoos and Aquariums, Mountains, Beaches, Castles, Marinas, Sports Complexes, Fun and Games, Piers & Boardwalks, Gardens, Government Buildings, Military Bases and Facilities, Lookouts and Ancient Ruins. By means of data mining techniques, information (date, type, score, language, nationality, etc.) is extracted from the downloaded HTML files, in order to classify them by several items (Marine-Roig and Anton Clavé, 2016a, 2016c).

The selected case study is Barcelona, a leading smart city and an outstanding Mediterranean destination, which hosted 8.3 million tourists in 2015. TripAdvisor has been chosen as the source of visitor reviews because it is the website that hosts the most OTRs on "Things to Do" in Barcelona in the considered period (2011–2015). Once the attractions that appear in TripAdvisor are grouped according to our adaptation of Lynch’s (1960) classification for tourism analysis, a random sample of 250,000 OTRs is extracted.

Results are based on the 40 top attractions and are structured according to the cognitive and affective perceptions of the city in general and in particular according to different temporal periods and nationalities. Cognitive maps are built according to the quantity of reviews existing about different attraction factors and the affective component through the analysis of their review ratings (positive vs. negative feelings). In temporal terms, cognitive maps of Barcelona in the 1st, 2nd, 3rd and 4th quarters between 2011 and 2015 are created and compared. In terms of nationalities, UK and US tourist reviews about Barcelona are compared.

RESULTS

To show results, we opted for cartographic representation of the spatially analysed data using GIS. Several thematic cognitive maps have been drawn in order to represent tourists' perceptions. An example of these cognitive maps is shown in Figure 1.

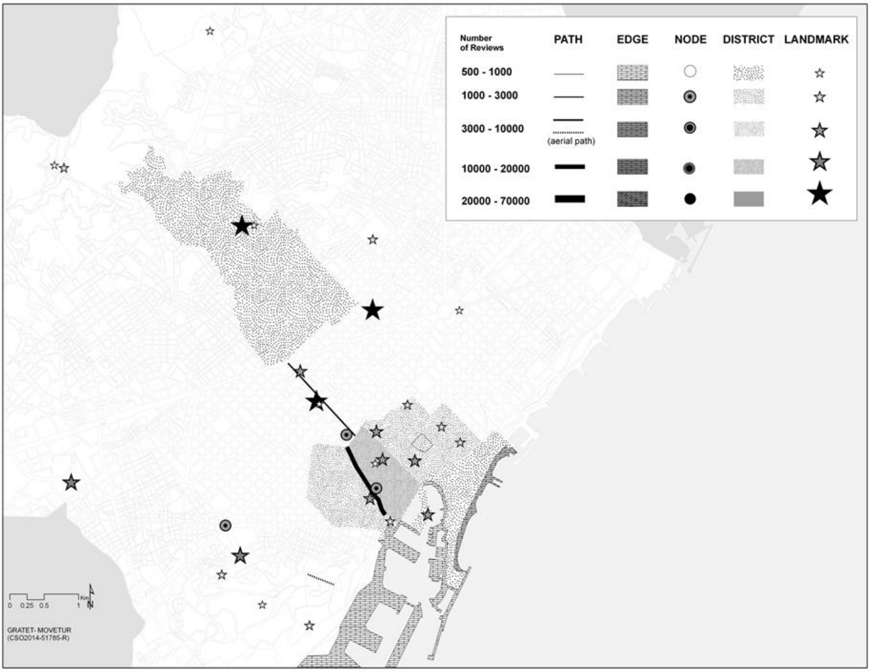

Figure 1. Cognitive map of Barcelona showing the top 40 Lynchian elements

Source: 250,000 TA OTRs on Barcelona sights written between 2011 and 2015

As can be observed in Figure 1, tourism sites are represented according to the distinction made by Lynch and are dimensioned by review number and classified by intervals made by natural breaks (Jenks, 1967). This map shows that the most reviewed attractions of the city are, by type: La Sagrada Familia, Park Guell and Casa Batllo (landmarks), the Gothic Quarter (district) and Las Ramblas (path).

Concerning results on the affective component of destination image, a positive correlation exists between the number of reviews (most popular) per site and their score (satisfaction). In general, reviews are eminently positive, with 62% rating attractions as "excellent" and 27% as "very good". Only about 4% rate the attractions as "poor" or "terrible".

In terms of tourist nationalities, considering that the enormous number of reviews does not allow deducting manually the country provenance of reviewers, only those who have correctly filled out their profile have been automatically selected. In addition, to avoid interference, only OTRs written in the official language of the reviewer's country are taken into account; in this case, English, for American or British reviews. Despite these restrictions, the quantities collected are considerable. For example, in the Table 1 sample there are more than 20,000 OTRs in the case of Americans as well as British.

Table 1. The 15 most reviewed attractions by countries of origin of tourists

	Lynch type	(UK)		(USA)	
		OTRs (%)	Score	OTRs (%)	Score
Sagrada Familia	Landmark	26.33	9.17	32.84	9.51
Park Guell	Landmark	12.33	8.23	12.56	8.63
Casa Batllo	Landmark	7.30	9.16	8.01	9.26
Gothic Quarter	District	6.76	9.01	8.35	9.18
Camp Nou	Landmark	9.80	8.72	2.32	8.83
Magic Fountain	Landmark	6.41	8.63	3.41	8.45
Las Ramblas	Path	5.02	6.93	4.95	7.14
La Pedrera	Landmark	3.36	8.57	4.39	8.79
Palau de la Musica	Landmark	2.42	9.21	5.02	9.43
Passeig de Gracia	Path	1.63	8.48	2.36	8.81
Santa Maria del Mar	Landmark	1.68	8.78	2.08	8.97
Palau Guell	Landmark	2.08	8.90	2.62	8.89
Catedral de Barcelona	Landmark	1.60	8.52	1.56	8.78
Aquarium Barcelona	Landmark	0.92	6.15	0.36	5.81
Tibidabo Mountain	Landmark	0.96	8.43	0.60	8.74

Source: 250,000 TA OTRs on Barcelona sights written between 2011 and 2015

In bold: masterpieces of the architect Antoni Gaudi (UNESCO, 2005)

In Table 1, the percentage of OTRs that the reviewers of the studied nationalities devote to each of the top attractions has been calculated. For example, the importance of Gaudi and his masterpieces is enormous in tourists' perceptions, as the Americans dedicate more than 60% of all their OTRs to Gaudi's main masterpieces while the British dedicate about 50%. Furthermore, as a sample of nationality scores, on a scale of zero to ten points, La Sagrada Familia averaged 9.17 (UK) and 9.51 (US), so Americans give a higher score than the British to the top attraction. Remarkably, both nationalities coincide in giving the best scores to La Sagrada Familia and Palau de la Musica and the worst to Las Ramblas and the Aquarium. In terms of ratings, in general, US reviewers are more positive and less demanding than UK reviewers.

Results, in general, indicate a very low seasonality in the perception of the city, especially for certain attractions such as Gaudi's masterpieces. Regarding the quarterly distribution of the reviews, the Sagrada Familia had 8,991 the first quarter, 14,761 in the second, 21,127 in the third and 17,450 in the fourth, representing about 25% of the total OTRs of each quarter. However, for some specific attractions such as beaches and some parks, we can observe seasonality as they are more often mentioned during the summer period (3rd quarter).

CONCLUSION AND IMPLICATIONS

Cognitive maps show that the most reviewed attractions correspond to a certain extent with the most positively rated attractions. Additionally, major similarities are encountered in the mental perceptions of the city across different periods of time (quarters), at least in terms of some major attractions such as Gaudi's works, which indicate a general non-seasonal image.

Furthermore, significant differences are identified by nationality in the analysis, showing culturally-bound perceptions. These results are of great importance to understanding the cognitive and affective perceptions of the city as a destination as expressed by tourists, and they can be very useful for destination managers in terms of taking smart decisions regarding marketing strategies, resource allocation, destination planning and mobility.

Adapting Lynch's (1960) classification to the study of tourism attractions and spaces in a city has been useful in order to observe the city's hot spots in terms of tourism activity. It has allowed a better understanding of their function and perceived importance on a spatial basis as well as their association with satisfaction. It could be useful to compare visitors' cognitive maps with residents' maps in future studies.

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The role of affective expectations in attitudes towards tourism

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INTRODUCTION

Social exchange theory (SET) has been the principal theoretical framework invoked to model attitudes of host communities regarding tourism development (Nunkoo, Smith, & Ramkissoon, 2013). After Ap (1992) SET model, most studies following this theory conceive that positive (benefits) and negative (costs) beliefs independently affect support for tourism. On the other hand, researchers applying attitude – behavioural models, such as the theory of planned behaviour (TPB), tend to consider an overall attitude depending on beliefs about specific impacts from tourism (e.g. Nunkoo and Ramkissoon, 2010). Others (e.g. Chen and Raab, 2012) propose combining both theories and model benefits and costs as predictors of residents' overall attitude towards tourism. Regardless of the theoretical tradition, the vast majority of studies reported in the literature rely on cognitive appraisals to explain hosts' attitudes and intentions about tourism and very few include an affective component. The main purpose of this paper is to assess the inclusion of beliefs about affective outcomes of tourism in a model of resident attitude and support for tourism.

LİTERATURE REVİEW

Lindberg and Johnson (1997) modelled resident attitudes towards tourism in the expectancy-value (EV) framework. They computed belief composites by multiplying measures of beliefs about tourism outcomes by evaluations of the outcomes and found that seven of those products reflected two latent variables, representing respectively economic gain (benefits) and crowding (costs), which, in turn, contributed to explain a latent measure of overall attitude towards tourism. A caveat should be noticed about the latter, as its indicators include two statements usually found in measures of support for tourism development; two statements saying that benefits outweigh costs; and a measure of affective reaction to the interaction with tourists. Despite some limitations, mainly due to the use of secondary data, Lindberg and Johnson (1997) work is prominent in the literature because it sought to link tourism outcomes to more abstract values, conceiving that resident attitudes are favourable or unfavourable as they perceive that tourism in the community contributes positively or negatively to attain those values.

Although most work on attitude models deals solely with the instrumental or utilitarian facet, it has been largely acknowledged that attitude is multidimensional and thus beliefs and evaluations about affective outcomes should be included in attitude measurement. For example, Ajzen and Driver (1991) considered a two-factor structure representing cognitive or instrumental (benefits and costs) and affective or experiential (likes and dislikes) subdimensions of attitude. Although they have found high correlation between the two factors, they claimed that the affective factor is more important to predict behaviour regarding some objects (leisure activities), while the opposite occurs for other objects. In the same line, Trafimow et al. (2004) concluded that an affective measure of attitude globally predict intentions and behaviours better than a cognitive measure, but caution that, within subjects, affect is more important regarding some objects, but cognition is more important in others.

A hierarchical model, where overall attitude is a second-order factor of instrumental and affective attitudes, was formalised by authors such as Bagozzi, Lee, and Van Loo (2001) and Hagger and Chatzisarantis (2005). However, very few applications of this conception of attitudes may be found in the literature about resident attitudes towards tourism. Researching hosts' attitudes and intentions regarding interactions with tourists, Zhang (2008) considered two components of attitude in a TPB model: a cognitive evaluation of the outcomes; an emotional response to the interaction. Both present significative effects, although contributing less than normative and behavioural beliefs to explain intentions. Kwon and Vogt (2010) modelled residents' overall attitudes towards place marketing as being dependant on three attitudinal components, cognitive, affective, and behavioural. However, what they called affective component is a general measure of satisfaction, based on a satisfaction anchor (Oliver, 2009), detached from possible affective outcomes.

After this brief revision, one may see a few gaps in the literature about resident attitudes towards tourism impacts and support for tourism. First, the relationship between tourism impacts and personal values regarding community goals, which concerned Lindberg and Johnson (1997), has not been explored further (Nunkoo and Ramkissoon, 2009), at least in the framework of EV theory. Second, an overall attitude towards tourism has been proposed to mediate the relationship between perceptions of tourism impacts and support for tourism development (Nunkoo and Ramkissoon, 2010), but neither the overall attitude nor the several dimensions of impacts include measures of beliefs about affective outcomes, as advocated by the creators of TPB (e.g. Ajzen, 2011).

The present study makes some steps to address these gaps. It builds on Lindberg and Johnson (1997) by considering that the evaluation aspect of tourism outcomes should be linked to a value system. It follows Nunkoo and Ramkissoon (2010) positing that an overall evaluative attitude mediates the relationship between belief composites and support for tourism. It departs from relevant literature on resident attitudes by including beliefs about affective outcomes of tourism.

METHODOLOGY

A path model was defined conceiving support for tourism depending on place attachment and overall attitude. The later depends on affective (beliefs about changes of the affective qualities of the place) and cognitive (instrumental beliefs multiplied by the value of the outcomes) components. The model was assessed from data collected in a quota sample of 349 residents in a municipality of North Portugal largely covered by a natural park with some natural and rural attractions. Quotas were defined proportionally according to the distribution of the population in three demographic characteristics censused in 2011: sex, age, and education. Measures' reliability and validity and paths between variables are estimated by SmartPLS (Ringle, Wende and Becker, 2015).

RESULTS

Residents show a great deal of support for tourism development, resulting from strong place attachment and favourable attitudes towards tourism. The instrumental facet of attitude is mainly affected by the two outcomes mostly attributed to tourism, namely its contributions to the affirmation of the community and to its economic welfare (Table 1). Although residents do believe that tourism will bring both negative and positive affective changes to the place, they put stronger expectations on the latter.

Table 1: Measurement model

Variables and items (composite reliability)	*Mean scores*	*Convergent validity*	
		Weight / loading	*Variance extracted*
Cognitive component[ac]	**n.a.**		**n.a.**
Affirmation of community	0.62	0.507	n.a.
Economic gain	0.50	0.405	n.a.

Facilities	0.46	0.391	n.a.
Pleasing environment	0.40	0.323	n.a.
Interaction with residents	0.31	n.s.	n.a.
Quiet area	0.01	n.s.	n.a.
Positive activation[a] (0.757)	**1.38**		**0.609**
Excitement	1.53	0.803	0.645
Joy	1.23	0.757	0.543
Excitation	1.42	n.s.	
Negative activation[a] (0.728)	**0.90**		**0.576**
Hurry	1.11	0.664	0.441
Unrest	0.68	0.843	0.711
Uneasiness	0.30	n.s.	
Attitude[a] (0.721)	**0.91**		**0.564**
Negative / positive	0.79	0.726	0.528
Unfavourable / favourable	1.02	0.774	0.599
Place Attachment[b] (0.913)	**4.14**		**0.680**
Means a lot to me	4.18	0.843	0.711
Belongs to me	4.17	0.830	0.689
Says a lot about me	4.04	0.678	0.459
Attached to	4.19	0.893	0.798
Sense of belonging	4.14	0.863	0.744
Support[b] (0.852)	**4.46**		**0.591**
More visitors	4.52	0.804	0.647
Favours tourism development	4.40	0.747	0.559
More tourism	4.46	0.785	0.616
Increase investment in tourism	4.46	0.737	0.543

[a] Scores from -2 to +2
[b] Scores from 1 to 5
[c] Formative indicators. Scores refer to beliefs, weights are obtained from the product belief*evaluation
[d] Reflective indicators

It may be seen in Table 2 that both cognitive and affective facets contribute to explain the variance of the global attitude towards tourism. However, a finer examination of the results leads to two important conclusions: (i) although residents expect tourism to activate some negative affective appraisals, such as hurry and unrest, these have no impact on the globally positive attitude; (ii) expected changes on positive affective qualities of the place, like excitement and joy, have a much stronger effect on the global attitude (and indirectly on support for tourism) than the instrumental beliefs do.

Table 2. Path model

	Estimate	*t*	*f²*
Standardized path coefficients			
Cognitive → Attitude	0.384	5.854	0.348
Positive Activation → Attitude	0.573	8.360	0.773
Negative Activation → Attitude	n.s.		
Attitude → Support	0.382	5.316	0.219
Attachment → Support	0.396	5.379	0.236
Indirect effects			
Cognitive → Support	0.147	3.907	
Positive Activation → Support	0.219	4.126	
R^2 (adjusted)			
Attitude	0.621	8.339	
Support	0.350	5.371	

CONCLUSION AND IMPLICATIONS

The main purpose of this article was to verify if, along with instrumental beliefs regarding tourism impacts, residents' affective expectations also contribute to explain attitude and support for tourism. Results from residents in a rural area from North Portugal, where tourism is emerging, show that both positive and negative affective changes are expected, but only the positive expectations contribute to explain overall attitude. A noteworthy result is that the global evaluative attitude towards tourism is much more dependent on the positive affective outcomes from tourism than on the instrumental outcomes. In our view, this should encourage researchers to include affective beliefs in composite measures of resident attitudes. Although the attitude is relatively well explained by the cognitive and affective beliefs, only 35% of the variation in support for tourism development may be associated to attitude and attachment. Consequently, to increase hosts' support, attention must be given to additional factors involved in the social exchange, such as community power and trust (Nunkoo, 2016).

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A theoretical framework for key processes on environmental knowledge management

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INTRODUCTION

The basic condition that promotes the ecology of knowledge contains a system of values characterized by the concepts of confidence, teamwork and free availability for continuous change process *(*Pór and Spivak, 2000*)*. Strategic decision making in the organisation consists in creating, exploiting and maintaining a "knowledge stock" that provides the company with specific strategic advantages over competitors. Both knowledge and learning can be considered inherently related concepts, as follows: knowledge is a stock variable and learning is a flow variable.

El medioambiente se ha convertido en un factor importante en la toma de decisiones de empresas a nivel mundial, no sólo por cumplir los requisitos legales sino también

Environment has become an important factor in the decision-making process of the companies at world level, not only to meet legal requirements, but also due to the ever changing customers needs. It arouses a segment of agents that awards those businesses taking environment into account in their commercial practices, this segment of agents also penalties those corporations that ignore or misuse the "green" imperative*.* (Boiral, Raineri, and Talbot, 2016; Cegarra-Navarro and Martinez-Martínez, 2010; Fraj, Matute, and Melero, 2015).

Environmental knowledge can be defined as the degree to which one express concern about ecological issues (Amyx *et al*., 1994). To this respect, other authors state that the term "environmental knowledge" refers to the understanding and retention of information on ecological problems and connexions (Fryxell and Lo, 2015).

Several studies have confirmed that the absence of knowledge is an important barrier to generate a higher environmental compromise in the organizations (Worthington and Patton, 2005). However, it is possible to wonder about how to create environmental knowledge, how it is transferred by those holding such knowledge, how could it be available to be used and how environmental knowledge can contribute to development. Companies need to consider the changes that take place in their environment.

Learning is strongly linked to company environment, thus, the consideration about the changes in the organization environment is necessary for companies. That is, when an organisation faces a chaotic situation, it capability to learn, turn out to be vital when stablishing competitive advantages, it is known as the creative chaos. The connection between learning and environment is so strong, that the possibility of creating learning is driven from the ability of the organisations to perceive their environment. Thus, the deep link between environmental knowledge and organization learning has been pointed out in an explicit way. In order to examine the relative importance of key processes on environmental knowledge we have conducted a theoretical research.

ENVIRONMENTAL LEARNING

The acquisition of environmental knowledge is a process that is not totally manageable through planning or control (Martínez-Martínez, Cegarra-Navarro, and García-Pérez, 2015), on the contrary, it is generally an unpredictable process. Environmental knowledge generation is not just a question of processing subjective information, it also implies the possibility to assimilate in a useful way the tactics, the perceptions, that are commonly very subjective, the intuitions and the hutches of the agents that interact (Nonaka, 1991).

Under the point of view of environmental learning, the key factor is the human approach and, within it, the knowledge exchange, because the organisation learns from environment, basically as a consequence of the information that individuals obtain interacting with the environment.

Without losing sight of the above considerations, figure 1 represents the environmental learning process, by means of which, the organisation transforms tacit and explicit knowledge of customers into environmental knowledge. Key processes have been included (acquisition, distribution and use of knowledge), going through the levels of classification of Nonaka and Konno (1998) (socialisation, externalisation, combination and internalisation). It follows the specification of each process;

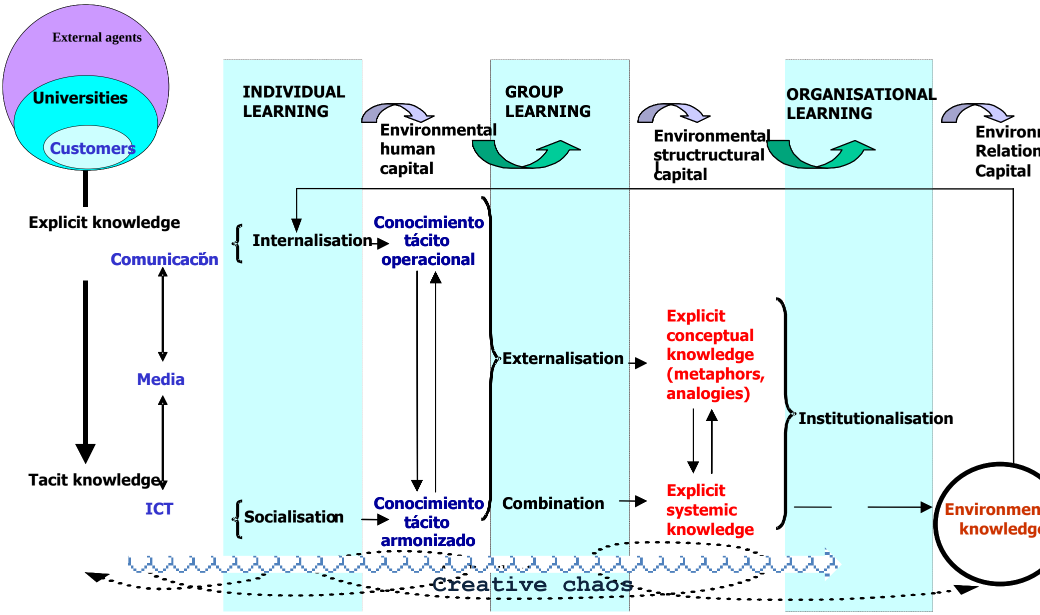

Figure 1. Environmental learning proces

Environmental knowledge acquisition

Fruto del argumento que provee la teoría de la empresa basada en el conocimiento de que una gran proporción del conocimiento relevante se encuentra fuera de los límites organizativos, surge el concepto de "capacidad de absorción" (Cohen and Levinthal, 1990; Van den Bosch *et al.*, 1999; Zahra and George, 2002) y la adquisición de conocimiento externo (Bierly *et al.*, 2009).

Resulting from the argument provided by the theory of the organisation based on the knowledge that a high proportion of relevant knowledge is found outside organisational limits, it arouses the concept of "absorption capacity" (Cohen and Levinthal, 1990; Van den Bosch *et al.*, 1999; Zahra and George, 2002) and external knowledge acquisition (Bierly et al., 2009). The principal idea of the mentioned investigations is that the organisations must continuously acquire knowledge from outside to expand the current basis of knowledge of the company. To this respect, it is not impossible to implement of exploratory learning, based only on the recombination of the currently available knowledge in the organisation.

When learning about environment, we should take into account that many hotels do not have means or experience of dealing with environmental investigations and, for that reason, they must rely on external sources of knowledge. Moreover, it is considered a must to have staff interested in acquiring knowledge affecting not only firm environment, but also interested in learning about social environment. In the small medium companies, this role should be held by the Chief Knowledge Officer; those holding the position use to be high management staff of the organisation.

Environmental knowledge distribution

The basic problem that faces an organisation consist in exploiting enough knowledge to guarantee the current viability and, at the same time, to allocate sufficient efforts to knowledge distribution in order to assure that every member of the company can learn (Uotila, Maula, Keil and Zahra, 2009), it is also important for the organisation to explore new knowledge searching for the right balance between exploiting knowledge and exploring knowledge.

Following the reasoning of several theoretical works, as those of Benner and Tushman (2003), and the result of empiric works, as Jansen's, Van Den Bosch & Volberda (2005) or Uotila, Maula, Keil and Zahra (2009), it can be expected that the acquisition of external knowledge, as an exploratory mechanism, should have positive consequences for the creation of new environmental knowledge developed in the organisation. In this process of distribution, it plays a vital role the organisation culture and its organisational structure.

Environmental knowledge utilization

Distintas personas expuestas a las fuentes de conocimiento comentadas en los epígrafes anteriores no garantizarán los mismos beneficios, puesto que es necesario que las organizaciones desarrollen su capacidad de absorción para poder internalizarlo y utilizarlo de manera satisfactoria (Escribano and Fosfuri, 2009), esto es, "la habilidad de reconocer el valor de la nueva información, asimilarla y aplicarla con fines comerciales" (Cohen and Levinthal, 1990).

Different people exposed to the above mentioned knowledge sources will not guarantee same benefits, because it is necessary that organisations develop their capacity to absorb, to internalise and to use knowledge in a satisfactory way (Escribano and Fosfuri, 2009), that is, "the capability to recognize the value of new information, to assimilate it and to apply it with commercial purposes" (Cohen and Levinthal, 1990). Environmental knowledge utilization helps hotels to meet national and local environmental legal rules in order to preserve the environment.

Those companies, that already apply or that are in process of applying environmental initiatives, are seeking the following benefits: cost saving, management control improvement, matching customers' expectations, showing their compromise with environmental responsibility, improving environmental operation, being ahead of legislation, higher staff motivation, accomplishing the stakeholders' expectations and demands and better corporate results (Martínez-Martínez et al., 2015; Pérez Arbelo and Sellés Mussons, 2016).

CONCLUSION AND IMPLICATIONS

The research presented in this paper contributes to both theory and practice; it provides a general integrating framework for the study of key processes on environmental knowledge management. Following to the revision of the literature, we have reached the conclusion that using environmental knowledge includes the absorption of knowledge generated in the individual learning process, thus, what has already been learned through this process could be applied to hotels and their activities. This finding is interesting for researchers and business managers. Another contribution of this paper is consists of analysing the dynamic character of environmental knowledge. In this respect, the previous arguments provide a static view of environmental knowledge inspired by Environmental Management Systems (EMS) and they ignore the new conceptions of learning cycles.

Another important reflection lies in the key processes related to environmental management in hospitality sector, the way of creating, distributing and using the environmental knowledge. To this respect, group learning is presented as the best option. Group learning is based upon interpersonal processes of observation and upon sharing with group components the individual knowledge, in this sense, networking is fundamental and ICTs are facilitating tools.

This paper is crucial because it gives us the opportunity to start in a general model looking for how to improve key processes and it also shows the link between environmental knowledge and company results as future research lines. The main limitation of this work being that it consists in a theoretical research.

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Geomorphoscashites as unknown assets in alternative tourism: Geomorphosites in Northwest of Iran

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INTRODUCTION

Geographical relationship issues with tourism, particularly issues of geomorphological plan dates back to the years before, When Leopold(1949) as one of the pioneers of geomorphology, proposed and underlying ethic and ethical requirement for tourism services. This relationship is indeed true understanding of the environment, both as a source of tourism and the tourism impact it includes. In the last years, the relationship in another form and in terms of performance of the geographical features of the region in relation to tourism, has been accepted by researchers.

Geomorphosites or according to J. P. Pralong(2005) geomorphological assets are defined as geomorphological landforms and processes that have acquired a scenic/aesthetic, scientific, cultural/historical and/or a social/economic value due to human perception of geological, geomorphological, historical and social factors. By establishing such a relationship, geomorphosites like the Asyab –Kharabeh catchment and Tufa complex, AzayTapa Hill and Ant nests, Jolfa-Hadishahr Plain, Payam Pass, and Urmia lake(Fig. 1) are defined as geomorphological forms and processes. This paper introduces the mentioned geomorphosites, and demonstrats how, gemorphosites(geomorphological sites) using as an asset to tourism.

METHODOLOGY

This research based on literature review of geotourism and personal research experiencs on geomorphosites of northwest of Iran. Monitoring the changes of geomorphosites and evaluation of corresponding changes in the geomorphosite's location and their capabilities using satellite images and fieldwork is done. This paper analyses and discusses features and evolution in several representative topographic, geomorphologic, coastal and island geomorphosites. For this purpose, a total of 5 geomorphosite complex were studied. Each of these geomorphosites related to specific conditions and specific case studies are included. Each of these sites, owes its existence nature to the geomorphological processes that have great potential in attracting tourists.

The studied geomorphosites:

1- Asyab–Kharabeh catchment and Tufa complex: The ability of geomorphological processes in geotourist attraction

The study area includes the Asyab-Kharabeh catchment is located in northern slopes of Keyamaki-dagh Mount. in the Aras river bank(fig. 1). This area is actually part of a protected area well. Asyab-Kharabeh River is the main drainage system of the northern slopes of Mount. Keyamaki that flows south to north direction and joins the Aras River. This system, together with geomorphological phenomena such as Parsian alluvial fan, Tufa deposits, Keyamaki volcanic dome steep slopes, block fields and trenched valleys are notable features of the catchment.

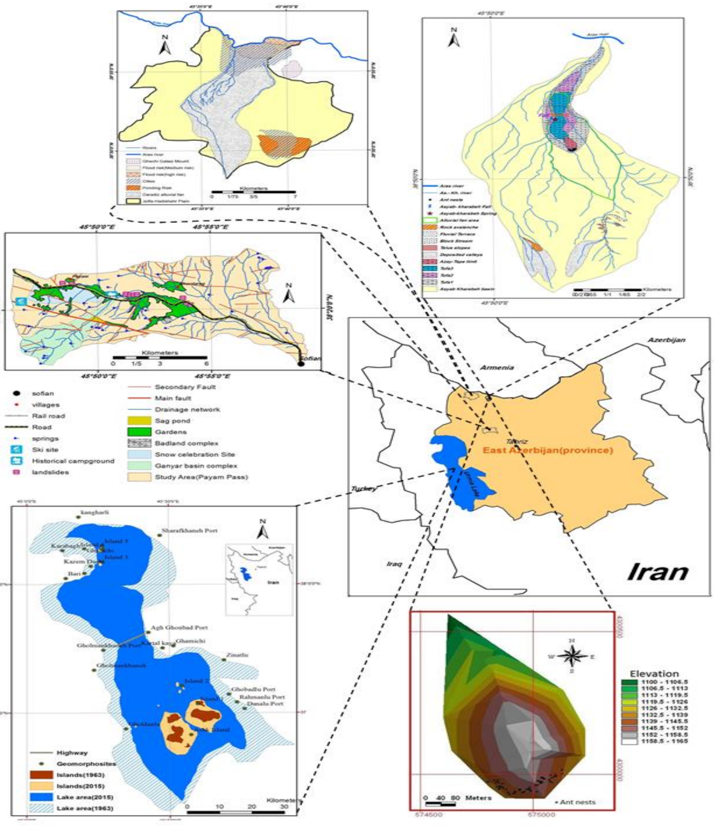

Figure 1. The location of study area and geomorphosites

Asyab–Kharabeh area (Fig. 1), including geotourism areas in recent years many people from all parts of the country they visit and enjoy the beauty of it (Fig. 2). The results showed that four geomorphological sites that contain a variety of landforms, are detectable within the Asyab–Kharabeh catchment (Fig. 3).

Figure 2. Geomorphosite of Asyab-Kharabeh

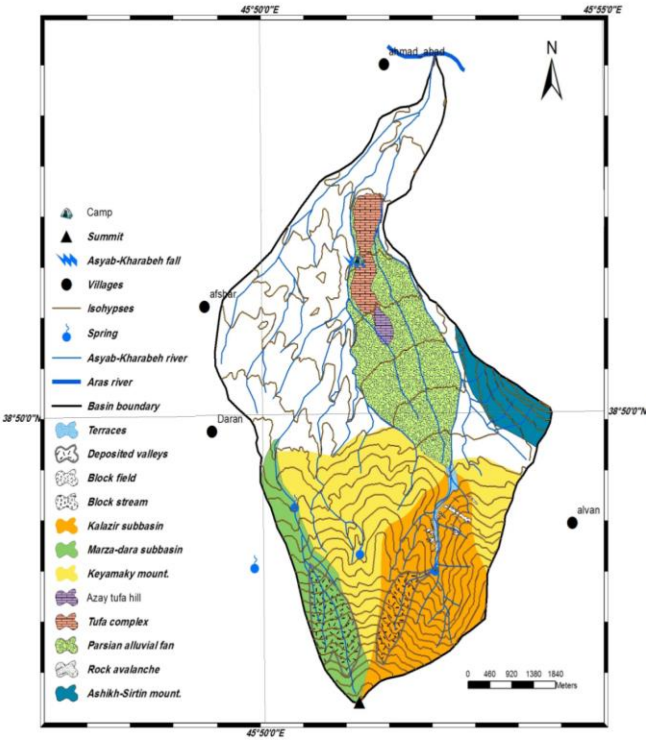

Figure 3. Topographic and geomorphological units of Asyab-Kharabeh catchment

2- Payam Pass: The role of morphogenetic systems in creating of geomorpho-sites

The study area, include the area including Southern Payam catchment and the part of the northern Payam catchment(Fig. 1). Southern Payam river as the main drainage system in the Payam Pass, eventually flows into Urmia Lake.

Figure 4, shows geotouristic map of the Payam Pass. Looking at this map, can be found that with the exception of the mountainous areas in the southern side of the pass and areas covered by gardens and green spaces, other parts of the study area are only valuable scientific tourism. Such areas do not create a special attraction to the general public. In other words, tourists who come to the Payam Pass mainly those in search of clean air or on the pretext of participating in festivals such as the Festival of snow and winter sports, especially around the cities of Tabriz and Marand focused on tourism. Thus, although all tourism activities on Pass occur on geomorphological landforms, it seems that the planners and tourists are unaware of mechanisms and processes of the Earth beneath and that is why, today, we are witness to the irregular construction and manipulation on this sensitive geomorphological location, whether from the government or from the private sector.

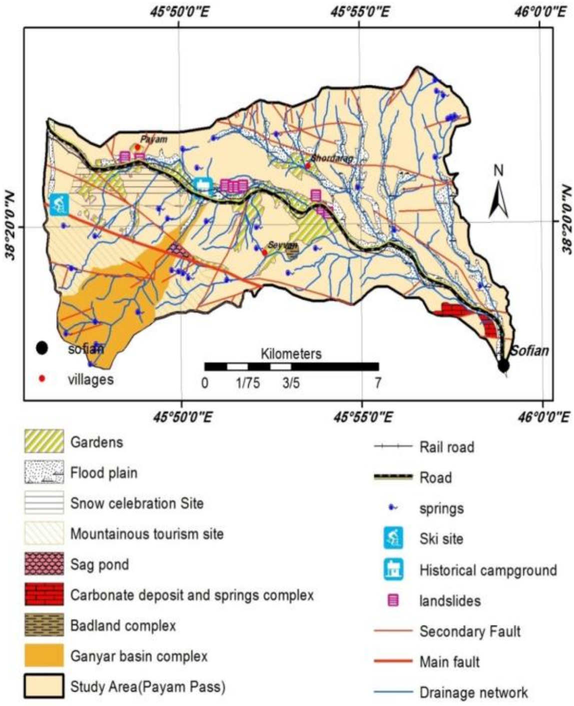

Figure .4. Geotouristic map of Payam Pass

3- Jolfa-Hadishahr Plain: The vulnerability of geomorphosites

Aras River valley sides, especially Jolfa-Hadishahr Plain in recent years due to customs and business records of Alamdar town(KIA, 1349) on the one hand, and having a strategic location, neighboring the newly independent states, economic infrastructures such as roads and rail, turning the region into a free trade zone, increasing industrial and educational approach, and the creation of university centers on the other hand, are considered by capital owners and planners. No doubt a large part of these facilities depends on the relative stability of the region and its geomorphological capabilities However, any change in the morphogenetic systems could narrow the field of human activities and prevent progress. In the past two decades, making use of the study area to the free trade-industrial zone, although in appearance, traffic and attention to the region has increased, however, it seems that only profit view on this region that the geomorphological processes whether in past and present have an important role in establishing it, will destroy any possibility of sustainable use.

Data resulted from this study allow us that Jolfa-Hadishahr Plain called as a geomorphosite. In fact, a significant increase in the presence of tourists in recent decades and the speed of of change in geomorphological assets of plain areas, the need to protect and appreciate of these areas reveals more than ever. In recent years, places like Jolfa-Hadishahr plain that their number in Iran is not low, tourists are welcomed, however, the attitude of tourists is enjoying the beauty of these places and that is why the incorrect use of the places we saw.

Increasing population density in areas prone to the development of tourism and trying to maintain capabilities in these areas, they will put the Serious challenge called environmental sustainability. It seems that this problem with the correct understanding of the landscape and the dangers threatening it, can be solved easily.

4- Urmia lake: The effect of environmental changes in driving vanishing or creating of geomorphosites around or in a changing lake (Mokhtari, 2015)

Urmia Lake as the environmental beating heart of the Azerbaijan Plateau, is a true symbol of the relations found between the environmental change and geotouristic capabilities (Fig. 1). According to the therapeutic properties of coastal sludge of Urmia Lake (Fig. 6), it has long been known as a tourist destination, and now also because of multiple geosites and geomorphosites, is in focus of Tourist groups especially geotourists.

The drying of the lake, a closed basin and because of itsenvironmentalsignificance, isnow an important challenge facing the authorities and planners of environmental issues and intellectualconcerns of the people living aroundit. The lake, with an area of approximately 5,500 km2 and a catchment area of 51,876 km2, and to which various reasons over time, especially in the last fifty years have seen a sharp decline(fig. 3) and have decreased by about 93 % in two recent decades. These variations are not only driving significant changes in the morphology and ecology of the present lake landscape, but at the same time are shaping newly formed morphologies, which vanished some valuable geomorphosites or develop into smaller geomorphosites with significant value from a scientific and cultural point of view(fig. 1).

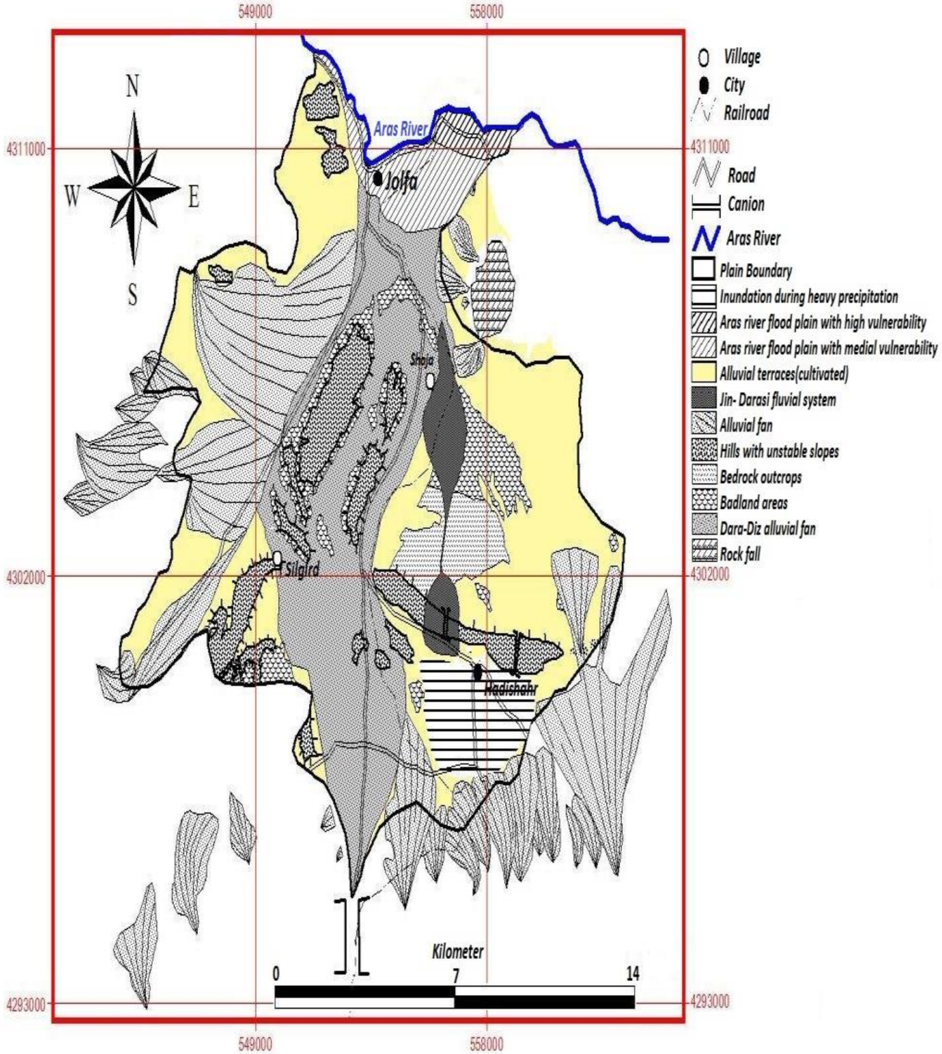

Figure 5. The geomorphological map of Jolfaishahr plan

Figure 6. Therapeutic properties of the coastal sludges and tourists(pictures from: Fars *news agency. c*

The Urmia lake caosts is therefore becoming an "open air environmental museum of geomorphosite changes" where people can see the effect of environmental and climate change on a hydrological system and on caost landscapes, even in short time frames. Furthermore, when the caostlines of lake have regressed, a major visible impact will occur in the aesthetic value of the caosts. The dynamic sandy and sludgy caosts will turn in to lifeless salt crusts without their medical and aesthetic values. And in addition to these changes impacting on tourism and culture, the lack of water on suitable geomorphosites will also have consequences on the swimming experience. Field observations show unfortunate prospects based on the possibility that salt crusts will rapidly colonise the areas of the lake had regressed. This is an ongoing process on the upper regressed sectors (fig. 7) but such processes requires longer time frames for completion and it is unlikely that the abandoned beaches will rapidly become a salty landscape with an crusted pattern surrounding some pretty remains of caostalsand, dried sludges, lacustrine terraces.

5- Azay Tapa Hill: A geomorphosiete with Biogeomorphologic nature(Mokhtari, 2012)

"Azay-tapah" the local name of a hill 1,165 meters above sea level, is a small and the individual on Parsian Plain and in the Southeast of Asyab-Kharabe Promenade, Djolfa County, Northwest Iran (Fig. 1). This hill is 65 meters above the surface of the Parsian plain. The hill slopes are rocky, which are composed of Tufa by springs containing calcium carbonate and calcium carbonate precipitation as a result it has been created. However, there is a cliff in the upslopes because the existence of such formations, and the middle and down slopes are covered with soil (Fig. 8a). The separated fragments of carbonate rocks from upslopes are seen at the surface of recent sections.

In the southern slopes of the hill and the altitude between 1,135 to 1,152 m, the nests of harvester ants (53 nests) (Fig. 8a) have been established. Circles devoid of any vegetation in the privacy of their nests have been created that are visible as soil spots between the green vegetation from a distance(Fig. 8b), because of these kind of ants inherent characteristics in nest building (Wagner et al., 2004; Nash et al., 2001).

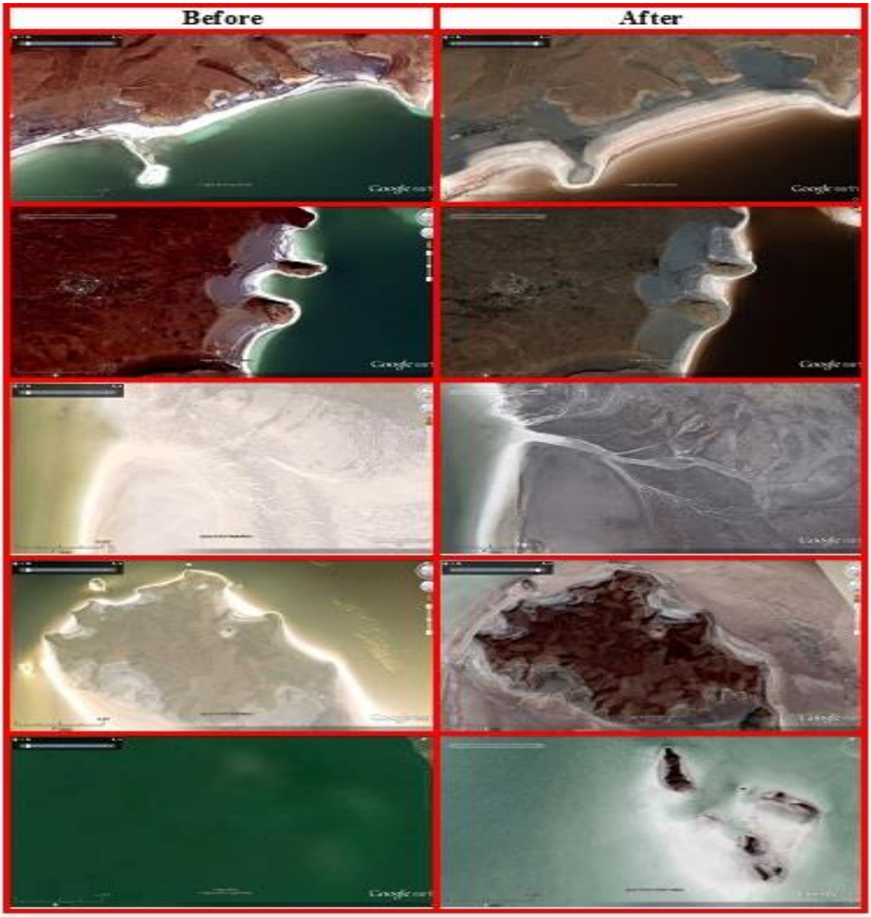

Figure 7. The conditions of some of geomorphosites around urmia lake before and after of environmental changes in two recent decades.

In the southern slopes of the hill and the altitude between 1,135 to 1,152 m, the nests of harvester ants (53 nests) (Fig. 8a) have been established. Circles devoid of any vegetation in the privacy of their nests have been created that are visible as soil spots between the green vegetation from a distance(Fig. 8b), because of these kind of ants inherent characteristics in nest building (Wagner et al., 2004; Nash et al., 2001).

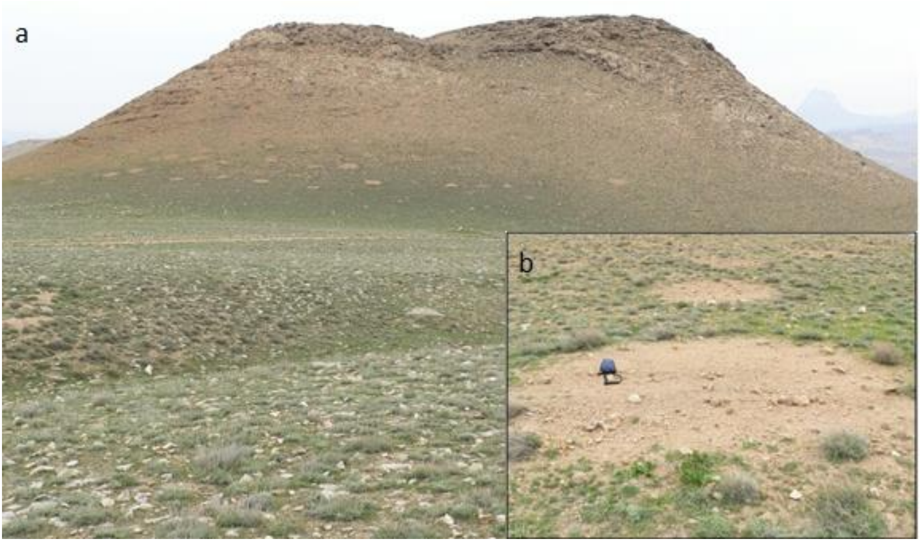

Figure 8. a) Southern slope of Azay-tapah showing the location of the ant nests, b) Bare surface of nests

Based on research results and the unique biogeomorphological features, southern slopes of the Azay-Tapah can be no doubt as a Geomorphosite was introduced. Despite the activity of the variety of geomorphological processes, the nature of this geomorphosite is indebted to Harvester ants.

CONCLUSIONS

This paper has demonstrated how, gemorphosites(geomorphological sites) using-bas an asset to tourism. From in situ observations taken in the field and estimating a level of impact, employing assessment techniques,and then finally extrapolating the resultant factors across all case studies, we have been able to generate a geo-tourism map for future planning purposes.

Iran's young roughness and its unique geographical location, geo and eco diversity of the country have provided. That excuse is sufficient to Iran and especially in northwest of it, is fraught with landforms and geomorphological processes va-luable to know that each has the potential to turn into a touristic asset in the form of geomorphosite. If we accept geomorphosites as places that are a result of the performance of the systems and processes, providing a classification system based on geomorphic processes is inevitable to interpretation of forms and processes in geomorphosite and the relationships between them(Haskins et al., 1998).

Fluvial systems and riverside environments, lakes and dam reservoirs, coastal areas, coral reefs, mountainous areas, karst environments(caves, dolines, springs and falls), eolian environments, and anthropogeneous environments include geomorphological environments that many tourist attractions in the world are onto them. Thus, geomorphosite selections using geomorphological index, is a reliable method to ensure the identification, evaluation, protection and systemic management of geotouristic areas based on their importance and scientific status. Such a choice need the support of rich knowledge of the geomorphological evolution of the study area (Pereira et al., 2015).

Accordingly, it should be noted that we are not just part of the landscape of the geomorphosites, the geomorphosites are also part of our landscape. It is hoped that the findings of this paper can open a new world of geotourism, that if is not associated with geomorphological processes, will be very short.

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Role of cultural industries in the development of creative tourism: Tehran's District 12

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INTRODUCTION

Due to the competition between the cities, as tourist destinations, for increasing their shares of tourism revenues, they have been forced to explore new ways in order to make themselves as differentiated from their rivals. For regeneration of the historical context, the concept of heritage should be considered as a wealth. (Smith, 2007). With the economy of the cities change, the heritage can be considered as a tool and material asset of a city (Grodach, and Loukaitou-Sideris, 2007: 350). Tourism development is used as an efficient tool regarding the heritage and development of historical context. Also, it can be an efficient solution for urban regeneration. Lim Tim Chai (2011) suggests that, even in unfavorable places, heritage and legacy can find mobility for competitive advantage. Given the fact that the historical contexts are rich in meaning and heritage (Lim Tim Chai, 2011: 360) they can serve as a catalyst for bringing the changes into the urban tourism.

The central part of Tehran city has numerous attractions and the historical buildings can play an important role in the development of tourism at the national and international levels. In recent decades, several plans were prepared and implemented in this area but still failed to properly use the existing capacities for recreation and tourism development. Today, the successful urban development requires a creative approach and it depends on creative interaction between human culture and economy in the form of logical order within the competitive world of globalization. (Vanista Lazarevic, et al, 2016: 4) The cultural industries is a concept which refers to a wide range of economic activities involving knowledge creation through innovation. (Landry & Bianchini, 1995: 4).

Problem statement is the historical context of the region 12 with its attractions and the essential role the cultural heritage plays in Tehran's physical spatial structure which is not only one of its main components but it has been also disregarded so far. The main issue is that the growth of tourism is not acceptable. Thus, the current research intends to study tourism development by using a creative city approach with stressing on the cultural industries.

LITERATURE REVIEW

Although the theories and ideas related to urban development and tourism after World War II evolved at the same time while also in order to communicate and connect these two issues together, little research has been done on so far. However, different countries have tried to make tourism as a development strategy for their regions. Researchers in the field had acknowledged that tourism plays the most important role in creative development paradigm. Debora (1967) raised the topic titled (spectacular city or town) city and creative areas. His idea involved combining human scale economic and cultural settings. Especially on issues such as new productive spaces, cultural collections and on display is a visual environments.

The creative city was first developed by Richard Florida. He put up the Theory of creative city based on three major variables (called three T) including technology, talent and tolerance. (Florida, 2005)

In his book "Creative City" Landry (2000) contended that the dimensions of the creative city can be summarized in four categories as follows:

1. Creative city , in terms of artistic and cultural infrastructure;
2. The creative city from the perspective of the creative class (creative setting for individuals);
3. creative city, in terms of promoting a culture of creativity (creative management of the city);
4. The creative city from the perspective of the creative economy at the core of which there are three key elements: cultural and artistic heritage, entertainment industry, media and service businesses that create the right atmosphere for business. (Landry, 2000)

Rogerson explained the context, goals and strategies of creative regeneration approach for tourism within the context of economic, social, cultural, and physical and meaning- identity. (Table 1)

Table 1. Background, goals and strategies of recreating creative approach for tourism

Background	*goals*	*strategies*
economy	Dynamic local economy	- raising the income level of the residents, the ratio of lower dependency to lower job creation; - prosperity of local businesses; - use of local labor in management of tourism centers;
social	Strengthen social life in the neighborhood	- Create social control; - Make use of land for leisure; - eliminate social disparities; - removing incompatible applications; - Make use of the vehicles for civic life; - public participation;
cultural	The revival of neighborhood cultural identity and its reliance on tourism planning	- The revival of the norms of old behavior; - The revival of the old physical values; - recognition of historical-cultural values of tourists;
physical	Create a favorable environment for residents and tourists	- contemporary of performance; - removing incompatible land uses; - environmental and health measures (wastewater and surface water); - continuation of the old Space Agency; - strengthen the network walking; - Defined Networking walking - car; - limiting traffic; - the creation of parking facilities;
meaning - identity	Unique image of the city	- Use of the symbol " functional and physical texture" to evoke historical identity; - Identify the urban context, as a place for the manifestation of structural factors (cultural heritage) in urban cultural tourism, in order to attract tourists - Promotion of attractiveness by emphasizing the historical layers to show the time of the observer thus creating a mental picture for tourists' historical context; - According to the sense of belonging for residents on conservation and development programs within the context of historical tourism; - According to the sanctity of places, ceremonies, traditions and guided tourists to respect the values through the information - business people;

Source: Rogerson quoted by Rafieian et al., 2010: 238

Table 2. Variables and indexes of cultural industries approach

Dimension	*Variables*	*Index*
cultural Heritage	Traditional - cultural expressions	Arts and crafts, festivals and celebrations, ethnic, national and ritual heritages
	Cultural sites	Archaeological sites, museums, libraries, exhibitions, cultural houses, cultural centers
arts	Visual Arts	Painting, sculpture, photography and antiques
	Performing Arts	Live music, theater, cinema, opera, circus, puppet theater
media	Publishing and print media	Books, newspapers and other publications
	Audio-visual	Films, TV, radio
Creation of functional	Designing	Interior design, graphics, fashion, jewelry and toys
	New media	Software, video games and digital creative content
	Creative Services	Architecture, advertising, research and creative research in the field of creative culture and other related services similar to the digital ones

Source: Adapted from Mohammadi and Chnglvyy, 2013

The idea of economic development considers the relationship between culture and the economy, on the one hand, and turning cultural into heritage cultural industry, on the other hand, which can reduce different aspects of the protection on the historic district. Therefore, the urban fabric can activate economic- social models with creative knowledge. (Fernando, Giusti, 2012: 262). Such an economic devel opment with an emphasis on cultural industries that produce cultural and historic attractions and heritage is considered as a major hub for success.

The cultural industries for regenerating new needs of consumers can not only produce a new culture in the community , but with an emphasis on creative cultural industries can also be done to attract innovative and creative expertise developed in the creative and intellectual classes. The term "cultural industries" refers to a wide range of economic activities with production and exploitation of knowledge through creativity and innovation to produce their products.(Landry & Balanchine, 1995: 4)

Sasaki critically demonstrated that , in order to achieve the creative regeneration and creative city, the social classes, creative concepts and culture-based production methods need to be used as balanced between cultural production and consumption. He identified the concept "flexible production", by which the cultural industries can also keep up with technology and advanced technology to create demand, promote the tourism. With financial support in the context of historical and cultural capitals, the innovative and knowledge people are required in the creative industries for cultural production and consumption. (Sasaki, 2010)

METHODOLOGY

The research methodology was conducted through documentary and field research designs including the questionnaires. The questionnaires were implemented by a five points Likert scale. Factors affecting tourism planning for designing the questionnaires included physical , commentary, visual, access, economic and information factors . The questionnaires' validity and reliability were confirmed with a Cronbach alpha value of 94/0.

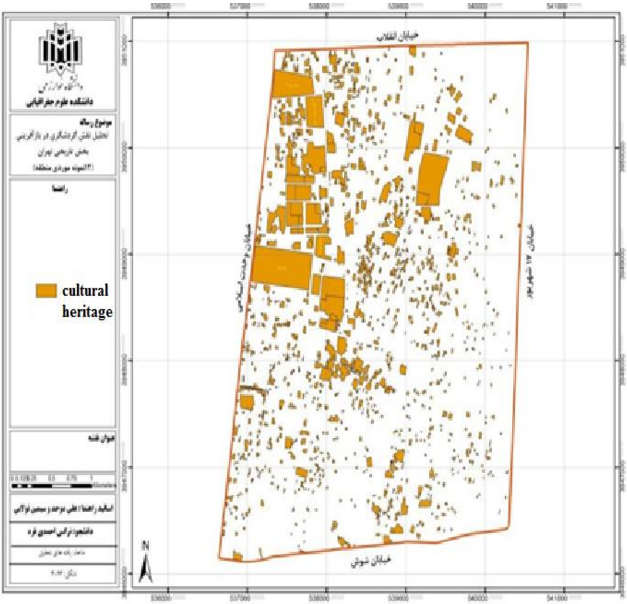
The sample involved a group of 30 individuals including the professionals, experts in tourism and urban planning. More than 90 percent of them were highly educated graduates with 34 to 50 years of age. More than half of them were males and half were females.

The data was analyzed using the statistical package for geography-social science (SPSS) software. The strategic analysis model was applied in order to identify the priority needs, limitations and problems. For data analysis, such methods as TOPSIS model and HANNON's Entropy have been used.

RESULTS

District 12 is one of the important areas of Tehran city. Also, the foundation and the central area of Tehran with works related to three periods of the history of the city are located there. With an area of 1,600 hectares (3.2% of the total area of Tehran), district 12 is made up of six districts with a Population of 248 048 individuals (18.3 percent of the population of Tehran).

Tehran has four historical locations including – cultural complex "Saad Abad", the historical-cultural zone in district 1 , the zone in the historic old Tehran Rehabilitation in District 12 and the historical, the religious city -"Ray " located in District 18. To examine the different types of plans in Tehran, the visible fact is a one-dimensional view purely physical approach and disregarding the repair and restoration of District 12 activity-based approaches.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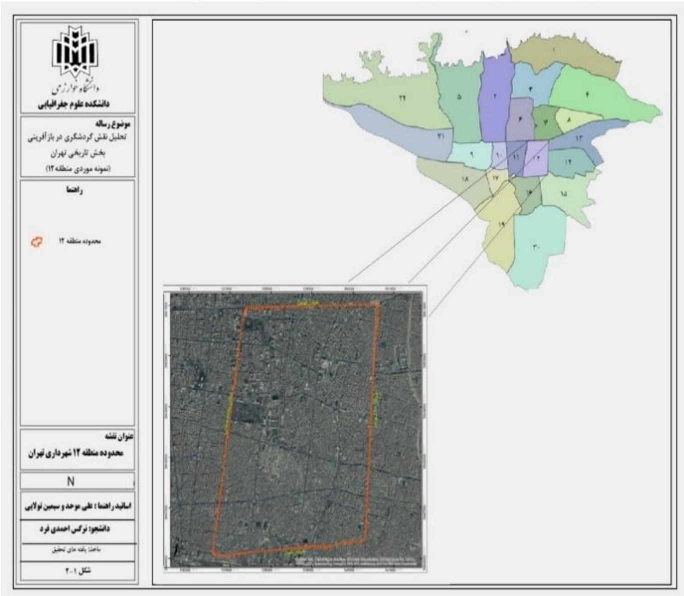
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بخش تاریخی تهران
(نمونه موردی منطقه ۱۲)
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ماخذ: یافته های تحقیق
شکل ۱-۲

Table 3. The number of tourism resources (of primary, secondary and other elements of tourism) District 12

	Elements	Count
Resources of primary	attractions	148
Cultural services	House of Culture	4
	Cultural center	1
	cinema	4
	theatre	3
economy Service	Market and Bazaar	23
	mall	18
	Chain stores	8
Health services	hospital	10
	Drag store	7
Accommodation services	hotel	10
	inn	3
Catering services	traditional restaurant	10
Access Services	Metro station	9
	Line bus	104
	parking	11
	Petrol station	4
Communication Services	agency	9
	post	13

Table 4. The number of available indicators of cultural industries in the region 12

	Elements	Count
Cultural industries	attractions	148
	House of Culture	4
	Cultural center	1
arts	cinema	4
	theatre	3

Source: Research Findings, 2016

The analytical matrix is comprised of two columns of the advantages including the possibilities and cultural industries strategy with two rows of needs that are constraints and problems. Those strategies which recreate operations based on the general strategy are the establishment of cultural industry that each area needs to correspond to one to one with the advantages and features of the cultural industry being compared. To prioritize the regional needs and constraints, the matrix weighting was used. Each index is calculated based on entropy methods and the standardized matrix. First, the lack of sufficient investment in the region in order to be turned into a hub for recreating historical weight score was 0.2. The second priority was the strong local labor market in accordance with the cultural values and, within the historical context, the region was with a score of 0.16 wt. Lack of attention to advertising and creative cultural and artistic designs was ranked thirteenth, and air and noise pollution was ranked as the last.

Ranking of the indicators of cultural industries, according to tourism experts, was carried out by weighting the criteria for places of cultural, visual and performing arts and the traditional cultural expression. For the performing arts, the Index puppet was observed with a value of **Ci^+ = 0.68** as in the first place. Advertising in creative services with a value of Ci **+ = 0.66** was ranked second and third place was the painting criteria for the visual arts with a value of Ci **+ = 0.61**.
It seems possible to form the production chain by which, ultimately, the value chain can be increased as followed by establishment of cultural industries and urban tourism development.

CONCLUSION AND IMPLICATIONS

This study showed that, for the research literature, there are numerous historical and cultural attractions of tourism, but they haven't been regarded as they deserved. The results indicated that, according to multiple sources of Culture and Tourism, there are fertile grounds for development of tourism through cultural industries. The diversity of activities have priority in operational strategies and indexes of Puppet Theater, advertising and paintings together with the historic and heritage attractions that are the most important preference of tourism professionals for promoting creative tourism across the research literature.

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Ecotourism and local communities

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INTRODUCTION

This paper provides a review of the current literature related to ecotourism and the host local and indigenous communities. As ecotourism has developed, the importance of assessing its impacts on residents has attracted research attention. This paper first reviews the concepts of ecotourism and its typologies, followed with a discussion on its impact. It also examines the main factors which have an effects on residents' perception about tourism development.

The discussion on ecotourism definition started in 1980s, but it has continued to the present time. It appears that "conservation", "impacts of ecotourism", and "local residents" have been the main issues have been influential in framing a variety of definitions. However, some authors describe ecotourism from traveler's point of view. According to Fennell, Ceballos – Lascurain (1983) described ecotourism as "traveling to relatively undistributed or uncontaminated areas with the specific objective of studying, admiring and enjoying the scenery and its wild plants and animals, as well as any existing cultural manifestations (both past and present) found in this areas" (2001: 404). Later, Rymer defined ecotourism as "...centered on tourists' desire for immersion in a relatively natural environment in which they and their support facilities have low impact upon the environment" (1992: 1). From a comprehensive perspective, The Ecotourism Society defined ecotourism as follow:

"Ecotourism is responsible travel to nature areas which conserves the environment and improves the welfare of local people." Ecotourism is about creating and satisfying a hunger for nature, about exploiting tourism's potential for conservation and development, and about averting its negative impact on ecology, culture, and aesthetics (cited in Lindberg and Hawkins, 1993: 8).

LITERATURE REVIEW

According to Yoko, "in the 1980s, eco-tourism emerged as a solution to the global search for alternative tourism" (2006: 397). It is believed that Ceballos – Lascurain was the first academic who proposed the term 'ecotourism' in the early 1980s (Boo, 1990). From historical perspective, as Beaumont asserts, the phenomenon known as ecotourism is not new to Western society. It has been around since at least the 18th century but by a different name. The early geographers who toured the world in search for new lands, species and culture were Eco tourists. Then, the establishment of National Parks such as Yellowstone in the US in 1872 and Bariff in Canada in 1885 is further evidence of the early interest in nature tourism. In addition, African wildlife safaris and Himalayan treks in the 1960s and 1970s were also part of this trend (1998: 240).

Recently, Weaver (2005) state that the term "ecotourism" was first used by Romeril in the English-language academic literature in 1985.In tourism literature, it is acknowledged that there is no definite accepted definition of ecotourism. However, Hussin (2006) claim that various authors have found diverse ways and definitions to distinguish between different forms of ecotourism. Concerning sustainable management, Ziffer described ecotourism as a form of tourism inspired primarily by the natural history of an area, including its indigenous culture… [He argued that] ecotourism also implies a managed approach by the host country or region, which commits itself to establishing and maintaining the sites with the participation of local residents, marketing them appropriately, enforcing regulations, and using the proceeds of the enterprise to the fund the management of the area as well as community development (1989: 6). A review of ecotourism literature reveals that there are a number of its definition. In this regard, Liew-Tsonis asserts that "today, the definition or concept of ecotourism is still somewhat vague not only among general stakeholders in the tourism industry but more importantly, among implementing stakeholders within the ecotourism industry" (2010: 80). He believes that the perception of the idea of ecotourism sometimes varies from country to country depending on its economic impact on host community as well as environmental conservation. With regard to responsibility, Page and Dowling (2002: 56) quote Hetizer (1965) regarding four fundamental principles for responsible travel, including minimum environmental impact; minimum impact on-and maximum respect for-host cultures; maximum economic benefits to the host country's grass roots; and maximum "recreational" satisfaction to participating tourists. The responsibility debate in particular has attracted the attention of researchers and academics. As shown in the literature, there is an abundance definition of ecotourism from different perspectives. Based on scholarly contributions, Wallace and Pierce believe that "much discussion has been given to the conceptualization and definition of eco-tourism and to whether or not the term should apply to nature tourism in general or to a more specific type of it" (1996: 846).

DISCUSSION

Ecotourism, Local and Indigenous Communities Relations

The link between local community and ecotourism has drawn broad consideration of academic community as well as various stakeholders, including destination managers, policy makers, and professionals. Studies have shown that host community, tourism, and sustainable development are closely linked. It is important to note that debate on the relationship between local community development and ecotourism development in terms of sustainability is ongoing.

According to Wearing, local or host community is "a group of people who share a common identity such as geographical locations, class and /or ethnic background" (2001:395). More broadly, it is viewed as a group of people who are living in the specific boundaries of the (eco)tourism destination area, together with natural and cultural elements, where the tourist experience take place, and tourist product is produced, and who are potentially affected, both positively and negatively, by the impacts of (eco)tourism development (Hussin 2006:.8).

It is his concept of "local community" is considered in this study. Notably, the literature also use "host community" interchangeably. Regarding indigenous or native people, Fabricius et al. assert that "these are the original people of the land such as the Aborigines in Australia or the Quecha Indian in South America" (2007: 98). In words of Van den Berghe, "the native is not merely a host, a provider of creative comforts, a servant, but becomes, quite literally, the spectacle" (1994: 9). In the context of tourism, he calls natives "tourees". "As an object of curiosity, the touree is on show, whether he wants to be or not; he must make a spectacle of himself".

Like tourism itself, ecotourism is a multifaceted sector which brings into interaction various actors consisting of residents, tourists, employees performing several functions to receive, accommodate, and serve their guests or tourists (Ceballos – Lascurain, 1993). According to Joseph and Kavoori, " much of the tourism literature represent the relationship between tourists and hosts as severely asymmetrical in terms of power, for it is the latter that have to bear the burden of adjustment economically, socially and culturally" (2001: 999). In view of this significant relationship, a growing number of researchers emphasized that on the subject of local community development and conservation great care should be taken to understand ecotourism impacts through tourism management . (Harrilland Potts, 2003; Altune et al., 2007).

Ecotourism and Host Community Development

A number of studies have argued that the sustainable of ecotourism development is contingent on local and indigenous communities. For example, Ross and Wall state that ..., in ecotourism, natural areas and local populations are united in a symbiotic relationship through the introduction of tourism...ecotourism is viewed as a means of protecting natural areas through the generation of revenues, environmental education and the involvement of local people (in both decisions regarding appropriate development and associated benefits) (1999, p. 124). In fact, it would be proposed that the socioeconomic impacts of ecotourism on residents are critically linked with sustainable development perspective. Recently, Lee (2012) in his investigation regarding the assessment of residents support for sustainable tourism, in Cigu Wetland in Taiwan, concluded that the benefits perceived by host residents change the relationship between community attachment and support for sustainable tourism development and between community involvement and support for sustainable tourism development.

From the discussion on the sustainability, Honggang et al. argued in detail various aspects of this relationship expressing it in sustainable community development is a subset of sustainable development and is based on a consideration of the relationship between economic factors and other community elements such as standard of housing , education, the natural environment, health and accessibility.

In this regard, Coriaand Calfucura in their "Ecotourism and Development of Indigenous Communities: The Good, the Bad, and the Ugly" paper have confirmed the notions of Struma and Gordillo (2008) and Zeppel (2006) saying that the host community "has been motivated to use ecotourism to improve the economic welfare of indigenous people by forming a symbiotic relationship between tourism, indigenous communities, and natural areas" (2012: 48).

According to Stronza and Gordillo, Ross and Wall's frame work " makes it possible to compare outcomes across sites, linking filed observations and interview responses with indicators of success … [they argue that] by examining synergistic links among tourism, biodiversity, and local communities, appropriate management strategies can be devised" (2008: 456). Agreeing with Ross and Wall (1999), Wearing (2001) state that there is a symbiotic correlation among local populations and resources in protected area or biodiversity where residents are performing as stewards of the natural recourses. In contrast of symbiotic relationship, antagonistic relationship has also appeared in the tourism literature. For example, Hussin (2006) explained the antagonistic relationship in wildlife destinations in Africa. He asserted that symbiotic relationship is not always arranged in less developed countries since many host community are still depending on natural resource use and extraction for their survival which might be led them to anti-conservation attitudes. For instance, he argued that African peoples were repeatedly resettled on marginal territory where they found it hard to survive, thus they decided to poaching wildlife and other resources such as firewood, from the protected region where they could access free of charge. Carruthers declare that this situation become worse whenever the conservation authorities were characterized by a law enforcement mentality which saw rangers spending much of their time hunting down and arresting poachers, for crimes as minimal as catching cane rats or chasing a lion from kill, and those illegally harvesting products from protected areas (1997, cited in Hussin, 2006: 69).

Thus, according to Hussin, “the relationship between people in communities surrounding the parks and parks staff was characterized by hostility and mistrust or *antagonistic relationship*” (2006: 69). Evidences in literature identifying the same circumstances in several ecotourism destinations in less developed countries, such as in Kenya and Indonesia, provides the ground for antagonistic relationship instead of symbiotic relationship. Based on the notion that tourism is known as a tool for community development, Oliveira and Silva underlined the critical issue stressing that “in any case, there must be a clear understanding about the relationship that must be established between local communities and conservation and how it can be improved through ecotourism” (2010: 555). It is important to that, community development in ecotourism destination must be considered as a focal point in sustainable development of ecotourism by ensuring that nature resources will be protected. Honggang et al. (2009: 3) state that “communities use tourism as a development tool and tourism activities rely very much on communities” often referred to as village tourism, rural tourism, ecotourism and the like.

The review of the literature thus far proposes that ecotourism’s real connection to conservation and sustainability comes through this symbiotic relationship which in turn leads to effective destination management, benefitting all partners of this relationship. Concerning ecotourism and host community relationship, Coria and Calfucura stress that a large part of the literature analyzing the links between biodiversity conservation and community development assumes that nature-based tourism managed by indigenous communities will result not only in conservation of natural resources but also in increased development(2012: 47). Here they view a match between the interest of the host population and ecotourism. They conducted a survey to examine the complex interaction among ecotourism and indigenous communities and to identify the factors affect this relationship. They observed that in practice, ecotourism has often failed to deliver the expected benefits to indigenous communities due to a combination of factors, including shortage of endowments of human, financial and social capital within the community, lack of mechanisms for a fair distribution of the economic benefits of ecotourism, and land insecurity.

CONCLUSION AND IMPLICATIONS

This paper discusses the key concepts and thoughts on and about ecotourism by distinguishing between ecotourism and other types of tourism. In the context of ecotourism impacts and resident perceptions of tourism development, social exchange theory was discussed. It is argued that the social exchange notion is uncertain and complex depends on different situation and characteristics of residents in various studied destinations. Relevant issues that assumed to be important to ecotourism, such as local and indigenous relations as well as factors influencing residents’ perception, are discussed. The significant points regarding tourism and local culture and tradition are to be examined empirically in the proposed theoretical model in future studied. This model takes into account ecotourism itself, its impacts, and life style of host population, tourists' attitudes towards culture and tradition, religion and religious beliefs, and residents' perception of tourism development.

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Geo-tourism overview of East Azerbaijan Province of Iran: The case study of Kandovan village

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INTRODUCTION

Although it has been estimated based on predictions that by the year 2025 Iran may annually attract up to 20 million tourists, especially after Iran-west recent ties, some geo-touristic parts of the country are still unknown for many tourists. If this happens, tourism will be an important economic activity and source of income for the country. On the other hand, the essential part of existing tourism in Iran belongs to few famous historical and religious cities and non-historic sites are more or less unknown for the tourists. One of the main tourism branches yet have to be recognized by travellers is geotourism. Geotourism is a relatively new form of tourism with considerable global growth potentials. Its provision, as tourism focused on geology, with a particular emphasis on rural localities and geoparks has burgeoned since the turn of the present century.

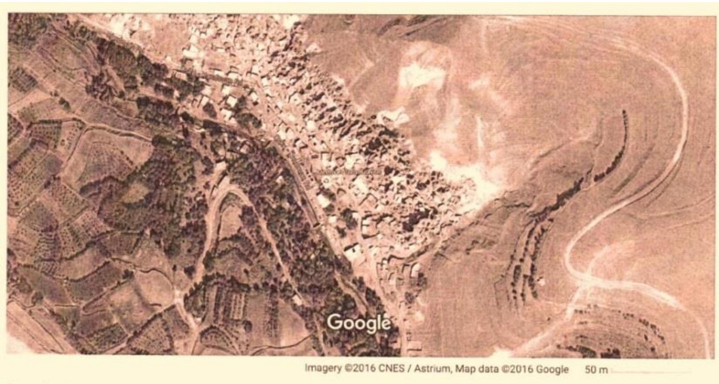
However, its growth and impact on geo-conservation, and associated concerns over geo-exploitation are difficult to accurately quantify due to limited appropriate research and evaluation. It has been considered as a form of niche (Hose 2005) or; special interest tourism', both actively growing tourism market segments. Kandovan (also Romanized as Kandovān and Kandavān; also known as Kanvān) is a village in Sahand mountain rural district, in the central district of Osku county, East Azerbaijan Province of Iran. Kandovan has located 62 km south of Tabriz on Sahand volcanic mountain slopes. This village demonstrates man-made cliff dwellings which are still inhabited. The cave dweller homes, excavated inside volcanic ashes and tuffs are locally called "Karaan". Karaans were cut into the lahars (volcanic mudflow or debris flow) of Mount Sahand. The cone form of the houses is the result of lahar flow consisting of porous round and angular pumice together with other volcanic particles that were positioned in a grey acidic matrix. After the eruption of Sahand these materials were naturally moved and formed the rocks of Kandovan. Around the village the thickness of this formation exceeds 100 m and with time due to water erosion the cone shaped cliffs were formed. At the 2006 census, the village population was 601, in 168 families. This paper attempts to overview the geo-tourism prospects of Kandovan village of Iran.

LITERATURE REVIEW

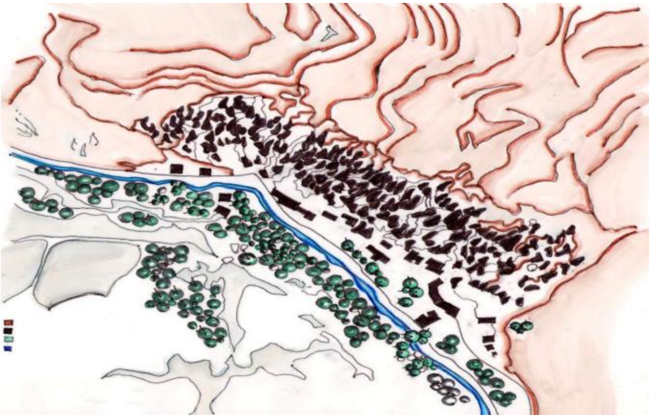
There has been extensive research in the geo-tourism potentials and prospects of Kandovan village of East Azerbaijan, Iran. Ghanbari, et al. (2013) studied the geo-morphological features of the Kandovan as tourism potentials. Esfahani, et al. (2012) studied the economic and geomorphic aspects of the Kandovan geo-tourism attractions. There are a lot more studies concerning the Kandovan Village potentials and prospects that are introduced in detail in the same reference.

Geographic Features

Importance of the geography would be more visible while the condition of each context effect the buildings directly. It is about the topographical and physical characteristics of the land. The rural patterns always develop in parallel with the geographical conditions of the site. Most of the time divisions of the lands are based on the level of them from the sea. They are categorized in this way: High land, mid land (hill lands),flat land and coastal lands (Ghobadian, 2003). In the high land settlements the fundamental building material is stone, because of its availability on the mountains.



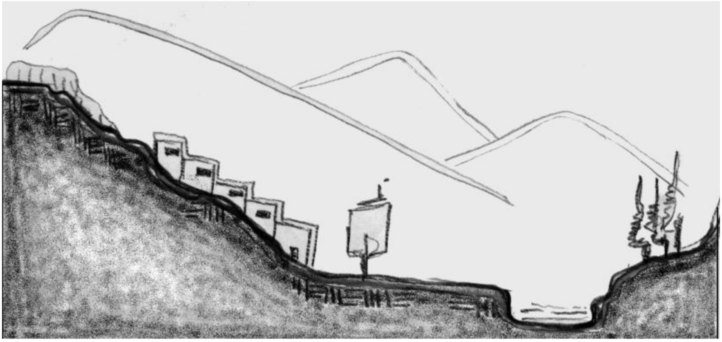
Kandovan Satellite Picture (Source: Google Earth, 2016)



Different geomorphic and topographic outcrops of Kandovan formation

Ignimbrite rock standing of the houses (Source: Auckland, U. 2005, and Ashrafi, N. 2013 flexiblelearning: http://flexiblelearning.auckland.ac.nz/rocks_minerals/rocks/ignimbrite.html)

The formation of Kandovan obeys topographic and geomorphologic features of the area.



The Stages of Settlement Development according to the Topography (Source: Adeli, 2011)

On the coastal lands the chosen materials are predominantly sand and timber. Use of sand is popular because it's abundances and convinces to the context, and also they use timber to be adapted to the moisture of the whether out there. Topographical condition is the other fundamental term of a certain land.

Ghobadian states that: "Lumps and dents of a land is called topography, which is appearance of changes on the earth's crust. After all the changes on earth different topography appears which has different types and categories. Some of lumps of the lands became hills and mountain and people created habitation there. Some dents of the earth became oceans, lakes and rivers. From the beginning of the time, humans were affected by climate. Their very first idea was protection from the harshness of the weather. They constructed a shelter for protecting themselves. Therefore, it is documented that the first element which effect built environment directly is weather. There are several aspects that effect building formation, location and direction in climatic issues; they are categorized as wind direction, sun direction, humidity, air pressure, temperature, and rainfall (Yaldiz, 2009). Therefore it is clear that, variations in natural environment which is called climate conditions could be cause to have different building approaches in vernacular architecture. In vernacular architecture in all the regions there are some elements, which are showing the effect of climate. For instance in hot and dry climate in, they use thick wall not to let cool weather be consumed in the very hot weather out there. There are other elements such as wind catcher inside the building in the same region. The function of it, is to bring the wind inside the building and most of the time because of the thickness of the walls the wind become cool until it get out of the wind catcher (Zandi, 2006). The other example could be from moderate and humid weather. They construct the building with empty space underneath it therefore; the building does not touch the ground. The aim is that, since the weather is rainy most of the time there, the humidity of it could not have a chance to get inside. The other thing that they usually do in this region is the slope of the roof. It is between 50-60 percent in order not to let the rain water get inside from the roof. These examples show that every region with different climate has different approach in terms of vernacular architecture. Therefore, climate could be documented as initial term in vernacular settlements.

ANALYSIS DETAILS

Kandovan village is derived from the nature of Sahand Mountain. Geology of the Kandovan settlement is remarkable, about 12 million years ago Sahand Mountain created from natural deformation of the earth. It was volcanic mountain at that time. All the volcanic rocks after the volcanoes from Sahand Mountain started to live as a very hard kind of rocks in the nature, which is called "Tuff" rock. After being in the harsh nature under hard rains and wind the soft part of the big rocks ruined and the part, which were more stable stand there in the nature. Then it was a time for the migrants to move there inside the nature to be protected from the nature and enemies. They carved the ashes from volcano after that and started to live there. What exist there today, are the units that had more stability to the nature (Bahman, 1937). There are two types of soil in Kandovan village; the first is the one that created from the decomposer of the original rocks, therefore, it is local soil. The second is the one that, from time to time came there with the help of rain falls and deformation of the rivers. In general the most part of the Kandovan village is covered with Ignimbrite soil, which is welded part of old volcanic rocks that survived. All the volcanic rocks are subset of it, such as Tuff, Yellowstone Tuff, Bishop Tuff and etc. Mainly the material of the units is from mentioned material (Katharine, 2007).

The other thing that would be also in consideration is in geographical issues is vegetation on Sahand mountain from the high part of it to the plain of Urmia that Kandovan village is in between of these two part. Generally vegetation is start from the part that the degree of the slope on Sahand is not that vertical. Parts with more slopes are covered with large amount of grass and herb, therefore, in the spring time mostly the vision of the mountain is completely green. As the slope getting softer the shape of the vegetation also changes. On the lower part of the mountain there are amount of trees, which they are not too crowded and the space between them is considerable. On the lowest part of Sahand there are vast lands with a good quality of soil, which is good for agriculture; therefore, it is mostly being used for Kandovan inhabitants to do farming there (Gorji and Sanayi, 2009).

In an earlier study, the author (Roostaei, S.) has calculated the economic added value and the scientific worth of Kandovan Village with the cooperation of Esfahani, et al (2012) and has come to the concluding point that this village has a higher scientific and economic value and there is a need to manage appropriately this fascinating geotourism place or geomorphosites in order to enhance its existing non-value conditions. The analysis procedure involved the inclusion of many criteria in an assessment card issuance taking into consideration various features such as ecological, aesthetics, cultural and economic factors. Each category was classified in a scoring system which was derived from field and data record analyses. According to the results it has become clear that Kandovan Village can be classified within 4 different ecological, aesthetics, cultural, and economic categories. The highest scores of the estimations belong to its aesthetics and cultural aspects (0.5 and 0.8 points in the calculated scoring system, out of 1), and this was followed by the aesthetics and economic values of the Village that were estimated to be 0.8 and 0.4 points respectively.

CONCLUSION AND IMPLICATIONS

While, many researchers have pointed out that Kandovan Village is an outstanding natural feature being regarded as one of the main geo-tourism sites of East Azerbaijan province and Iran as a whole, some others also have mentioned that if the managers do not pay attention to its existing situation and the gradual deterioration of its natural features there will be negative impacts on its traditional tourism attraction. The findings of our study indicate that Kandovan has an alluring tourism prospect for the future and based on the present dismissal of embargos and hopeful Iran-West economic ties the managers and planners should take into their consideration its international economic, aesthetic, ecologic, cultural and more importantly, touristic position for the development of the area.

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Evaluating the conservation contributions of ecotourism

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INTRODUCTION

Global biodiversity is under threat, and there is widespread agreement that the planet is currently facing a global extinction crisis (Becker, Agreda, Astudillo, Costantino, and Torres, 2005; Bradshaw, Sodhi and Brook, 2009; Kingsford et al., 2009; Pimm et al., 2014). Conservation efforts are coming under increasing pressure worldwide through reductions in funding for public protected area agencies; continued clearance and degradation of land outside protected areas; climate change; growth of human populations; and an increase in both subsistence and industrial primary production. Ecotourism is promoted for its potential to act as a conservation mechanism by addressing these problems (Brightsmith, Stronza and Holle, 2008; Buckley, 2010; Stronza and Durham, 2008). To date, however, there has been no global review and evaluation of the overall conservation contributions of the ecotourism industry.

We therefore developed a framework to evaluate the conservation achievements of individual ecotourism sites, businesses and programs. We constructed a comprehensive list of actions that ecotourism enterprises can undertake to achieve conservation goals, and the outcomes these actions can have. While the ecotourism industry also creates a range of negative impacts (Ansong and Pickering, 2013; M. Ballantyne and Pickering, 2011; Batta, 2006; Steven, Pickering and Castley, 2011), our framework focuses on the potential to make positive contributions to conservation. We tested the framework by applying it to 86 Australian tourism enterprises with advanced level eco-certification through Ecotourism Australia.

LITERATURE REVIEW

Ecotourism has been shown to contribute to conservation through a variety of direct (Blangy and Mehta, 2006; Buckley, 2010; Stronza and Durham, 2008) and indirect methods (R. Ballantyne and Packer, 2011; Balme et al., 2013; Brightsmith et al., 2008; Skibins, Powell and Hallo, 2013). As of early 2016, 70 articles worldwide had examined the conservation outcomes of ecotourism in practice (Wardle, Buckley and Shakeela, in review). Each of these examined only a single or small group of sites, utilized different methodologies and covered different areas of conservation practices. The majority focused on visitor interpretation and community actions.

There are several previous reviews and frameworks of ecotourism conservation contributions, but all have shortcomings. Ardoin, Wheaton, Bowers, Hunt, and Durham (2015) reviewed 30 empirical studies but addressed only one conservation action and two conservation outcomes, namely tourists' environmentally related attitudes and behaviors after exposure to environmental interpretation. Mossaz, Buckley, and Castley (2015) examined only three species on one continent. Buckley (2009) focused on net environmental outcomes, and included only a few conservation mechanisms.

METHODOLOGY

Literature searches were conducted in Web of Science®, Scopus®, Leisure Tourism® and Google Scholar®. Over 3,000 papers were searched for examples of measurable conservation parameters. In addition to the academic literature, the full set of ECO Certification parameters used by Ecotourism Australia was reviewed, as well as all publicly available parameters listed by other ecotourism certification bodies including The Green Key, Global Sustainable Tourism Council, Rainforest Alliance, Biosphere Responsible Tourism, and Green Globe. The findings were constructed into a framework, with both the actions and outcomes categorized into 5 sections according to their focus: the physical natural environment, biology and wildlife, visitors, staff and the local community, and large scale organizational and political factors.

The physical natural environment and the wildlife categories of the framework were applied to 86 fixed-site ecotourism enterprises with Advanced Ecotourism Certification under Ecotourism Australia, the not-for-profit industry association responsible for the design and management of the Australian ECO Certification Program since its creation in 1996. Data were obtained through analysis of documentary sources including: certification applications, supporting data and audits; company websites; and independent third-party publications. These data were initially extracted as text quotes, which were used directly for qualitative analyses.

They were also converted to quantitative categories, as feasible, for quantitative pattern analysis. Quantitative or categorical data were also compiled on enterprise characteristics such as turnover, size, age, guest capacity, and ecosystem or biome.

Links between individual conservation actions and outcomes, and characteristics of the enterprises concerned, were examined using pairwise tests of association (chi-square with Bonferroni adjustment), using the statistical package SPSS®; and multivariate approaches such as principal coordinates analysis, using the statistical package PRIMER®.

Qualitative data analyses were conducted on text extracts obtained as above. The approach used a combination of data-driven and theory-driven codes. Deductive coding was used to code text to each of the framework parameters that had been developed from the literature, and inductive coding was then used to investigate themes within each parameter. Multiple coders were used to enhance reliability.

RESULTS

The framework identified 30 distinguishable conservation actions and 32 conservation outcomes. Of these, 14 actions and 15 outcomes were related to wildlife or the natural physical environment. The most commonly undertaken actions were: weed removal, revegetation, and rubbish clean-up programs. The most common outcomes were: increased habitat connectivity, and improved vegetation density and habitat. The extent of conservation activities varied considerably; however, all sites undertook at least nine actions or more, and nearly half of the sites state that they have adopted at least half of the listed actions. A number of correlations were identified between particular conservation actions and enterprise turnover, size, age, guest capacity, or biome. Final outcomes are less often mentioned. In part, this may reflect difficulties in measuring outcomes with confidence, and the lack of focus on outcomes in the certification program. The certification application is predominantly a presence/absence check-list, but several sites provided greater detail. Common themes included the extent of their actions, costings, challenges, motivations, man-hours and volunteer/guest labor.

CONCLUSION AND IMPLICATIONS

This study establishes the first comprehensive list of conservation actions and outcomes for the systematic evaluation of ecotourism sites, businesses and programs. This framework enables comparisons across locations, sectors and time scales, and can be used to determine if investments of time and resources are achieving desirable outcomes. It can also be applied more broadly in conservation management, eco-certification, and the tourism industry. Results from the Australian test show that many ecotourism enterprises are enthusiastic about conservation, but the depth of analysis is severely limited by lack of quantitative data. Substantially more detailed evidence will be required if ecotourism is to gain recognition and support for its contributions to conservation. At least for higher-tier eco-certification, therefore, checklist-based systems will need supplementation with quantitative and ecologically meaningful measurements.

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