TOURISM IN UNCERTAIN TIMES:

issues and challenges

ICOT2020
Virtual Conference, 17-18 September

BOOK of ABSTRACTS

10th ICOT Conference

17-18 September

International Conference on Tourism

More information:

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Organized by IATOUR, Faculty of Social Sciences University of Crete, Middlesex University

Contents

CONFERENCE AIM

The ICOT2020 conference builds on the collective success of the previous nine International Conferences on Tourism (ICOT) held in Greece, China, Cyprus, U.K., Italy, Thailand and Portugal and the strong support by the international scholarly community. The twenty-first century has brought new challenges for tourism. Climate change, overdevelopment, economic crises, terrorism, globalisation, and entrenched social problems pose threats and create an uncertain tourism environment that affects destinations and their populations in virtually every corner of the contemporary world. To keep pace with these challenges, governments, businesses, communities, and tourism organisations need to continuously assess social, economic and environmental factors, to identify future trends and to examine various response policies and management techniques to decrease risk and uncertainty. Bearing all of these concerns in mind, this conference aims to add to the debate regarding balanced tourism growth including the concepts of overtourism and degrowth for both established and emerging destinations. The conference will stimulate discussion and exchange of ideas related to the conference theme and beyond, between tourism professionals, academics, researchers, policy-makers, consultants, practitioners, government officials and postgraduate students from tourism academia and related fields.

CONFERENCE THEMES

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

- Tourism Development, Policy and Planning
- Sustainability, Degrowth and Overtourism
- Alternative and Special Forms of Tourism
- Community Responses to Tourists and Tourism
- Collaboration and Cooperation between Stakeholders
- Emerging Tourism Destinations
- Theoretical Perspectives on Tourism
- Economic/Social/Environmental/Cultural Impacts of Tourism
- Tourism Education and its Role in Managing Tourism Development
- World Heritage Sites
- Industry's Role in Managing Growth
- Destination/Place Marketing
- Information Technology in Tourism
- Tourism Research and Methodology
- Globalisation Effects
- Challenges and Best Practices of Hospitality and Tourism Marketing and Management
- Negotiation in Tourism
- Tourism Mobilities
- Transportation and Tourism
- Authenticity and Commodification
- The Future of Tourism
- Climate Change and Natural Disasters
- The Effects of Crime, Terrorism, Safety and Security
- Managing Human Resources in Hospitality and Tourism
- Evolution and Transformation of Booking and Distribution Channels
- Responsible Tourism for Conservation and Development
- Social Networking and New Forms of Tourism
- Innovation in Tourism.

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- Dimitrios Stylidis, Middlesex University London, United Kingdom
- Matina Terzidou, Middlesex University London, United Kingdom

KEYNOTE SPEAKERS

PROF. SARA DOLNICAR

The University of Queensland, Australia

Sara Dolnicar is a Professor in the Tourism Department at UQ Business School (The University of Queensland). Since her PhD, Professor Dolnicar has worked to improve market segmentation methodology and refine empirical measures used in social science research. She has applied her work primarily to tourism, but has also contributed to the areas of environmental volunteering, foster care and public acceptance of water alternatives. Her current research program focuses on developing and experimentally testing measures that trigger pro-environmental behaviour in tourists. Over the past few years she has studied peer-to-peer accommodation, an interest now reignited by COVID-19. Professor Dolnicar currently serves the Co-Editor in Chief of Annals of Tourism Research and Annals of Tourism Research Empirical Research.

Dr. Freya Higgins-Desbiolles

University of South Australia, Australia

Freya Higgins-Desbiolles is a Senior Lecturer in Tourism Management, Business Unit, University of South Australia. Her work focuses on social justice, human rights and sustainability issues in tourism, hospitality and events. She has worked with communities, non-governmental organisations and businesses that seek to harness tourism for sustainable and equitable futures. She is one of the Founding members of the Tourism Alert and Action Forum. She has published in leading journals, the Conversation and Newsweek as well as contributed to tourism trade magazines. She was honoured as one of 50 "most awesome" tourism scholars in 2018 by the Women Academics in Tourism network.

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SCHEDULE AT A GLANCE

THURSDAY 17 SEPTEMBER 2020

09:00 – 10:00	Keynote Speech
10:00 – 11:00	Parallel Sessions 1 (rooms A and B)
11:00 – 11:30	Virtual Coffee Break
11.30 – 13.00	Parallel Sessions 2 (rooms A and B)
13:00 – 14:00	Virtual Lunch
14:00 – 15:30	Parallel Sessions 3 (rooms A and B)
15:30 – 16:00	Virtual Coffee Break

FRIDAY 17 SEPTEMBER 2020

09:00 – 10:00	Keynote Speech
10:00 – 11:00	Parallel Sessions 1 (rooms A and B)
11:00 – 11:30	Virtual Coffee Break
11.30 – 13.00	Parallel Sessions 2 (rooms A and B)
13:00 – 14:30	Virtual Lunch
14:30 – 16:00	Parallel Sessions 3 (rooms A and B)
16:00 – 16:30	Virtual Coffee Break
16:30 – 16:40	Awards' Ceremony
16:40 – 16:50	The next conference (ICOT2021)
16:50 – 17:00	Closing Speeches

KEYNOTE SPEECH I: PROF. SARA DOLNICAR

The University of Queensland, Australia

Airbnb and COVID-19: Disrupting the Disruptor

Airbnb has made the trading of private spaces accessible to the tourism mass market. Initially, Airbnb appeared as having quite unique features. This, combined with a vacuum of regulatory frameworks, allowed ordinary people to engage in short-term renting of space, often at lower prices than commercial competitors. Much was written about Airbnb, its economic benefits as well as societal challenges. Over the years, Airbnb developed to become a more mainstream tourism accommodation channel. In 2020, when COVID-19 forced tourism around the world into hibernation, Airbnb was severely impacted, considering a return to it’s roots. In her presentation, Professor Dolnicar, will discuss the key milestones of Airbnb and its role in the tourism industry.

KEYNOTE SPEECH II: FREYA HIGGINS-DESBIOLLES

University of South Australia, Australia

Socialising tourism for social and ecological justice: A vision of tourism for the public good

The COVID-19 pandemic of 2019-2020 has disrupted tourism and the context in which it operates. This global crisis in which travel, tourism, hospitality and events have been shut down in many parts of the world, provides an opportunity to uncover the possibilities of rethinking tourism in this historic transformative moment. As the crisis has unfolded, the neoliberal logics that have underpinned tourism in much of the world for decades have been at least temporarily suspended. In confronting public health imperatives, nations around the world have turned to the social - social capacities, social services and social bonds - to address these challenges. This is an important reminder that the market should serve society rather than society serving the market. This presentation will deliver a critical tourism analysis of these events to embrace this rare and invaluable opportunity to rethink and reset tourism toward a better pathway for the future. It presents a proposal to “socialise tourism”. To socialise tourism is to make tourism responsive & answerable to the society in which it occurs. Such a vision requires a community-centred tourism framework that redefines and reorients tourism based on the rights and interests of local communities and local peoples. Theoretically, such an approach includes a way tourism could be “socialised” by being recentred on the public good. This presentation will not only envision such a transformation but offer current examples to illustrate the possibilities. It will be argued that such an agenda is essential for tourism to be made accountable to the undeniable social and ecological limits of our planet.

JOANA ALVES, CELESTE EUSÉBIO, MARIA J. ROSA AND LEONOR TEIXEIRA

University of Aveiro, Portugal

Is accessible tourism being promoted in higher education study programs? An overview based on curricula analysis and the perceptions of programs' directors

Accessible tourism is a growing market, which includes people with disabilities and people with other special needs (e.g. seniors, pregnant women, or people with allergies). However, published studies highlight the strong barriers people with special needs (PwSN) face when engaging in tourism activities, some of them related with the lack of adequate skills by the human resources in the tourism industry. Therefore, there is the need for tourism study programs to include topics related to accessible tourism. Still, few studies have examined this topic, namely, what kind of skills should be developed in these programs' graduates so they can provide adequate accessible tourism services. This paper intends to extend the knowledge in this area through a study carried out on Portuguese higher education tourism programs (PHETP) (undergraduate and master). The goal was to evaluate how far the skills needed to serve the accessible tourism market are being develop in PHETP. Firstly, a content analysis was employed to examine the curricula of the PHETP. Secondly, a questionnaire was developed and distributed to the directors of these programs and two focus groups were conducted with a sample of the programs' directors. Overall, the results show that PHETP are not training professionals with the necessary skills to serve the accessible tourism market. The curricula analysis of all PHETP reveals that none of these programs includes goals related with the accessible tourism. Additionally, only 8 out of 113 programs have curricular units related to accessible tourism. The programs' directors perspectives, obtained through the questionnaires and focus groups, reinforced these results. Interestingly, a gap was detected in PHETP regarding accessible tourism. Although the programs' directors recognized the relevance of providing students with skills in this area, they referred difficulties in including accessible tourism related contents in their programs. The paper ends with suggestions on how to enhance PHETP so students can acquire the necessary skills for matching the needs of the accessible tourism market. It is expected that those suggestions contribute to improve tourism supply quality and, consequently, to

overcome the travel constraints PwSN face when participating in tourism activities.

RAN BEN MALKA
Sapir Academic College

YANIV PORIA
Ben-Gurion University of the Negev

Is your heritage site for sale? How much does it cost? Compensation for Elimination: An innovative technique for evaluating the monetary value of cultural heritage sites

Can we place a monetary value on heritage sites? What kind of goods are heritage sites? Viewing a heritage site as a commodity and evaluating it as such provides a new and efficient perspective for policy making and act as a guideline for governments which often are the main – and substantial – funding source for heritage sites, whether by subsidizing the costs or running it, investing in its restoration and renovation, or both. Such studies often use the WTP (Willingness to Pay) techniques to evaluate the monetary value of heritage sites adopting nonmarket valuation methods (e.g., CVM or CM). Such valuation methods which typically aim to assess the total economic value including both use value (e.g., willingness to visit) and nonuse value (e.g., bequeath demand, “option demand”). This theoretical study has two major contributions: (1)In line with the experientially based approach, a typology of heritage sites is suggested highlighting the link between the site and the individual as critical to the conceptualization of heritage site as a goods and measuring its monetary value. Such valuation would be composed of the sites’ economic attributes (e.g., its rareness, whether it is original or a substitute goods), the benefits assigned to it, as well as its attributes as a tourist attraction. (2)The current study challenges the previous epistemological framework adopted to value heritage sites, and offers an innovative tool, Compensation for Elimination (CFE), as better reflecting the monetary value of heritage sites. This tool serves to quantify the monetary value of heritage sites as a social artifact and commodity, so that management decision can be based, on financial as well as emotional considerations. This study contributes to the management of heritage sites and the conceptualization of heritage as a social artifact highlighting its crucial importance in contemporary society. Preliminary findings will be presented and discussed from the empirical study we are conducting these days.

ELRICKE BOTHA, MARTINETTE KRUGER AND ADAM VILJOEN

North-West University, South Africa

Zeal for zoos: Zooming in on interpretation

Zoos are primarily administered and open to maintain and exhibit living organisms for the demonstrable purposes of education, conservation and research. Unfortunately, more often than not, there is a mismatch between the conservation mission of the zoo and the visitors' motivations to visit these controlled environments. Consequently, zoos need to find a way to address both their mandate (conservation) and the needs of their visitors (being educated in an entertaining manner). A well-known tool that accomplishes both entertainment and education and is used typically in wildlife contexts such as national parks and reserves is the use of interpretation or interpretive services. The latter is a tool used for assisting in visitor learning (i.e., education) and visitor satisfaction (i.e., satisfying experience), as well as behavioral and attitude change (i.e., pro-conservation). This research identified which aspects of the visitor experience need to be managed to enhance interpretation offerings in South African zoos. Determining these aspects can assist zoo managers in identifying gaps in their current offerings and finding ways to rectify them, not only to fulfil visitors' needs but also to fulfil their mandate and ensure the longevity of these zoos. Visitor surveys were conducted at two zoos located in the Gauteng province; a total of 614 questionnaires were obtained at these zoos. A set of distinct visitor motives, visitor experience management factors and interpretation needs for zoos were identified. The research indicates that visitors have clear expectations regarding the interpretation offerings at zoos, but that the zoos fail to meet these expectations. Five interpretation factors were the dependent variable in the research and the linear regression analyses results revealed which combination of the visitor experience factors had the most significant influence on enhancing these critical factors. The contributing factors vary, depending on the type of interpretation. The challenge for zoos are to find a balance between attracting visitors (increased visitor satisfaction) while simultaneously enhancing education and conservation management through the prioritizing of interpretation.

MOHAMED BOUKHEROUK AND HICHAM OUAKIL
Cadi Ayyad University Marrakech, Morocco

Covid-19 pandemic and reconsidering Maslow pyramid in tourism chain value and service delivery: Case study of the Moroccan domestic tourism market

Covid19 pandemic has shaken tourism system and the process of production, service delivery and, above all, the tourist’s behaviors. The cessation of tourist activities is correlated with the climate of health risk and the atmosphere that has reigned, and which will probably impact the minds of tourists and tourist suppliers. This disruptive situation will break with the traditional behavior of different stakeholders. The situation is that all the whole chain must reconsider the motivations and drivers of tourist’s consumption. The rise of a new era of tourism health friendly pushes the tourism chain to adapt and offer new designed products enriched with health and sanitary protocols. Through a case study of the Moroccan domestic tourism, this paper is an analysis of the new tourism trends in terms of tourist’s and suppliers motivations their perception of health and safety risks, after lock-down. On the one hand, a qualitative survey on a reasoned sample of 150 tourists enabled us to analyze the motivations oriented towards health security and the perception of the situation and of the current measures. On the other hand, the study of the cases of 5 classified hotels makes it possible to complete the first by presenting the answers to the expectations and new needs of local tourists. They both allow us to conclude that a repositioning of Maslow pyramid on the products and services design is making more significant the importance of safety and security. The analysis of the new guidelines and protocols implanted by the tourism suppliers and a qualitative study show that, more than ever before, tourists will seek for security and safety before buying tourism activities and destinations.

CARLA CARDOSO
Catholic University of Portugal, Portugal

The contribution of tourism towards a more sustainable and inclusive society: Key guiding principles in times of crisis

At a time when tourism is embarking on the path to recovery from the COVID-19 crisis, this study aims to put forward a set of principles guiding the development of tourism to make the global society more inclusive and sustainable. For this purpose, this research adopted a descriptive design using views and data mainly published by eleven international organisations and specialised agencies between March and midi of June 2020. Content analysis was carried out to enable the research to identify features and the presence of challenges for tourism within International Organisations' documents and leaders' speeches and compare them. The results revealed that there are five key principles that may have a significant impact on tourism development, suggesting they could be adopted for building a more inclusive and sustainable economy, while mitigating the impact of the COVID-19 crisis. Adopting the key five principles recommended in this study can help tourism to emerge stronger and more sustainable from COVID-19 or other future crises. Equally, this can incite changes in policies, business practices and consumers' and locals' behaviours with a view to building a truly sustainable sector. This study goes behind reconfirming existing knowledge within the COVID-19 context by highlighting five key guiding principles which can help tourism players to convert this crisis disruption, and future ones, into transformative innovation as well as into an opportunity to contribute to the achievement of the ideals and aims of SGDs.

NURIA GUITART AND RAMON SERRAT
Barcelona School of Tourism, Hospitality and Gastronomy (CETT – UB), Spain

Comparative analysis of tourism policies addressing overtourism in Barcelona, Amsterdam and Berlin. From promotion to tourism management and from conflict to coexistence?

In a context where urban tourism development has become uncertain and overtourism issues are raising, the need of new diagnosis and policies planning process, that consider the participation of governmental and non-governmental organizations, belonging to various sectors and territorial levels, appears obvious. Faced with this challenge of tourism management various approaches are apparent, being Barcelona, Amsterdam and Berlin leading cities in the search for solutions. Therefore, this research explores the similarities and differences of management measures implemented by three cities that share an urban regeneration and tourism development period and where manifestations against tourism effects have caused the administration's active response. Thus, the aim is to determine how the challenge of overtourism management is addressed and the effectiveness extent in appeasing social discomfort. To achieve this goal, a revision of the previous bibliography has enabled to analyse and compare the evolution of tourism policies, conflicts, strategic lines and action areas. Additionally, the perception of key tourism stakeholders to evolving policies has been collected through 25 in-depth interviews carried to tourism and urbanism academics, representatives from the public administration, the private sector, DMOs and residents' associations. Regarding the academic contributions, the study reflects the integration of tourism policies to social demands, denoting three evolving stages, from the absence of management, to two periods of planning in which determined common conflicts mark the administrative structuring, the configuration of new agents and the assumption of public and private responsibilities. As for the revision of the measures implemented, most common and preliminary actions imply the limitation of tourism activity trough ordinances that, although showing limitations when adapting to context changes, become indispensable for urban destinations, as they are almost fully and directly applicable by local administrations.
On the order hand, governance improvement measures, arisen recently, share common patterns among case studies, working to integrate wider range of actors and public administrations departments, as well as to collaborate with

the metropolitan area. However, despite the acceptance of responsibilities, respondents acknowledge the lack of measures for the immediate improvement of coexistence and the differing perceptions among heterogeneous interest groups shows the urgency of setting up interdepartmental and global spaces for discussion.

YIXUAN CHENG
Assumption University, China

Exploring stakeholder relationships in China's rural tourism

The current study aims to explore the relationships between stakeholders in China's rural tourism through synthesizing related research published between 2010 and 2020. Rural tourism has undergone over 30 years of development and exhibited some unique features in terms of China's social, cultural, economic and political systems. It quickly become an important role in China's rural socio-economic development. The process of rural tourism development involves multiple stakeholders, including local governments, enterprises, local residents and tourists. While sustainable rural tourism depends on harmonious cooperation between stakeholders. This requires effective management of stakeholder relationships in tourism development. However, there remains little understanding in complex interactions and relationships between multiple stakeholders in China's rural tourism. Little attention has been paid to the roles of different stakeholders in addressing sustainable rural tourism development and to the interaction between different stakeholders. Previous studies reveal that most conflicts and challenges in China's rural tourism are closely related to the tense relationships between stakeholders. It is important to see how different stakeholders cooperate or confront each other in China's rural tourism development. Thus, the research conducts content analysis of related studies to explore and synthesize the internal mechanisms of interaction between different stakeholders in China's rural tourism. Although the paper studies previously published investigations, it will provide an overview and evaluation of stakeholder relationships in China's rural tourism development. The results of the research will contribute to the growing body of knowledge of stakeholder relationship in rural tourism and further promote stakeholder cooperation on future sustainable rural tourism development in China.

PROKOPIS CHRISTOU AND ELENA NIKIFOROU
Cyprus University of Technology, Cyprus

How do tourists feel about animals that are kept caged for people's amusement, entertainment or pedagogy?

A specific form of an enclave, zoos, keep within their confined spaces various wild and threatened species. Zoos are regarded as places of recreation with studies stressing their pedagogical contribution. However, they often receive censure resting mainly on ethical deliberations. This study is set out to investigate how tourists feel about animals that are kept in captivity in zoological parks, underpinned by the fact that humans in general value animals or/and value the outcome of the contact or interaction with them. The notion of value, or better value theory examines how and why humans value certain things. The so referred animal welfare position maintains that is morally acceptable to use animals as human resources as long as animals do not inflict unnecessary suffering on them. A qualitative approach was adopted and targeted tourists at the international destination of Cyprus. Results from 74 interviews indicate that humans value animals mainly due to the benefits they acquire from them. This is particularly the case of pet-companionship with some humans equaling their pets' value to the value they assign to human family members. Despite this, tourists 'support' the confinement of animals by visiting zoos especially in the case of families with children, since they acquire knowledge about rare species, experience joy and bond with others. At the same time, they may experience unfairness, disappointment, and even sadness since animals are kept caged. This outcome contributes to the theoretical discussion of how we treat what we highly value for the fulfilment of those (i.e. ourselves/others) that we value more. Destinations are urged to support the transformation of zoos into sanctuaries and examine possibilities of (eventually) releasing into the wilderness animals that they keep in captivity. This will not take away the "distress" animals may experience, but it will ensure that they will not be confined for their rest of their lives. This tactic may also act as a "comfort" element for those that regard the captivity of animals as unfair, unethical and sad.

CHUAN CHUAN CHUNG AND CHIN YUN CHANG
NanKai University Tianjin, China

Discuss the impact of smart tourism and shared economy models on the travel service industry

Along with the information technology and mobile device widespread, technology makes "Smart Tourism "and "Sharing Economy" has been more and more change. This purpose of study is discuss "The impact of smart tourism and sharing Economy to travel service industry, object of study is the people used to get a taste of the Smart Tourism and Sharing Economy mode. This study questionnaire is adopted to closed questionnaire altogether three hundred and fourteen were sent out and two hundred sixty two to analysis, in the Regression Analysis to check the relation between of smart tourism, sharing economy mode also travel service industry. Smart tourism and sharing economy model indicated a significant effect, $\beta=.387$, $p<.001$; smart tourism and travel service industry indicated a significant effect, $\beta=.512$, $p<.001$; sharing economy model and travel service industry indicated a significant effect, $\beta=.622$, $p<.001$, Therefore, smart tourism, sharing economy model and travel service industry indicated a significant effect with each other. In Pearson product-moment correlation coefficient analysis, the correlation between smart tourism and sharing economy model is .387. The correlation between smart tourism and travel service industry is .512. The correlation between sharing economy and travel service industry is .622. The result of the research shows smart tourism and sharing economy model indicated significance .000, which is positive correlated. To travel service industry, smart tourism and sharing economy model have a significant impact. Therefore, it can be inferred that the higher the usage of smart tourism and the sharing economy mode, the greater the impact on the travel service industry. According to the results of this special study, it has been confirmed that the interaction between smart tourism and the sharing economy mode on the travel service industry are both highly significant, especially in the era of advanced smart technology. The industry achieves the situation of industrial upgrading, resource sharing, and more convenient win-win situation for customers through the use of technological resources.

Giovana Cioffi and Sidnei Raimundo

University of São Paulo, Brazil

Community-based tourism: Contributions to reconciliation between communities and natural heritage

Contemporaneity under the capitalist condition has been marked by the massive destruction of natural heritage, with mass tourism being an important vector of negative impacts on heritage sites. The tensions surrounding and pressure them are rooted in reductionist conceptions that understand nature only as something to be mastered, establishing a dichotomous vision between the environment and society. Under this logic, it is observed that the historical process of patrimonial activation rejected in part the cultural dimension that composes and is composed by nature. In Third World countries, the process of heritage activation, which was carried out mainly with the creation of protected areas, led to the prohibition and criminalization of several traditional communities that exploited natural resources for their subsistence. The objective of this paper was to understand how community-based tourism (CBT) can be an agent to add new dimensions and meanings to the protection of cultural and natural heritage. The methodology used was a bibliographic review in which the papers were filtered based on the combination of two or more keywords: natural heritage; cultural heritage; heritage preservation; traditional communities; land use; community management; socio-environmental impact; tourism; sustainable tourism; community-based tourism. The review of works in Portuguese, Spanish, and English allowed for an in-depth survey and analysis of the concepts, practices, limitations, and perspectives among community tourism and heritage protection, demonstrating a salutary relationship of them. Furthermore, the CBT is a strategy that embraces social participation towards the enhancement of cultural identity, the guarantee of the well-being of communities that have tourism in their territories, and the respect of sustainable limits on the use of environmental resources; all of them being an essential element to heritage protection.

LALIV COHEN ISRAELI AND GALIA FUCHS
Ben-Gurion University of the Negev

The perspective of those who broke the glass ceiling: An investigation of key factors that empower female managers in the Israeli hotel industry

The cumulative literature points to a variety of barriers in promoting women to senior management positions in the hotel industry. These factors are related to the characteristics of the industry (e.g. long working hours and shift work; work during holidays and weekends; hidden and overt discrimination) and to the female executives' perceptions and behavior (e.g. self-imposed barriers; problems associated with work-life conciliation). At the same time, we have witnessed an increase in the number of senior female managers in the industry. This raises the question of what are the key factors that empower women and enable them to reach senior management positions. The purpose of the current study is to hear the voice of those who have succeeded in breaking the glass ceiling and identifying the variables, causes and processes that have empowered them. The analysis is based on thirty in-depth interviews with senior female managers in the hotel industry in Israel during 2018-2019. The interviewees were all Jewish, secular, aged 31 to 57. All of them belong to 7 hotel chains (large and small). The interviewees were contacted by means of advertisements placed at on-line forums, with subsequent consecutive referral or snowballing. The interview were recorded, transcribed and analyzed in accordance with grounded theory methodology. The analysis reveals that the female manager empowerment can be attributed to three key factors: Internal work of the manager herself (Solving family and work conflict, ambition, perseverance, high Self-efficacy); The organization (Mentoring, supporting for the expansion of education, initiating a rapid transition between roles and providing opportunities) and the interaction between them ("The extended family"- support and loyalty, the communication pattern). The contribution of the research is presenting data that may lead to a change in work patterns and the promotion of women to senior positions in the hotel industry.

SEBASTIAN CORTES
Acsenda School of Management, Canada

A critical examination of tripadvisor reviews on events: Case study of the Westin Bayshore Hotel in Vancouver

The study aims to examine TripAdvisor reviews on events at The Westin Bayshore Hotel in Vancouver. Over the course of this exercise, it is intended to identify variables from feedback explored as well as determine managers' perception with regards to customer service, guest experience, staff training, and review monitoring. A correct understanding of these reflections contributes to address decision-making processes and detect shortcomings in the operation. Data was obtained through a mixed research approach by synthesizing 380 TripAdvisor reviews from hotel attendees, which corresponds to a 10% ratio of the total comments and interviewing managers using an unstructured questionnaire as a primary source of information. The research is focused on reviews of individuals who attended gatherings on the hotel premises. Although this is merely one of the market niches The Westin Bayshore pursues, the sample size chosen is considerably relevant to interpret tendencies herein discussed. Key findings include the delight with a tremendous engagement from staff and positive reception towards variables such as location, meeting space, and quality of room. Likewise, the hotel assures efforts to extend a sense of well-being, conduct performance evaluation, as well as mitigate operational challenges. Awareness of online reviews as a factor that determines booking decisions as well as impacts revenue margins is essential and might be greatly valued in terms of implementing service improvement, measuring customer loyalty, and estimating satisfaction levels. It appears to be the first investigation with this methodology to be conducted in Vancouver's hospitality industry and the significance of results suggests further research development to discover value judgment patterns in alternative scenarios as well as assess commercial relations with local communities.

DEIRDRE DRAGOVICH AND SUNIL BAJPAI
The University of Sydney, Australia

Managing tourism in protected areas: Trails, limits of acceptable change (LAC), and thresholds of potential concern (TPC)

Natural area tourism, like tourism generally, faces over-visitation issues which are more pronounced in landscapes deemed to be important for conservation of biodiversity and/or historically significant sites. Areas which have legislated protection are clearly defined spaces and include national parks where long-term conservation of nature is an objective. Levels of protection categories within the IUCN guidelines provide management with general descriptors of desirable outcomes but not necessarily with the mechanisms to achieve these. Trail erosion affects conservation management directly through vegetation loss, soil compaction and reduced water quality, and indirectly by creating bare-ground corridors, sedimentation of waterways, and potential wildlife disturbance through increased human noise. Both the Limits of Acceptable Change (LAC) and Thresholds of Potential Concern (TPC) management approaches incorporate limits or thresholds which can be informed by visitor perceptions and preferences. This study investigated 115 visitor responses to a question about bare-ground path width, using this characteristic as a LAC indicator and a partial surrogate for ecological impact. Three walking trails in Royal National Park (near Sydney, Australia) approximately 300 m, 460 m and 570 m in length were measured at 10.5 m intervals; mean path widths were 1.06 m, 1.8 m and 2.14 m respectively. Only one respondent indicated that path width did not matter while 70% felt that a width of ≤1.5 m was acceptable. Of recreationists having the greatest tolerance towards interventions in parks (Non-purist category), 16% viewed a ≥2 m wide path as acceptable compared with 96% of 'Purist' visitors (those preferring minimal modification) nominating a maximum width of ≤1.5 m. From a conservation perspective, TPC provides a broad mechanism for identification of multiple individual ecological thresholds which combined with visitor preferences and characteristics allows for a proactive and calibrated response from management before costly remedial action (like the post-study installation of walkways on some trail sections) becomes essential.

SIMONA FRANZONI
University of Brescia, Italy

Developing sustainable destinations: The role of DMOs in implementing the 2030 Agenda

The travellers want to immerse themselves in the destinations that value the culture and locality of local territories, exalting practices and knowledge, discovering traditions, arts and crafts. Tourist experiences are generated through visiting, learning and enjoying activities in a location and situation away from home. Indeed, the travellers want to become the protagonist of the places they choose, not just to visit them, but to live them, to share them, to identify themselves, as if they were part of that place, of those traditions, of those people. The importance of preserving tradition and expanding tourism offer could facilitate the involvement of the craft SMEs, creating experience based on their artisanal activities/handmade products and trying to enhance their intangible cultural heritage. In this context, craft SMEs can play an active role. Several institutional entities support the enhancement of crafts as a historical and cultural heritage. The European Union recognises crafts as an intangible cultural heritage. The World Tourist Organisation claims that cultural tourism represents between 35% and 40% of all tourism worldwide. The United Nations recognises that tourism has the potential to contribute to 2030 Agenda for Sustainable Development, in particular, target 8.9 "implement policies to promote sustainable tourism that creates jobs and promotes local culture and products" and 11.4 "strengthen efforts to protect and safeguard the world's cultural and natural heritage". According to the World Tourist Organisation "DMOs should align their policies and actions with the 2030 Agenda for Sustainable Development and the Sustainable Development Goals". It is important for DMOs to comprehend the development and conveyance of successful experiences. Therefore, they need to know the travellers' point of view in order to build experiences based on artisanal activities and create, maintain and develop sustainable cultural heritage destinations. The aim of this qualitative study, based on case study method, is to show how DMOs could play a role in implementing the 2030 Agenda. In particular, how DMOs could preserve tradition and expand tourism offer, building experiences based on intangible cultural heritage, supporting the involvement of the new players such as "crafts SMEs" and developing sustainable destinations.

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National Taiwan Normal University, Taiwan

Is hospitality finance boring? The link between situational interest, course satisfaction, learning effects and employability in the hospitality finance

The extant studies focused on the learning effects from hospitality management courses, mainly addressing hospitality human resource and marketing management. In particular, the existing research utilizing the intern, on-line learning and problem-based learning methods to make the students have more interest and understanding of the hospitality management courses. However, educational institutes may ignore putting emphasis on hospitality financial management related courses because undergraduate students in the hospitality program have little interest in courses related to fields such as accounting and mathematics. The aim of this paper is to examine the impact of situational interests and course satisfaction on learning effects and employability in the hospitality financial related courses through incorporating a number of pedagogical methods. This paper used the experiential learning theory to examine the four types of teaching methods (corporate manager speech, lecture-based, table game and business simulation) on the employability and learning outcomes. This study using purposive sampling distributed 150 questionnaires to graduate students in Taiwan who had studied hospitality financial courses in the four types of teaching method. The descriptive statistics showed that except of the lecture-based teaching method, the situational interest and course satisfaction for the other three teaching methods obtained a level of satisfaction. The partial least square (PLS) validated that the situational interest and course satisfaction had a significantly positive impact on the learning effect and employability with the moderating effect of teaching method. The situational interest of the table-game got the highest coefficient towards learning effect and employability among other teaching methods. The course satisfaction of the corporate manager speech had the highest coefficient toward employability and learning effect among other teaching methods. The empirical findings suggest that the interesting table-game should be implemented in the hospitality finance related course in order to have positive impact on the learning effect and employability. Inviting the practitioners to share their working experiences in the class would raise students' satisfaction and increase their learning effects and employability in the domain of hospitality finance.

JOSEPHINE GIERSING AND MATIAS THUEN JØRGENSEN

Roskilde University, Denmark

Community resilience to disaster: Adaptive capacities in Virgin Gorda's community response to Hurricane Irma

In 2017, Virgin Gorda was completely devastated by category 5 hurricane Irma. This greatly affected all life on the island, including the tourism sector, where key infrastructure was destroyed and incoming tourist numbers dwindled to less than half of its normal level. Despite this downturn, the island has seen a relatively fast recovery, with tourist numbers returning to normal levels in 2019. One of the co-authors is a resident on Virgin Gorda. This ethnographic study combines her autoethnograpic reflections with 13 semi-structured interviews with relevant local stakeholders, to investigate what caused this small and isolated community to respond quickly and effectively to the disaster and to rebuild a more disaster resilient community. We find that even if the community was largely unprepared for a hurricane of this magnitude, community resilience and adaptive capabilities offer useful explanatory tools. Immediately after the catastrophe the community managed to mobilize otherwise dormant capabilities, by forming a volunteer group 'Virgin Gorda Recovery Operations Centre (VGROC)'. This allowed for a quick and effective disaster response and subsequent recovery. After the hurricane, this organization and the community as a whole is attempting to organize its adaptive capabilities to prepare for future hurricanes, making the community increasingly adaptable and disaster resilient. Thus, we find that a community's adaptive capabilities may appear in three different stages: dormant - where they are unknowingly present in the community; mobilized - where the community activates otherwise dormant capabilities; and organized – where the community is aware of its capabilities and organize them for future mobilization. In addition to the theoretical implications, we hope that the learnings from Virgin Gorda's disaster response can also help other small island communities with limited access to outside resources to organize dormant adaptive capabilities and in-turn to enhance their resilience to disaster.

BABUL THOMAS GOMES
Acsenda School of Management, Canada

An analysis of domestic, diaspora and international tourists' spending and the impact on poverty reduction in Cox's Bazar, Bangladesh: Implications for tourism policy in developing economies

The aim of this research is to analyse the extent of which tourism segments contributes to poor households' incomes of the tourism market in Cox's Bazar, Bangladesh. The role of domestic tourism in developing economies has received less attention than that of international tourism in the context of research in the field of tourism and development). This research examines the contribution of tourism to livelihood enhancement of poor households in a country where the vast majority of tourists are domestic. In this respect, this research addresses a gap in the current literature. Quantitative methods incorporating convenience and Ad hoc techniques are used to gather primary data from a sample of 207 participants using structured close ended questionnaires with tourists, and households. The research results indicate that the average poverty headcount ratio is 0.36 and the contribution to poor households' incomes from tourists' expenditure is 4.8 per cent. However, there is significant variation in the level of contribution from different types of tourists and from different segments of the tourism value chain. The results demonstrate that the contribution to poor households from tourists of domestic and diaspora origin can be relatively higher than that from international tourists and the level of contribution from the tourism value chain are rate of linkages and numbers of poor people employed. There are limitations in this study that could be addressed in future research. Access to reliable secondary data relating to poverty baselines in Bangladesh is limited. Time constraints and the off-peak season timing of the research contributed to the limited sample sizes. However, the sample size relating to tourists is relatively small and as a result, findings may not be generalizable. This research contributes to the existing body of knowledge on pro-poor tourism by analysing the contribution of different types of tourists and poor households' incomes. The thesis will contribute to knowledge about the use of value chain analysis as a means of measurement of the contribution of tourists' expenditure to the income of poor households in Cox's Bazar, Bangladesh.

TEA GOLJA AND MORENA PAULIŠIĆ
Juraj Dobrila University of Pula, Croatia

Managing Innovative and Technology - Enhanced tourist experiences: The case of Scattered Hotels in Istria, Croatia

Scattered hotels ("Albergo Diffuso") bring back life into empty and abandoned homes in the old parts of the city - rural and coastal. The idea of scattered hotels is that they are located in the original buildings that were once in use, should be owned and operated individually and provide some hotel services (mostly dining with locals, cultural activities, but other services not excluded). Scattered hotels boost trickle-down effect on the local economy, contribute to the revival of old parts of the town, to the preservation of the local culture and identity of the place and minimization of negative social and ecological impacts of overtourism. In this paper we aim to explore how technology could reinvigorate creativity and boost destinations innovativeness and competitiveness by enriching overall customer experience and creating ecosystems in which tourism becomes the driver of the positive impacts and sustainable development. Technological advancements that can unlock innovation potential in scattered hotels are presented as well as perceptions of tourism suppliers on personalized experiences boosted with technological innovations. Hampering innovation factors are identified as well as other important obstacles in delivering such services (financing, cooperation with other stakeholders, uncertain demand etc.). Data was collected in one destination – old town of Labin, Croatia - good case study for development of scattered hotels of diffused type because of rooms being distributed across many historical residences and houses in the historical part of the city. Qualitative methods were selected as best for achieving the main purpose of study. Semi-structured interviews were conducted with 75% owners of rooms and private apartments (entrepreneurs). A qualitative benchmark study was conducted in parallel. The findings have shown that technology has not been implemented in (co) creating experiences mostly for insufficient engagement of main stakeholders, lack of time and knowledge, resistance to innovations, financial constraints, lack of trust and motivation. However, entrepreneurs have shown a high level of awareness of the impact of technology on increasing the attractiveness of the product. Along these lines, entrepreneurs associated different strengths to different experiences these kind of accommodation establishments can provide to tourists.

STAVROS HATZIMARINAKIS, KONSTANTINOS GIANNOPOULOS, IOANNIS GIANNIKOS AND GERASIMOS ZACHARATOS
University of Patras, Greece

Tourism consumption structure of food and beverage products in quantity: Per capita/overnight indicators, total demand and production origin. A pilot approach in Hersonissos Municipality, Crete, Greece.

Theoretical discussions defining tourism as a form of individual consumption of non-residents, rather than as a distinct product or economic branch, have appeared since the 80s. However, the first empirical effort in Greece of measuring the additional, to that of the residents, consumption demand activated by tourism was conducted in 2012 and 2015 by the Laboratory of Research and Tourism Satellite Account-LaReTSA in Hersonissos Municipality, the main tourist destination in Crete-Greece. This paper discusses the specific methodology and the model constructed, in accordance to international standards of tourism economics and statistics, and the results of our primary research, through which the overall structure of tourism consumption (CT) regarding Food and Beverage (F&B) products is defined. To this end, no comprehensive research is found in the international literature, to the best of our knowledge. Using a representative sample of 5&4-star classic hotels, which –as opposed to other categories- operate detailed commercial management systems, per capita/overnight indicators in quantity measurements are compiled for 120 products. From the sample's 1 million overnights 79% relate to all-inclusive, thus volume indices define the upper consumption limits. Investigation focused on production origin by product to support promotion strategies of Cretan products applied by local public and private stakeholders. The indicators are used to estimate total tourism demand per product at local, regional (Crete) and national level, as the visitor mosaic in terms of countries of origin, and therefor respective blend of consumption patterns, is similar among geographical levels. Consumption structure outlines the prevailing pattern and indicates which products demonstrate significant consumption. This tool, beyond academic discussion, is useful to enterprises for market analysis, provides guidelines to policymakers for linking/strengthening strategies of CT with domestic production and offers a valuation framework of such policy implementation. Diachronic recording shall provide a tool for analysing tourism impact on domestic and imported F&B

goods and for monitoring modifications in destination's prevailing consumption pattern over time. Prospectively, future research includes the evaluation of the relative impact of all-inclusive on consumption volumes, the linkage of volumes to values and the usage of Input-Output techniques to measure total tourism effects on F&B products.

STAVROS HATZIMARINAKIS, KONSTANTINOS GIANNOPOULOS, IOANNIS GIANNIKOS AND GERASIMOS ZACHARATOS
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A TSA approach of defining tourism related enterprises for analysing business register data: A practical implementation with the register of the Heraklion Chamber of Commerce and Industry and the case of Hersonissos Municipality (Crete), 2012-2017

In tourism economics and statistics, products and activities are classified according to their relation to tourism consumption, viz. tourism-characteristic, tourism-connected and non-tourism related. Nevertheless, in visitors' consumption all consumption products are potentially included, thus relating a large number of enterprises with tourism. Classifying enterprises according to the Tourism Satellite Account (TSA) classification of activities shows the ratio of tourism-related enterprises over total activity structure. Such approach has been applied using the business register of the Heraklion Chamber of Commerce and Industry, which records at an 8-digit product level about 22.000 enterprises in the Regional Unit (RU) of Heraklion-Crete. Focus has been mainly directed to Hersonissos Municipality, which represents 13% of the enterprises, yet 79% of tourism flows of Heraklion RU. Results, not including accommodation services which are poorly represented in the register, show that more than half of Hersonissos enterprises are tourism-related (57%), twice as much compared to the rest of the RU. Monitoring the type of enterprises closing and opening through the period 2012-2017, reveals that mainly the tourism industries demonstrated resilience during the economic crisis in Greece; tourism-characteristic activities had a positive aggregate balance between opened and closed enterprises, in contrast to the non-tourism related which are mostly linked to the consumption of locals, whose income has decreased significantly. Both newly established and closed enterprises were mainly activated in the area of food and beverage (F&B) either in Serving Services (e.g. restaurants, bars) or Non-Specialised Retail Trade Services (e.g. supermarkets), indicating a reproduction of the same economic activities despite the ongoing crisis, as well as the inelastic importance of the agri-food chain. Activities showing the greatest negative balance regarded mainly Specialised Construction Works, and non-F&B related Retail Trade Services. On the opposite side, a greater share in total activity structure was mainly gained by tourism-related

activities as well as personal treatment/well-being services. The year 2015, in which the capital controls were imposed, demonstrates the highest annual decline in total number of enterprises for both Hersonissos (-5,5%) and Heraklion RU (-6,2%). Overall, during 2012-2017, Hersonissos Municipality was less affected by the crisis due to its strong link to tourism.

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Individual and corporate brand: Moderated mediation model of illusion: Research within the setting of Michelin-starred restaurants in the tourism destination of London

The aim of this study is to investigate the relationship between individual brand and corporate brand, mediated by illusion, butterfly effect and aesthetic stimuli communication, and how this mediation depends on the degree of perceived individual work role. Restaurant ranking (one, two, and three Michelin-starred) is used as a moderator of this relationship to describe the meaning of the incentives. The relationship between individual and corporate brand includes mending, developing, reinforcing, preserving or reviewing current individual brand. Consequently, instead of considering this progression as a simple procedure of embracing a work position, these brand relationships are an interactive procedure. Mixed methodology will be applied using in-depth interviews with company personnel whereby a comprehensive relationship is assumed. The complexity of the 'individual brand' relationship between chefs and characteristics of restaurants' social milieu combines the situation specifically for applying quantitative methodologies to collect chefs' experiences and perceptions, unencumbered by 'what we expect to find or read in the literature'. This work is centered in the tourism destination of London because: there are more than 535 restaurants advocated by the London Michelin Guide; it is one of the world's best cities for food; it is the world's most 'exciting and diverse' food center, which are essential appeals for visiting tourists. This work is important because the effect of the relationship of the constructs, such as individual brand and connection to evolving specific job roles, is still under-examined in certain conditions. Employers need to understand the abilities of individuals, because these have repercussions associated with individual and corporate brands, which have an impact on the ultimate interests of the entity. An envision of this study is that chefs with a sense of individual brand would affect positively a corporate brand. An expected result within the study can be established with the construction of an agentic role on the development of individual brand; this will provide the specific benchmark while contributing to the main elements of an individual brand intergroup.

BIRENDRA KC
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Understanding the role of the Nepalese tourism industry in addressing sustainable development goals (SDGs)

In 2015, the United Nations came up with 17 Sustainable Development Goals (SDGs) intending to end poverty, protect the planet, and prosperity for all. United Nations World Tourism Organization (UNWTO) proposed to bring together policymakers, academia, tourism industry, and all other relevant tourism stakeholders for strategic implementation and engagement in SDGs. With the growing urgency of sustainability, SDGs are becoming a critical aspect of the tourism industry worldwide. UNWTO has always given a high level of emphasis on sustainable tourism, because of which SDGs and their implementation have become an important global movement for the overall sustainability of the industry. Tourism is one of the major economic sectors of Nepal, it has the potential to stimulate economic growth for development. With the prospect of economic development, tourism can be a change maker to bring positive outcomes beyond economic benefits. As Nepal expects to see continuous growth in tourism, this study explored the Nepalese tourism industry's potential to achieve SDGs, particularly from tourism stakeholders' perspectives (i.e., academia, government, private tourism industry, and public-private organization). Further, the role, contribution, challenges, and future strategic needs regarding SDGs were assessed via an in-depth semi-structured interview with 15 tourism stakeholders. Tourism stakeholders supported the fact that the Nepalese tourism industry has the potential to address SDGs in different capacities. However, findings also suggest that several factors could affect the achievement of SDGs such as inability to tap existing tourism opportunities, lack of focused tourism marketing efforts for tourism development, lack of infrastructure to promote tourism, lack of expertise, lack of government support, etc.

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Retirement tourism in Malaysia: A conceptual model of motivations, satisfaction, and post-satisfaction intentions

'Malaysia My Second Home' (MM2H) is a second home retirement tourism programme aimed at attracting the lucrative retiree market to choose Malaysia as their residence. Despite the widely researched international retirement migration (IRM) and second home tourism studies in the Western context, limited knowledge is available on the participants' motivation, satisfaction, and importantly, their post-satisfaction intentions (i.e. exit, voice, loyalty, neglect). Relationships among variables have also not been empirically established. Using the Interdependence theory as theoretical underpinning, the study combines the push-pull motivation theory, perceived performance theory, and exit, voice, loyalty and neglect theory. The conceptualised model – Second Home Retirement Tourism (SHRT) – is developed through a two-phase sequential mixed-method: qualitative through individual in-depth interviews and quantitative with questionnaire data collection. This paper offers an extension framework from an earlier published paper (i.e. Wong, Musa, and Taha, 2017), to include the post-satisfaction intentions among the second home retirees. While most tourism studies highlight tourists' loyalty as their post-satisfaction intention, this paper adds three other possible post-satisfaction intentions: voice, neglect, and exit. The findings suggest that when the retirees are satisfied, they are likely to be loyal to the retirement destination, but unlikely to provide much feedback to the practitioners. On the contrary, when they are dissatisfied, they are likely to leave the retirement destination, by exiting the retirement program or simply act ignorantly and spend less time in the retirement destination. The research findings provide theoretical contribution by extending the interpretation of the existing retirement migration framework introduced by Haas and Serow (1993). Practically, second home tourism policy makers and destination marketers need to be agile, manage the conditions of the surrounding environment, and to satisfy the retirees' requirements in order to ensure the attractiveness and success of its second home retirement tourism programme.

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Stay Home today so we can travel tomorrow: Tourism destinations' digital marketing strategies during the covid-19 pandemic

Global tourism has witnessed countless crises in recent decades, including those resulting from epidemics and health issues. However, the COVID-19 pandemic is a crisis on a scale never seen before, causing a decline of 60-80 per cent in the number of international tourists and a possible loss of one trillion US dollars in export revenues from tourism. The study's main research question is: Which digital marketing strategies are being used by national tourism boards to combat the challenges created by the COVID-19 tourism crisis? This question, among others, is aimed to categorize the marketing strategies used by destinations and to develop a new model that can serve scholars and practitioners in future crises. To answer the research question, the current study used the qualitative research method of content analysis - a research technique for making replicable, reliable and valid references from texts and visuals. The research corpus included videos ads and digital marketing content, posted online by the world's top 40 popular destinations in their official social media pages during the period of March-July 2020. The study's results indicate the development of new and innovative digital marketing strategies by some destinations, and the calibration of few existing post-crisis marketing strategies for the current challenge. The first group of during-lockdown marketing strategies include the strategies of: hope and inspiration, brotherhood of man, and longing and nostalgia; while the second group of post-lockdown marketing strategies include the strategies of: welcome back, COVID-19-safe destination and restorative experience. These digital marketing strategies shed a new light on tourism marketing during the COVID-19 pandemic and provide valuable insights for combating future crises. The current study offers several key contributions. First, there is a lack of research on tourism crises caused by disease and pandemics. Secondly, while previous studies focused mainly on post-crisis marketing, the current study sheds a new light on marketing during a prolonged image crisis. Thirdly, the study of marketing under a prolonged crisis was mainly conducted in

the context of developing countries, while the current study examines this phenomenon in the context of developed countries with a well-established tourism industry.

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Experiences beyond expectations: The interplay among customized services, employee deep acting, and customer expectations on customer delight

An expectation is defined as the extent of individual beliefs about the levels of service experiences. Based on expectation–disconfirmation theory, numerous researchers suggest that expectations, as the baseline for customers' evaluative judgment, are a critical determinant of positive customer attitudes and behaviors such as customer satisfaction. Although recent research has called attention to the importance of customer-oriented services, the interactive effect among customer expectation (CE), customized services (CS), and employee deep acting (EDA) has been rarely investigated, particularly, in a hospitality setting. Thus, the purpose of this research is (1) to identify the impact of CS and EDA on customer delight (CD) and (2) to examine if CS moderates the impact of CS and EDA on CD in a hospitality setting. The scenario-based questionnaires for this research, consisted of a 2 (low/high CE of the hotel) x 2 (low/high CS) x 2 (low/high EDA) and were distributed via MTurk (n=70). Participants were presented with eight hotel scenarios imagining checking-in for evaluation. This study is a pre-cursor to an expansive and international with national and international hotel guests. Results of PROCESS analysis showed that the impact of CS on CD significantly decreased when CE is high (β=-1.76; CI=[-3.34, -.17]). This implies that customers with low CE are likely to feel greater delight when they receive high CS. However, the moderating effect of CE on the relationship between EDA and CD was not significant (β=-1.42; CI=[-3.02, .19]). Consequently, with low CE, functional aspects of service experience (e.g., CS) had a greater impact on CD compared to attitudinal aspects (e.g., EDA) of the service experience. The primary contribution of

this study is twofold. First, while many studies have explored the relationship between CE and satisfaction, this is one of few empirical works investigating the interplay of CE, CS, and EDA on CD. As CD has recently gained noteworthy attention from both researchers and practitioners, this research will provide a better understanding of CD, particularly for hospitality industry. The findings can provide hotel management with a better understanding of CE and its related guest experiences so that they can more effectively develop marketing strategies.

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"Going the extra mile": Investigating antecedents and outcomes of customer delight

Customer delight happens when a company gives a customer a surprisingly pleasant experience beyond his or her expectation. It is about going that "extra mile" and delivering above the expectations known by the Cajun word, Lagniappe. As today's customers are more sophisticated and have higher expectations for products and services than ever before, merely delivering what was promised is no longer enough to ensure business success. In spite of its growing significance, much remains to be understood about the motivating factors and outcomes of customer delight. Therefore, the primary purposes of this study are (1) to identify the key factors that influence customer delight and (2) to propose and empirically test an integrative model of customer delight, including its antecedents and outcomes. This study adopts a two-step approach incorporating qualitative and quantitative methods. Study 1 identifies significant antecedents of customer delight based on an extensive review of the literature and in-depth interviews. Study 2 tests the proposed model of customer delight, including identified antecedents and outcomes (i.e., brand trust and brand love). The data will be collected via a web-based survey of hotel guests in the United States and the proposed model will be tested using structural equation modeling. Findings from this study will offer important theoretical and managerial contributions. First, Study 1 found determinants of customer delight which were grouped into three categories: employee factors (i.e., employee empathy, employee authenticity, perceived adaptive behavior), contextual factors (i.e., aesthetic quality, health and safety, customization, innovativeness, uniqueness, complimentary service/upgrade), and guest factor (i.e., fun/enjoyment).

While extant literature tended to focus only on the employee-related drivers of customer delight, this study confirms the significance of other factors, such as contextual and guest factors. Second, although customer delight remains a potentially valuable branding strategy, less is known about the relationship between customer delight and brand outcomes. This study thus contributes to customer delight literature by demonstrating an important role of customer delight in cultivating brand trust and brand love. From the managerial perspective, the results will provide insights for the industry on how to strengthen a brand by creating delightful experiences for customers.

MARTINETTE KRUGER AND ADAM VILJOEN
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Attending to AID: A typology of visitors to a benefit concert

Music festivals play a vital role in the tourism industry and particularly the events sector of most countries and are associated with specific benefits to the host communities, cities, or regions in which the festivals are held. Music festivals promoting a cause are becoming increasingly popular. These festivals can also be referred to as benefit concerts. Festivals and events, therefore, have the opportunity to make use of the United Nations Sustainable Development Goals as drivers of societal change and business growth. Unfortunately, to date, the attendees of festivals supporting a cause or a benefit concert (Global Citizen) have not been investigated. This research fills this gap by focusing on the attendees to a benefit festival to eradicate poverty in Africa, hosted in South Africa. The purpose of the research was to apply a multi-segmentation approach to identify and profile different segments of attendees that attended the benefit festival. Three segmentation variables were used: motives for attending the festival (novelty, escape and socialization, and cause advocating); behavioural intentions and change as a result of attending the festival (cognition and awareness, loyalty-related behaviour, active engagement, and travel-related behaviour); and global causes aimed at eradicating poverty that attendees regard as important to support (social causes, sustainability, fiscal efforts, fundamental causes and elevated prosperity). The results revealed three distinct segments, proposing that an AID-typology applies to benefit concert attendees: Advocates, Inspirers and Discoverers. Each group has either a high, moderate or low level of commitment towards the festival's and other global causes. The research was conducted from the perspective of a developing country and comments on the role that events can play in advocating for specific causes and in encouraging citizens to get involved. The results from the research can assist festivals in realizing that they have an opportunity to not only create awareness but to facilitate behavioural change. This means that festival attendees, in general, will be urged to promote or engage with festivals about various economic, social and environmental causes, ensuring that attendees not only pledge support but actively strive to make their world, country, region or city a better place.

JING LIN AND NADEZDA SOROKINA
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Minimal spanning tree analysis on customer reviews in tourism: A text mining approach

In today's global economic environment, tourism makes its contribution significant to a country's GDP. With its rise, tourists compare and contrast their choices of potential destinations. Electronic word of mouth (e-WOM) undoubtedly has a considerable impact on consumer buying behavior. Many tourists look for online destination reviews in terms of their factors, which indicates the city's overall performance and subsequently uses the same information to match their preference. Similarly, the city authority uses the same information to improve tourism management. A valuable and more effortless inference could be used if all the reviews for a given destination are analyzed instead of reading sample reviews. With Minimal Spanning Tree (MST) analysis and narrow content analysis on reviews, we could find the concerns that tourists care about most. And these findings could be used to improve the services offered by the city managerial department through meticulous decision making. D3.js, a JavaScript library for manipulating documents based on data, is used to visualize an MST that how the most frequently used words are connected in reviews. Narrow content analysis is a research technique for making replicable and valid inferences from texts to the contexts of their use through summarizing, simplifying, or reducing large amounts of information into fewer content categories based on MST in this study.

MIRIAM MBASERA, ENGELINA DU PLESSIS AND MARTINETTE KRUGER
North-West University, South Africa

An eco-friendly framework for hotels in Southern Africa

Currently, there are environmental issues the world is facing which include global climate change, ozone depletion, pollution, high consumption of resources and increasing amounts of solid waste and are the topic of recent international policy debates. Hotel operations are characterised by a massive number of activities that, when taken together, exert a significant impact on global resources. Many hotel customers have become aware of the environmental damages and wasting of environmental resources caused by hotels and they now look for hotels that follow eco-friendly practices. This has brought increasing pressure on role players in tourism and hospitality to implement more green initiatives to ensure more eco-friendly enterprises. It is therefore imperative to come up with a tailor-made framework for hotels to address specifically Southern African needs. A qualitative research was carried out employing the case study strategy to collect data from hotel managers in South Africa and Zimbabwe (four in Zimbabwe and four in South Africa). Data was collected using personal interviews involving a direct meeting of the interviewer and the interviewee. Data was later transcribed and then analysed using the content analysis method. From the results, the study has established that in most hotels, there is unavailability of green management policies, suggesting that there is a lack of knowledge about the importance of a green management policy amongst hotel managers in these two developing countries. It was clear that not all hotel properties face similar environmental problems. They have differences in investment horizons, utility rates and local environmental footprint, which need to be clearly understood in order to use the appropriate amelioration strategies; in other words, there is no one-size-fits-all solution for hotels. Accordingly, an eight-step process was proposed for managers, who can follow it to achieve outcomes benefitting the hotel in becoming green. The hoteliers in the two countries will thus benefit from the framework and will be in a position to implement green initiatives to mitigate the negative impacts hotels have on the environment.

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A multiple-level analysis of the tourism policy and the MICE (meetings, incentives, conventions, exhibitions) sector in Singapore

Singapore is an example of how a country with limited resources has managed to transform itself into a highly competitive MICE destination that exerts significant influence within its geographical area. This success story is linked not only to the existence of certain elements from outside the tourism system that is favourable to it but also to the formulation and implementation of a tourism policy that has responded to local and international factors and dynamics. Despite this success, little recognition has been given to the MICE sector of Singapore as an object of study. In addressing this gap in the literature, the purpose of this paper is to analyse the process through which the tourism policy of Singapore, with special attention to its MICE sector, has been formulated, implemented and modified over the last 50 years. The study of Singapore's tourism policy from multiple levels of analysis (macro, meso and micro) and its historical contextualization allows for a better understanding of the evolution of Singapore as a MICE destination. This work has required the use of qualitative research methods. Qualitative content analysis has facilitated the study of this phenomenon at the micro level, by means of the analysis of 326 press articles and the carrying out of 17 interviews with key stakeholders. The documentary analysis, on the other hand, has been effective to fit within the historical context the results obtained at the micro level analysis. This approach provides useful information about the success or failure of tourism policy initiatives in the face of specific challenges of the MICE sector throughout history. By using the case of the MICE sector of Singapore, the paper also affords valuable insights into the dynamics of the tourism policy process more generally. This study shows that public policy aimed at the development of a specific tourism segment, such as MICE, should not be analysed as an isolated element from other policy areas. It is an activity embedded within a broader framework for action on the public policy system.

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Measuring tourist satisfaction using the 4Q methodology: An assessment of the psychometric properties of the instrument

The 4Q methodology has been recently developed to measure tourist satisfaction (TS) and tourist dissatisfaction (TD) by comparing tourist expectations and tourist perceptions. The theoretical model which lies at the base of the 4Q methodology is the “dual” model, which assumes satisfaction and dissatisfaction as two separate theoretical constructs. The methodology consists of four open-ended questions about what positive or negative attributes of the tourist destination were expected and/or experienced by tourists during their visit. Although the questions are open-ended, the corresponding answers are recorded by interviewers as binary variables (attributes reported or not reported by interviewees) as though the questions had been posited in closed-ended format. This way, the 4Q methodology permits to gather data on numerous elementary indicators although just 4 questions are posed to tourists. The 4Q methodology differs from other theoretical approaches and measurement models, such as the HOLSAT model (Tribe and Snaith 1998), which requires administering a huge amount of questions to tourists. The 4Q methodology is of particular utility when situational constraints appear during data collection, like insufficient time to perform interviews, or the inclusion of topics relating to satisfaction as part of multi-scope surveys. This feature will likely facilitate measuring TS and TD in unfavourable settings in the future, thus helping to expand and multiply studies in this relevant research field. However, the psychometric properties of the 4Q methodology have not still been assessed. The objective of this contribution is then that of testing the main properties of the 4Q methodology on field. To this scope, a Monte Carlo simulation was performed in 2018, which permitted to assess construct validity by comparing the performance of 4Q and HOLSAT. Two additional studies were performed on independent samples of tourists approached at the Italian town of Palermo in 2019, aiming at measuring the agreement between codifications made by four independent codifiers and the reliability of the 4Q TS and TD scales. The research results provided suggestions about how to modify 4Q for future uses.

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Tourism and sustainable development goals (SDGs): Creating regulations for electric tour buses in Yanbaru National Park in Okinawa Prefecture, Japan

Sustainable tourism indicators (STI) have caught attention of tourism planners and destination management Organization (DMOs) across Japan and they are seeking to set their own STI in line with worldwide sustainable development frameworks. The United Nations adopted SDGs comprising 17 goals and 169 targets in 2015. In their publication of Tourism and the Sustainable Development Goals, Journey to 2030", the cooperation and involvement of private companies in attaining SDGs along with the leadership of national governments are clearly stated. This study aims to report the collaboration toward creation of STI for electric tour bus operation in Yanbaru National Park (the northern part of Okinawa Island) in Japan. Yanbaru National Park is a part of destinations where a department of Okinawa Prefectural Government (OPG), tourism planners and private companies aiming for the management of future over tourism and qualifying for being included in the list of World Heritage Sites (Amami-Oshima Island, Tokunoshima Island, the northern part of Okinawa Island and Iriomote Island). In the first phase of the project, OPG hopes to set regulations regarding the use of electric tour bus including tourists' and other use of the area, training of interpreters, etc. In formulating the blueprint for regulations, OPG has been referring to various frameworks and indicators including SDGS and other STIs, mainly GSTC (Global Sustainable Tourism Council). This paper specifically describes the issues about the destination and the way OPG are beginning to formulate regulations with reference to SDGs and GSTC. The research also clarifies the relationships between tourism and SDGs from the perspective of stakeholder theory. The methods for this study are review of published documents and semi-structured interviews of key persons in the destination. The study found that local government and private companies, though they are keen on their tourism operations to be sustainable, there are some differences in understanding SDGs. Implications for the study are, for the new tourism regulations to be practical and to be supported, tourism planners will need cooperation, collaboration, and coordination among stakeholders.

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Comparing different distance triathletes: A sport tourism perspective

Due to the nature of a triathlon event, it has the potential to make a significant contribution to sport tourism as it attracts a diverse range of athletes, the events are held in various destinations, it generates additional income for the host destination and also helps with seasonal tourism fluctuations. Triathlons consist out of four different types of events determined by its distance, the Olympic distance, Ironman, sprint and middle distance/half Ironman. The study proposes that although athletes take part in the same type of endurance sport, because of the difference in distance (half vs full triathlon), participants will have different levels of involvement. This study, therefore, examines (1) whether there are differences in the socio-economic profile and motivations for triathletes taking part in two different distances, and (2) if athletes that take part in the same sport, but in different distances will have varying levels of loyalty and behavioral patterns. This research identifies the differences between participants in a full (140.6 miles) and half (70.3 miles) Ironman triathlon, which were held at different destinations in 2018 in South Africa. Self-administered questionnaires were distributed to participants during the respective registration periods, and a total of 348 and 443 completed questionnaires were obtained. Multivariate analysis revealed differences based on participants' socio-demographic, spending and participation behavior, motives (challenge and ability, intrinsic achievement, sport commitment, risk and reward, extrinsic achievement), primary behavioral intention (event loyalty pursuits) and secondary intentions in the form of pursuits (active sport-, social responsibility-, sport progression-, training support-, and sport consumption pursuits). The analysis showed that a different combination of variables influences both types of triathletes' event loyalty pursuits. Marketers and sports event organizers need to be aware that not all participants share the same profiles, reasons for competing and behavioral intentions. The findings of this study provide valuable and clear guidelines on how to foster loyalty towards the events, expand exposure and grow the sport of different distance triathlons in the country. Ultimately, the findings can assist in creating a higher demand for sport tourism and also develop the countries potential as a leading sport tourism destination.

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Are senior tourists distinctive according to personality traits?

Previous studies addressing the value and potential contributions of the senior tourism market towards global economic development consider a market of senior tourism to be an alternative to promote visitor spending and to alleviate seasonal problems. This study attempted to identify motivation, preferences, sociodemographic, and travel-related features of senior tourists by their personal traits using two data sets of U.S and Mainland Chinese seniors. This study collected samples of 496 Mainland Chinese and 532 U.S. By introducing Plog's psychographic theory, a series of diverse analytical methods such as one-way ANOVA, regression, independent sample t-test, and chi-square tests were adopted. Among meritorious results a sample of U.S. seniors generated the three groups (psychocentric, midcentric, and allocentric), whereas a sample of Chinese seniors revealed two segments such as psychocentric and midcentric. It was different from Plog's (1974) personality continuum in the case of mainland Chinese samples. The result implies that Mainland Chinese seniors are less likely to make longer overseas travel and select remote destinations, prefer adventure-related travel, or deep contact with unfamiliar culture. Further they evidenced a tendency of preferring shorter travel distances by flight, shorter length to stay at the tourism place, and choosing package tour. Among interesting finings in U.S. data, the characteristics disclosed somewhat differences according to ethnic background. For example, Caucasians showed a high tendency of being allocentric, while those of the African-American cohort were psychocentric. The findings shed the ethno-cultural implications of personality traits.

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Destination image, familiarity of destination and consumers' attitudes: A moderated mediation model of brand globalness and consumers' global identity

This research is co-financed by Greece and the European Union (European Social Fund-ESF) through the Operational Programme «Human Resources Development, Education and Lifelong Learning 2014- 2020» in the context of the project "Famous Greek destinations as a mechanism of export growth" (MIS 5047259).

Tourism is one of the main pillars in the Greek economy, accounting for almost a third (30.9%) of the GDP in 2018. Hence, it is important to identify the factors that improve tourism and its products among potential visitors. Research in tourism suggests that destination image influences consumers' perception about products that bear the name of the destination. The present study examines British consumers' intention to purchase products named after a Greek tourism destination. Specifically, the paper examines: a)What is the effect of the degree of familiarity with a destination on the globalness of a brand bearing its name, b)What is the effect of the destination image on the globalness of a brand bearing its name, c) Does brand globalness mediate the relationship between "destination image familiarity" and "consumers' attitude towards the brand bearing its name", d)What is the role of global consumer culture on consumers' attitude towards a global brand. Increasing arrivals to destinations such as Mykonos and Santorini combined with the lack of strong globally recognized Greek brands, pinpoint the necessity to provide a useful tool in support of Greek export activities. To test the research questions, two product advertisements for a yogurt (experimental group) and a tomato sauce (control group) named after Santorini were developed. A single factor (product: yogurt or tomato sauce) between-subjects online experiment with 79 Britons was conducted. Participants were in charge of their household purchases and had visited at least one Greek destination. The results indicate that brand globalness mediates (1) the relationship between destination familiarity and purchase intention (BootLLCI=.1608, BootULCI=.4045), and (2) the relationship

between destination image and purchase intention (BootLLCI =.0025, BootULCI =.0905), (3) global consumer identity moderates the relationship between brand globalness and attitude toward the brand ($F=2.45$, $p<.05$).The study also tested and verified two moderated mediation models with destination image/familiarity as independent variables, attitude toward the brand as the dependent variable, brand globalness as the mediator, and global consumer identity as the moderator. Destination image/familiarity seems to have a positive effect on attitude towards the brand through brand globalness, only among consumers with global identity (Destination Familiarity: LLCI =.2378, ULCI =.7158, Destination Image: LLCI =.0392, ULCI =.73736).

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Proposed measurement of tourism destination competitiveness: An application to destinations from Central America and Caribbean

The guarantee of the competitiveness of tourism destinations directly contributes to their success. In this regard, the tourism destination competitiveness of tourism destinations has been recognized as an important topic in both management and research in tourism. As a result, new trends in measuring destination competitiveness constantly emerge. The main concerns are those related to the indicators used and the measurement tools. This study presents a new method to measure tourism destination competitiveness indicators over time. Issues such as the type of data gathered, the tools and methods employed, the destinations' size and their number are addressed and successfully solved. The proposal is based on the information given by linear regression equations, which allows observing destination behaviors over time and facilitates their comparison. This measurement method helps to summarize the behavior of the destinations in a single value time span. The data used is available in the World Travel and Tourism Council from the period 2004-2016 for 33 destinations from Central America and the Caribbean Region. This region was selected due to the scant presence of these countries in important international rankings such as the Travel and Tourism Competitiveness Index. Methods such as Cluster Analysis were introduced to group destinations according to their performance. A comparison between destinations was carried out and between Island States and Continental Sates. Some destinations attained a better performance than others considered as more competitive in global international rankings. Five clusters were clearly identified. The results were consistent with the World Travel and Tourism Council outputs. Among other matters, it was possible to determine that Island states have a better achievement in most indicators than continental countries, and that the Caribbean small island destinations

are more tourism dependent and have a better tourist performance than continental countries. Furthermore, island states have a more positive performance regarding capital investment in tourism because of their higher dependence on this activity compared to the development possibilities for continental countries. Consequently, it is possible to affirm that the slopes of the regression equation calculated for each destination and indicator are good representations of the destination's performance in a period.

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Seasonal overcrowding, tourism arena, and local habitus in Yogyakarta, Indonesia

The issue of tourism-induced seasonal overcrowding has been all too familiar for people living in Yogyakarta, Indonesia, making them have to bear whatever consequences that tourism busy-ness may bring. This article aims to unpack the personal narratives which local residents have within contested tourism arena in Yogyakarta, through using seasonal overcrowding as a point of departure. Here we employ Bourdieu's theorization on habitus-field-capital relation to take tourism as a field/arena, as well as to examine local habitus of people living in Yogyakarta in such playing field. It focuses on how locals who are involved and not involved in the tourism arena express their practices, views, and understandings by valuing their embedded social, economic, and cultural capitals. Observations and in-depth interviews were done to eight interviewees. It consists of the local SMEs tourism entrepreneurs; local informal tourism workers; and a group of uninvolved-in-tourism locals. Through Bourdieusian field analysis, the data is examined to interpret the links between informants' capital and their personal narratives and practices in the arena of tourism. This article presents two key findings. First, in the context of seasonal overcrowding, instead of condemning the tourism-involved residents causing a tourism-related traffic jam, the tourism-uninvolved residents show empathetic behaviour toward the involved one. In addition to that, awareness toward more sustainable tourism practices is also indicated from the side of tourism-involved and uninvolved residents, expecting that the tourism industry in Yogyakarta can last for long. Second, the use of social capital among involved and uninvolved locals quite reflects the local Javanese culture and value system in which social harmony and integration are much favoured after all. This article then concludes that local habitus actually forms and inform how seasonal overcrowding issue is understood, managed, and (un)resolved in Yogyakarta. The nature of tourism arena in Yogyakarta is profoundly empathetic and tolerant. Lastly, besides showcasing the understanding of tourism-induced crowding issue from more local perspectives, this research wishes to theoretically enrich and complexify debates on tourism-habitus nexus in tourism studies.

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The nexus between social media usage and overtourism: A case of the Hangzhou city in China

Many popular destinations worldwide have been facing the challenge of overtourism due to the concentration of tourist flows in limited places leading to overcrowding. Social media has important relevance to modern tourism and increasingly utilized by visitors for various reasons such as obtaining information, reflecting the pleasure and developing social relationships. Social media evokes and influences tourism demand, frames destination image, and contributes to the concentration of the tourist flows. Despite previous research has explored the relationship between social media and overtourism, the link between social media usage and overtourism has not been clearly established using advanced metrological applications and robust empirical evidence. To fill this gap in the literature, the current study adopted an explanatory research design to explain the relationship between social media usage and overtourism by employing use and gratification theory. Quantitative data was collected from 200 tourists who have visited Hangzhou city and analyzed using Partial Least Squares-Structural Equation Model (PLS-SEM). Research findings revealed that social media usage aggravates overtourism via the full mediating effect of tourist flows concentration. Socialization has a higher significant positive effect on overtourism than entertainment, self-presentation, and information-seeking through tourist flows concentration. However, it was noted that only 10.2% of the variance in overtourism under this research model was explained by all the latent variables (social media usage and tourist flows concentration), which is considered as very weak. This suggests that social media usage positively aggravates overtourism, but the size of the influence is found to be very small. Moreover, it was evident that there was no significant direct relationship between social media usage and overtourism. This study formulates an indirect-only full mediation model between social media usage and overtourism, and empirically analyzed the cause-effect relationship between travelers' behavior using social media and overtourism employing use and gratification theory. Practically, local government and destination management organizations should use social media to develop a set of indicators to improve the predictive ability of tourism demand and tourist arrivals.

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A systematic literature review on the use of big data for sustainable tourism

Sustainable tourism research focuses on mitigating or remediating environmental, social and economic impacts on tourism. In the past years, Big Data approaches have been applied to the field of tourism allowing for remarkable progress. However, there seems to be little evidence to support that such approaches are an inspiration to sustainable tourism and are being implemented. In this context, we aim to obtain a comprehensive overview of the use of Big Data in sustainable tourism to address various issues (e.g., mobility behavior, cultural heritage, eco-tourism, etc.) and understand how Big Data can support decision making in such scenarios. To that end, this paper reports on the initial results of a literature review via a combination of a Systematic Literature Review (SLR) in Software Engineering, and the use of the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) method. In summary, we collected 1448 primary studies, from which 144 fit our selection criteria and were used to investigate four facets: (a) sources of big data, (b) approaches, (c) purposes, and (d) contexts of application. The results suggest that the use of various approaches have impacted practices in sustainable tourism: user-generated content, geo-tagged datasets, spatial data, business process generated data, communication system, and the internet of things (IoT). The findings of our study provide a thorough understanding of the state of the art of Big Data application in sustainable tourism and provide valuable insights to foster growth both in terms of research and practice.

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Factors influencing the relevance of air quality in the selection of tourism destinations

The assessment of a tourism destination competitiveness is a dynamic procedure influenced by destination attributes and tourism business related-variables. Although the existence of studies on destination attractiveness and indexes on destination competitiveness, the majority ignores attributes related to air quality (AQ). Moreover, the few studies considering AQ attributes suggest that, mainly in cases with less air pollution problems, AQ still has a low-level importance. This may occur because most travellers do not perceive air pollution as a threat and assign more relevance to other attributes. Furthermore, destination managers are not still aware of the competitive advantages that may result from good AQ. However, due to the growing air pollution worldwide and the associated health problems, it is imperative to develop models and indexes that incorporate AQ attributes to measure the attractiveness and competitiveness of tourism destinations. This study intends to extend previous knowledge in this field by examining the importance of AQ in the selection of tourism destinations as well as identifying the factors influencing this importance. Moreover, it also aims to analyse differences regarding the relevance of AQ and factors influencing this relevance, between nature-based destinations and urban destinations. To accomplish these objectives, a questionnaire survey was administered to visitors of the Central Region of Portugal, a destination with low levels of air pollution and where none investigations of this nature had been carried previously. Principal components analysis and multivariate regression models were used to examine the data. Results suggest that, although visitors attach higher importance to other destination attributes – namely infrastructures and prestige or natural and cultural resources – they also assign a considerable relevance to AQ. Nevertheless, this relevance is higher in nature-based destinations than in urban ones. Concerning the factors influencing the relevance of AQ in the

selection of destinations, this study reveals that pro-environmental daily behaviours and the perception of AQ in Central Region are the factors with higher impact. Moreover, the country of residence also affects the relevance assigned to AQ. However, differences were noticed in the factors influencing the relevance of AQ between visitors of nature-based destinations and visitors of urban destinations.

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"It's like you're naked in front of everyone": Obese guests' experiences in hotels

The hotel experience of obese people is examined in this exploratory study, addressing a segment of the population thus far ignored by hospitality scholars. The findings are based on 32 semi-structured interviews with American obese men and women living in the Virginia area. The researchers aimed to provide obese people with the opportunity to voice their experiences without any criticism in an inclusive atmosphere. The interview protocol included questions regarding the participants' hotel visit patterns over the past three years, good and bad experiences during their hotel stay as these related to their body weight and physical appearance, as well as the difficulties they faced and the ways of coping with them. The results revealed that almost all participants' hotel experience was affected by constraints arising from the physical environment, but more so, from other guests gazing at them. Specifically, participants related to three main areas and experiences in their hotel stay: 1. the guestroom, where difficulties resulting from the physical environment experienced in privacy; 2. hotel restaurants and dining rooms, where difficulties caused by the physical environment and the human environment – the presence of other guests; and 3. the fitness center (mainly the swimming pool and the gym), where participants encountered difficulties resulting the presence of other guests and not from the physical environment per se.
Overall, the findings indicate that people's body and its image is crucial for the understanding of the hotel experience, as lookism is a critical barrier obese people face. The research findings have practical implications for hotel management, especially regarding the design of the servicescape. Certainly, some of the suggestions will involve substantial financial costs, but given the predictions that obesity will be the "new norm," a more thoughtful and better service for obese guests will increase hotel revenue. The presentation also includes a reference to the limitations of the research and suggestions for further research, in order to advance this important field of study.

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Preferences over urban and rural sites in domestic and international tourism from the tourist point of view

Tourism research mostly deals with management and development aspects of urban and rural destinations from the supplier point of view. The objective of this study is to better understand those issues from the demand point of view, specifically analyzes the tourists' preferences for a mix of urban and rural destinations, at domestic and abroad vacations. Personal experience and tourist characteristics were considered as mediating factor, in hierarchical multiple regression model estimated by PROCESS, for the relationship between city childhood residence and the tourist preferences. The results indicate that tourists who have grown up in the city tend to prefer more urban sites over rural sites and are differ in their tourist characteristics. International tourist that prefer more urban sites, desire more familiarity, avoid involvement with the local culture and plan ahead their tour. Likewise, domestic tourist who desire familiarity prefer more urban sites; this attitude may become stronger as the number of domestic trips made by the tourist decrease. In the world changing by the effects of COVID-19 tourism management need to rearrange the offered sites, facilities and attractions in the destinations. In the near future when international tourism is limited, urban sites may introduce the domestic tourist (especially for those who prefer rural sites) new experiences (e.g. guided tour by storytelling, cooking and crafting workshop, local people hospitality). In the long term, in order to redistribute the international tourists, from crowded cities to rural sites, rural sites may offer personalized and small group tours and packages and offer international chains facilities as well.

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The HR role in the COVID Era: A gender comparison in the Spanish hotel industry

The hospitality industry has been severely impacted by the global Covid-19 Pandemic, due to travel bans and the lockdown. The long-term effects of the virus are unknown, and managers need to be agile in their strategic response. To deal with the situation, the crisis committees have developed contingency plans with measures that involve the different departments of the companies. HR is probably the area that is being most affected by the pandemic in hotel companies that has triggered unprecedented mass layoffs. The main measures adopted are actions related to health and safety of employees, internal communication and workforce adaptation to the new context. Organizations have challenged to manage the commitment of their employees and promote new structures: more agile and collaborative ways of working. In this scenario, the HR manager alignment with the CEO seems critical in the successful management of the crisis. We looked at the lessons learned and the new challenges for HR management in the face of the pandemic. The research objective is to explore the HR managers' perceptions regarding the change in the role of HR due to the crisis. Key decision-makers' perceptions are essential to capturing and understanding the main reasons for the change. We want to compare these perceptions from a gender perspective. This type of analysis is scarce, furthermore, in the hotel sector, the majority of the workforce is women and to have the "female" vision of the problem can bring new different insights to the industry. A substantial body of research has revealed some significant gender differences in managers' values and attitudes. As this is an exploratory study, we will use firstly a qualitative methodology based on semi-structured interviews with the HR managers of the leading Spanish hotel chains. These interviews will allow us to identify the main concepts of the problem and what data should we obtain as indicators of those concepts. Based on them, we will conduct a questionnaire trough LinkedIn

addressed to the Spanish Hotel HR managers. The results will show a gender comparative map about the post-pandemic HR new role through a more inclusive approach.

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Respect the city for a sustainable future of Dubrovnik

Respect the City (RTC) is a multidisciplinary strategic destination management project with an action plan. It is comprised of a set of short-term, medium-term and long-term measures and activities focused on Dubrovnik as the leader in sustainable and responsible tourism in the Mediterranean. Having recognized the need for both urgent and systematic action based on sustainable models of development of the city and of tourism as its primary economic activity, the City of Dubrovnik has launched the initiative Respect the City. Its aim is to reduce negative effects of overtourism through continued cooperation of stakeholders and a combination of measures and solutions. The conservation of cultural heritage, the quality of citizens daily lives and ensuring the best possible experience of Dubrovnik as a destination for its visitors - all those are motives for this shift in destination management. Already during the first year since the launch of the project, Respect the City attracted the attention of international media and the global tourist sector, whereas Dubrovnik is increasingly becoming perceived as a city which has started managing its tourism in a sustainable way. Success of the project is recognized by Global Sustainable Tourism Council (GSTC). Goals of RTC include: 1) Smart and Sustainable Transport Solutions (Soft and hard measures for sustainable urban mobility), 2) Sustainable and Balanced Local Development (Protected and sustainably activated culture, landscape and nature), 3) Innovative Destination Management (Tourism development, visitor experience and marketing management), and 4) Human Resources Development (Increased awareness and capacities for sustainable development). Also, mid-term measures include: 1) Sustainable urban mobility plans and urban development studies, 2) Dubrovnik electric boat trams and integrated eco transport solutions, 3) Sustainable tourism development project (education, RDI, marketing), 4) Smart destination, mobility and visitor management integrated solutions. Finally, the long-term measures are the following: 1) Smart destination, mobility and visitor management integrated solutions, 2) New attractions (malls, Dubrovnik summer residences…), 3) Park and ride, park and sail and system of public and PP garages, and 4) New roads, tunnels, city entrance and main crossroads investments

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Investigating the Intersections between travel, academia and knowledge

Researchers, academics, and students are increasingly on the move. This includes domestic and cross-border travel to conferences, or indeed to conduct study programmes, fieldwork and other research-related or knowledge-driven activities. Such aspects of travel which emanates from research and education associated mobilities give rise to a form of tourism which is related to research activities in a broad sense - albeit in a multitude of ways. Consequently, such movements of researchers and students also displays similar characteristics as those of tourists in terms of travel, boarding and lodging, and motivations. Therefore, they can also be categorized as tourists, which is a rather neglected aspect of tourism research. This paper thus introduces the term 'Research-Related Tourism' (RRT), broadly defined as any tourism activity in pursuit of learning, investigation, exploration, or knowledge acquisition. RRT involves conducting research at a given destination as well as conducting research online or virtually and in the context of a familial environment; not just to advance the fields of academia and sciences but social life also. The work formulates a RRT typology which encapsulates six main types (or sub-forms): (1) Scientific Tourism, (2) Education and Academic Tourism, (3) Volunteer Tourism, (4) Business Tourism, (5) Virtual Research Tourism, and (6) Genealogy and Roots Tourism. This has been formulated to recognise commonly associated forms of RRT, notably types 1, 2 and 3, as well as to identify other forms not normally associated with RRT, notably types 4, 5, and 6. Nonetheless, in order to navigate and contextualise this typology there is a need to view these sub-forms in an intersecting and synergetic manner. The endeavour of this conceptually-based paper is thus to enhance a clear understanding of the depth and reach of RRT, helping to redefine RRT as a comprehensive form of tourism that possesses its own distinct attributes and nuances; as well as challenges. Without considering the

differences between the sub-forms of RRT, research-related mobilities remain blurry and the specific experiences, needs, and motivations of research tourists cannot be fully understood.

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Reframing employee experience in the context of Finnish Lapland

The paper discusses how tourism employees construct the meaning of a positive employee experience and socially responsible human resource practices in SME. This study is part of a larger study on the employee experience and socially responsible human resource management in tourism in Northernmost Finland. The paper concentrates on the findings of a focus group interview. Within recent years, there has been a growing interest on organisations practises and policies enhancing socially responsible HRM. According to the literature reviewed, the definition of socially responsible HRM covers policies and practices that help improving the work and quality of life of employees in accordance with the principles of corporate social responsibility (CSR). The basis of social responsibility is each organisation's human rights responsibility, on top of which other elements of social responsibility, such as well-being at work, are built. Employee experience can be defined as the employee's holistic relationship with the work organisation, an individual path which is formed with the employee and the work community already before the beginning of the employment to the last interaction after the termination of the work contract. Companies investing in employee experience and socially responsible HRM practices are proven to perform better and more profitable than companies not investing in it. The new generations demand a new way of leading thus in tourism industry, a new way of thinking HRM practices is needed to ensure industry's attractiveness and engagement efficiency as an employer. The findings are based on focus group interview consisting of four employees (seasonal and permanent). The interview is analysed using content analysis. In the results, the key determinants of positive employee experience and the effect of socially responsible HRM practices to the engagement and motivation of employees is defined. The assumption is that results provide the industry with a new kind of information supporting SME's in development of their existing HRM practices. This in overall, will strengthen the image of the industry as an employer in overall leading not only to satisfied employees, but also to increase the productivity of the SME's.

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Data-driven location intelligence for tourism destinations: A comparative analysis between Crete and Cyprus

Nowadays, local authorities and tourism enterprises are using conventional methods like surveys and opinion polls for collecting data and strategic decision making. Despite the benefits of these approaches, they present significant disadvantages such as time-consuming and sample size. This research paper investigates the user-generated data in Location-based Social Networks (LBSNs) that can be a great resource of knowledge for understanding people's behavior details and movement flows in tourism destinations. Focusing on tourism and location-based social media networks, this research reveals a novel approach to leverage massive unstructured data for knowledge extraction. In contrast to the conventional spatio-temporal data, big social media data offer dynamically to innovation and value creation through improving the strategic decision-making process of tourism destination stakeholders. The approach integrates location and big data analytics techniques and it is implemented based upon geotagged user-generated data shared on the two largest islands in the Mediterranean Sea, the island of Crete (Greece), and the island of Cyprus that are popular summertime tourist destinations. The comparison between two tourist destinations with common characteristics provides additional insights into the potential of each destination and areas of improvement. Practical implications are arising through the efficient spatio-temporal and demographic analysis of tourist movement in both tourism destinations for improving the strategic decision making of stakeholders like local authorities and tourism SMEs leading to innovation and value creation. In addition, DMOs can leverage the new knowledge for developing innovative marketing strategies, strengthening destination branding, and gaining a competitive advantage against rival tourism destinations.

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Conception of an intelligent tourist information system for low density territories: Douro

This study seeks to highlight the importance of the application of tourism promotion and dissemination projects, based on Information Technologies, in low density territories (LDT). The work presented here was developed by a group of researchers, who after studying several cases in which technological solutions present themselves as instruments of promotion, dissemination and sustainable management for LDT territories, decided to devise a system and apply it in the Douro region. The methodology adopted aims at gathering all the information available and making it accessible for tourists. For this purpose, an information platform was developed. The work accounts for three phases: in the first phase, a survey was conducted and the 19 municipalities that make up the Douro were contacted to supply information on the tourist resources. Subsequently, based on the literature review, the resources were categorized. This allowed the identification of 9 categories (Viewpoints and Landscapes; Parks and Gardens; Monuments; Museums; Knowledge and Flavors; Festivals and Pilgrimages; Quintas and Wine Shops and Historical Centers). In the second phase the information collected was centralized in a database where all points of interest (POI) were inserted, in a total of 699, and an information management platform was developed in order to facilitate its analysis, consultation and editing. In the third phase, a set of web services were developed that allow access to and use of information. The project allowed the understanding that in the Douro offer focuses mainly on the categories of Monuments, Viewpoints and Landscapes and Quintas and Wine shops. There is also a great diversity of POI that allow, through an application, the construction of fixed routes, as well as individual and thematic routes. Thus, this project has brought innovation because the central platform provides information to mobile applications to help tourists, and in turn, the information collected in mobile applications (such as routes carried out, evaluation of them, POI's visited by the user) can feed the platform, in perfect symbiosis. Thus, it was possible to build a dynamic infrastructure allowing and enabling an objective evaluation of the tourist dynamics in this type of region.

OCTAVIO VIRAMONTES

Acsenda School of Management, Canada

A critical analysis of the impact generated by the COVID 19 pandemic in the Food and Beverage department of the hospitality sector: A case study from Fairmont Vancouver Airport

The study focusses on the comparison of the year 2019 before the pandemic and the year 2020 with the pandemic COVID19 in the Fairmont Vancouver Airport. The main objective of the study is to identify the variances between these years and the necessary changes in protocols that were necessary due to the pandemic. It is vital for the hospitality sector to understand the situation to survive in the post COVID19 economic era. The method utilizes to recollect the data for this study was a mix between secondary and primary data, the primary data collected in the study is in the form of a close ended questionaries' that the managers of the F&B departments and the HR department of the Fairmont Vancouver Airport filled out. A total of 30 employees conducted open ended and closed ended questions. The secondary data was collected true information proportioned by the hotel and the internet such as the key performance indicators from this and last year to make the comparison. The study shows a great decline in all the key performance indicators due to the COVID 19 pandemic, there have been changes in the protocols to start and finish the labour at the hotel, but the procedures in the kitchens remain the same because there was no necessity to improve the way the product managed, the mayor change in protocols was in the housekeeping department. The research has been done while the pandemic is still on; there are still possibilities of regrowth in the pandemic, and the data could change, although event in the event of another wave of the COVID19 the Fairmont Vancouver Airport has some contingencies in mind. To the hospitality sector is vital to know the implications of the COVID19 it has been the sector most affected by this pandemic and by knowing the consequence they can create plans in order to rebuild, if the hospitality industry learns from the situation it will help for future likewise situations.

PETER VLACHOS AND KEJSI XHAFAJ
University of Greenwich, United Kingdom

Gastronomic tourism in Albania: an exploratory study of visitor perceptions, experiences, and destination image

The development of destination branding in former communist countries in eastern and south-eastern Europe has been a growing area of interest in recent years. Research on Balkan tourism has examined cultural heritage, health tourism and economic development. However research on the modern tourism industry in Albania in particular remains emergent. Even less attention has been paid to specialised forms of tourism to Albania. The purpose of the present study is to examine the role of gastronomic tourism in constructing perceptions of Albania as a tourism destination. Drawing from Lai et al (2019), we establish a research framework that considers cognitive and affective factors; perceived and projected brand image; and, intention and positioning effects. We apply this framework to analyse the relationship between gastronomic tourism, tourism development (including rural development), cultural identity, food narratives, and destination image. Data (n = 80) were collected via a convenience, non-probability sample drawn from discussion boards and social media of people who had previously travelled to, or had an interest in, Albania. Factors probed included visitor initial perceptions of Albania, previous gastronomy experiences, trip satisfaction, spending, and travel behaviours. Quantitative responses were analysed using SPSS statistical software. Qualitative comments from respondents were thematically coded for further analysis. The results found that previous visitors expressed satisfaction with gastronomy experiences. Affordability, diversity, quality, traditions and freshness were favoured. Landscape and culture combine to form a 'mental map' in constructing perceptions of the destination. Albania remains an under-explored budget travel destination. Our findings reflect how destination gastronomical identity is rebranded as a result of the economic and political reforms. The findings of this study will benefit policy-makers, tourism marketers, and destination management organisations to improve marketing strategies. Our line of inquiry can be expanded into other forms of special-interest tourism to Albania (e.g. cultural festivals; business events) or more specific demographic segments (e.g. younger vs older travellers). As exploratory research, the paper is limited by its sample size.

JIANG WANG AND ALAA NIMER MOUSA ABUKHALIFEH

Woosong University, South Korea

Hospitality Curriculum in the University Sector: Does it meet future requirements? A case study on the hospitality management programmes in Sol International School, South Korea

The tourism and hospitality industry as a dynamic industry changes promptly in which fast development will endlessly present both opportunities and challenges to tourism and hospitality education. Hospitality curriculum plays an essential role in hospitality education and always pursues to improve the quality of the graduates entering the fast-changing tourism and hospitality industry. The fundamental purpose of any hospitality and tourism educational program is to cultivate and develop the skills and talents of future industry leaders in order to fit the needs of the industry and thereby provide hospitality and tourism services or products that meet international standards for both domestic and foreign tourists alike. This study investigates that the curriculum design of undergraduate hospitality programmes in the hospitality department (SIHOM) at Woosong University, South Korea, in line with the tourism and hospitality industry requirements. In this study, in-depth semi-structured interviews are conducted with critical educational faculty in SIHOM and key tourism and hospitality industry stakeholders in Asia. The results indicate that there is a gap between the knowledge and professional skills are provided by SIHOM's current curriculum design and the future expectations and favouring employability for the tourism and hospitality industry. Subsequently, the study offers beneficial suggestions and implications for contributing to hospitality curriculum design. The in-depth assessment of the curriculum through qualitative interviews to investigate directly with the involved and responsible stakeholders will build a more comprehensive understanding of the hospitality curriculum as a whole. The research results will provide more valuable information in Asian hospitality educational institutions, and has theoretical and practical implications for the hospitality educational institutions and the industry.

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MANUEL ALECTOR RIBEIRO
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Considering the value-belief-norm model and theory of planned behavior in explaining individuals' engagement in last chance tourism

Though the research focusing on last chance tourism (LCT) over the last decade has gained some steam, work that speaks to the predictive nature of psychological constructs in explaining intentions to engage in the niche form of tourism is scant. Even less available are studies that incorporate theoretical frameworks in explaining the phenomena. The current research uses a complementary theoretical approach by considering antecedents within the value-belief-norm model and theory of planned behavior framework to explain individuals' behavioral intentions to engage in LCT. Such an approach has been undertaken most recently by research considering the two frameworks in the context of pro-environmental behavior cross-nationally, green-lodging and pro-environmental behaviors, willingness to pay for a suburban park, and conservation behaviors. Survey data were collected from a national panel (N = 436) of U.S. travelers during the summer of 2019. Constructs measured through the questionnaire included: personal values, environmental worldview (i.e., New Ecological Paradigm), awareness of consequences, ascription of responsibility, personal norms, perceived behavioral control, subjective norms, positive and negative attitudes about LCT, and intentions to engage in LCT. Following a two-step modelling approach, a measurement model was initially specified through confirmatory factor analysis, followed by hypothesis examination through structural equation modelling. Strong psychometric properties were demonstrated in the way of composite reliabilities and construct validities. Of the 11 hypotheses examined, 10 were supported in the model. The 11 antecedents within the model explained 61% of the

variance in travelers' intentions to engage in LCT. Theoretical and practical implications, limitations, and future research opportunities are discussed within the close of this work.

KYLE MAURICE WOOSNAM
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KAYODE DARE ALESHINLOYE
University of Central Florida, United States

EMRULLAH ERUL
Izmir Katip Celebi University, Turkey

Residents' involvement in tourism through emotional solidarity and empowerment

Though residents' involvement in tourism is extremely important so as to foster sustainable tourism, explanations as to why locals become involved are rather scant. What is it that contributes to explanations for residents' involvement in tourism, especially in areas where hospitality and tourism is a primary industry and where household incomes are well below the poverty line? To this end, this research explores the role that emotional solidarity and empowerment through tourism play in explaining residents' involvement in planning for tourism in such a place—Orlando, Florida. We collected a sample of 415 residents residing in three counties of Orlando (i.e., Orange, Osceola, and Seminole). Using a two-step structural equation modeling approach (i.e., CFA initially to establish a measurement model followed by a structural path to test proposed hypotheses), we found that constructs tested in the model, including welcoming nature, sympathetic understanding, social empowerment, and political empowerment, explained 54% of the variance in residents' involvement in tourism planning. Furthermore, two relationships including the effect of resident emotional closeness on their involvement in tourism planning and the effect of resident psychological empowerment on their involvement in tourism planning were not significant. Interestingly, standardized regression coefficients were stronger for the two social and political empowerment factors in explaining resident involvement in tourism planning than for welcoming nature and sympathetic understanding factors. Our results thus contribute to empirically-rigorous, holistic modelling of residents' attitudes. Theoretical and practical implications along with limitations and future research are discussed at the close of this work.

Kyle Maurice Woosnam

University of Georgia, United States

Emrullah Erul

Izmir Katip Celebi University, Turkey

Behavioral support for tourism explained through emotional solidarity and the theory of planned behavior

A plethora of research has concentrated on residents' degree of support for tourism, albeit focused squarely on either attitudinal or intentional support, and with minimal consideration of how the relationship residents perceive with tourists may explain this support. Of course, what complicates matters is the gap between behavioral intentions and actual behaviors, as highlighted within the growing literature concerning sustainable tourism. The focus of this paper is therefore to examine a complementary framework linking the theoretical framework of emotional solidarity with the theory of planned behavior to explain residents' behavioral support for tourism, by first considering attitudinal support and intentions to support tourism. On-site survey data were collected from 740 residents of the highly-popular coastal destination, Izmir, Turkey, to test the proposed model. In so doing, a two-step modelling approach was adopted whereby a measurement model was established through confirmatory factor analysis, followed by a structural path model to examine proposed hypothetical relationships within the developed conceptual model. All nine hypotheses were supported. Emotional solidarity, attitudinal support for tourism, attitudinal contributions to community, perceived behavioral control, and subjective norms collectively explained 49% of the variance in residents' behavioral intentions to support tourism. Behavioral intentions, in turn, uniquely explained 24% of the variance in residents' behavioral support for tourism. Study implications (in the way of theory and practice), limitations, and future research suggestions are offered at the close of this work that will help further this line of research and inform by theory and practice.

LI YING AND NADIA SOROKINA
Woosong University, South Korea

Influence of smart tourism on tourist motivation: Case of internet information town Wuzhen in China

Smart tourism has become an irresistible trend of the global tourism industry. The development of social media, information, Communication technology greatly influences tourist motivation. This research aims to analyze the interaction between smart tourism and tourists' acceptance and cognition of technology and Tourist Motivation. According to the 45th CNNIC report of China Internet Network Center, By March 2020, China had 904 million Internet users. Chinese tourists can make cashless payments, and pay by scanning a QR code is gaining popularity. This paper describes the relationship between smart tourism and tourist motivation in a framework. It proposes an intermediate variable, Technology Acceptance Model (TAM). It is based on the principles of Fishbein and Ajzen, takes into account the parametric attributes of behavior relevant components of attitudes, and specifies how external elements are casually linked to attributes like beliefs, attitudes, and behavior. This model was developed on the doctoral thesis of Fred Davis in 1985, where the first model of the Technology Acceptance Model was proposed. He proposed that system use is "a response that is explained by user motivation, which in turn is directly influenced by an external stimulus comprising of the system features and capabilities." The key terms that continue to be discussed to the Technology Acceptance Model, including at least some of its adaptations and extensions, include Perceived Ease of Use (PEOU), Perceived Usefulness (PU), Behavioral Intention to Use, (BI), and actual Behavior (B). Discussions of TAM by researchers focus on the relationships of these four variables. The paper will verify the influence of these key factors on Tourist Motivation by setting a positive effect on the research hypothesis. It uses case analysis, The World Internet Research Conference in Wuzhen, China as a case, and uses a quantitative research method by designing questionnaires. The theoretical and practical significance is to use the Technology Acceptance Model(TAM) to combine smart tourism with tourist motivation. It analyzes its influencing factors and provides a valuable sample and reference for the innovation of heritage tourism and smart tourism, which has particular practical significance.

SPECIAL SESSION I

ORGANISED

BY

ALEXANDRA GEORGESCU PAQUIN
CETT-UB Barcelona School of Tourism, Hospitality and Gastronomy, Spain

YADUR GONZALEZ MEZA
Universitat de Lleida, Spain

Tourism and intangible heritage: Challenges and new perspectives

HAFIDH AL-RIYAMI
Nizwa College of Applied Science, Oman

HAMED AL- MUHRZI
Sultan Quboos University, Oman

NOEL SCOTT
University of the Sunshine Coast, Australia

Intangible cultural heritage experiences in Oman: Nizwa

Oman has a rich natural and cultural heritage. Oman is developing as a tourism destination and expanding its range of cultural heritage experiences. The focus for government development in the past has been on tangible heritage such as preservation of historical forts and souqs. More recently, small scale entrepreneurs have begun to develop traditional village houses as heritage accommodation experiences in Nizwa, Oman. This has highlighted the attraction of Omani intangible cultural heritage as a tourism resource. This study examines the development of experiential cultural and heritage attractions in and around Nizwa, Oman. Based on a series of interviews with government, tourists, business and resident stakeholders, the study documents the development of heritage hotels (renovated houses) in Hãrat al-Aqr, the old residential quarter of Nizwa and implications for the development of tourism in Oman. The results indicate that tourists are interested in staying in these hotels to experience local culture. For residents and local business people, the renovation of the houses in the old town is attractive as it turns disused and dilapidated houses into a source of pride and also income. Thus, the development of heritage hotels is supported by destination stakeholders and meets the needs of the visiting tourists by providing a cultural experience for tourists allowing them to learn more about historical and contemporary everyday life. The study highlights the importance of developing culture and heritage as experiences and discusses how to further develop these experiences within a framework developed by Richards (2018). Further development of intangible cultural heritage tourism is recommended by further developing experiences. This will involve training of residents, tourism business and government stakeholders.

MOHAMED BOUKHEROUK AND ABDELILAH LISSANEDINE
Cadi Ayyad University Marrakech, Morocco

Promoting and enhancing ICH and tourism in Morocco: Analysis of heritage approaches and conservation process of two ethno-museums Tskiwin and the Oasis Museum

A close interaction relationship has been forged between museums and tourism. Visits to museums are part of the products offered to travelers. They are nowadays a basic, if not essential, component of cultural tourism. Morocco has a number of museums established since the protectorate. This creative strategy has been pursued with a problematic pace, marked by a long break and a political and cultural disinterest of some culture and specific heritages. Towards the end of the nineteen-eighties, “traditional” and “contemporary” museums sprang up. Tiskiwin Museum in Marrakech and the Oasis Museum in the Errachidia region are examples of this new generation of museums oriented to ICH. Beyond their main missions these two ethnographic museums are important vectors of local development. Being stakeholders in the tourism sector, Tiskiwin and the Oasis Museum are incorporated in different tours and cultural activities. They hold a capital place in cultural tourism to which the territories dynamic can testify. The two experiences can be approached from different angles which raise many questions: General policy of the museum, conservation, statutes, attendance, services offered and the degree of social inclusion and the enhancement of ICH. Through the study and comparison of the two aforementioned museums, the emphasis will be placed on the specificities of the two institutions, in order to identify their integration into the social framework. Thus, it is a question of understanding how the museum institution, which stands out as a cultural model par excellence, is involved in the process of developing cultural tourism by integrating and enhancing the intangible representations of the preserved heritage. To do this, this communication uses a comparative approach combining field observation and qualitative study. It demonstrates the concern of the two organizations to identify and list objects, uses, customs, know-how and local traditions and the considerable efforts to promote these two independent and private museums. The two approaches deployed challenge us by their motivations, methods and tools as well as by their capacity to mobilize local human resources and local communities. The paper analyses also the challenges of the conservation and enhancement of ICH in two different territories, on the one

hand, and the current and future transformations in the management and the valuation of identities considered, until then marginal, on the other hand.

MARTA CONILL-TETUÀ AND JORDI ARCOS-PUMAROLA

CETT-Barcelona School of Tourism, Hospitality and Gastronomy, Spain

Analysing the visitors' experience of ICH on social networks: A case study of "Fête de l'Ours"

Heritage talks about our past, since it allows to interpret and explain who we are and where do we come from. Tangible cultural heritage permits to explain a particular cultural context by interpreting concrete places. Nevertheless, a huge part of our culture is formed by traditions and living expressions, forming what we know as Intangible Cultural Heritage (ICH). ICH is closely related with social identities and cultural landscapes. In this sense, ICH is increasingly becoming an attraction for tourism, since ICH is a common language that allows visitors to participate in the culture of the destination. In this sense, practitioners and visitors are active agents in performing the heritage and, therefore, they are part of the tradition and understand actively the meaning of that heritage. In this vein, the festivity or collective event in which the ICH is performed becomes an encounter, i.e., a space for exchange and recognition. In this sense, tourism allows it to be globalized and made known among visitors as well as it becomes something to be proud of among residents. Nevertheless, ICH used in a tourism context raises issues concerning authenticity and preservation. That is so because traditions can be changed to answer to an increasing tourist interest. This way, local community feels a loss of identification to their heritage. In this sense, it is important to analyze the experience of both, locals and visitors, to find how their experience differs; this information can aid to anticipate strategies to readapt the relations and interactions between them in ICH context. The present research is based on a case study of “Fête de l’Ours” that is held in Vallespir, France. This tradition is performed since centuries ago and since 2014 the authorities have been working on the recognition as an intangible heritage asset recognized by the UNESCO. Through analysing images of the festivity posted on Instagram, the research will answer the following questions: What awakes intangible heritage among visitors? Does this integrative participation really occur? How do residents and visitors explain and share their experience of the festivity?

ALEXANDRA GEORGESCU PAQUIN, JORDI ARCOS-PUMAROLA AND MARIA DEL PILAR LEAL L.

CETT-UB Barcelona School of Tourism, Hospitality and Gastronomy, Spain

Challenges of DMOs' promotion of intangible cultural heritage through their social networks during COVID-19

The tourism sector has been one of the most affected during the months of confinement around the world, especially in Spain. This situation has made it necessary to rethink tourism promotion actions, moreover during the months where mobility was highly restricted. In this context, the role of social networks has been fundamental due to its immediacy and ability to reach a large number of people, including residents and tourists. Intangible cultural heritage (ICH), being linked to identity, authenticity and local features, has become a tourist attraction that can provide a singular and distinctive narrative for a destination. However, many of the ICH-related events and festivities have been cancelled or postponed during the confinement caused by COVID-19. It is precisely this understanding of ICH as a social activity that makes it an interesting object of study to ask ourselves how to generate a story about something that cannot be celebrated. Thus, this proposal focuses on the main challenges that Destination Marketing Organizations (DMOs) face regarding the communication and promotion of tourism activity linked to ICH. The objective of this analysis is to explore the communication strategies during the confinement adopted by the five main DMOs in Spain on their social networks (Facebook, Instagram and Twitter) and their link with the ICH. The methodology followed a mixed method (qualitative and quantitative) with visual content analysis completed by a semiotic analysis, based on both texts and images posted during the confinement. Out of the 1181 total posts that were retrieved, the type of ICH represented in the posts as well as its image and associated discourses were analyzed for each of the social networks under study. The results show, among others, the need to promote engagement through creative and innovative proposals. Likewise, they reveal a lack of understanding of both the digital communication possibilities of social networks and the narrative opportunities presented by ICH.

SERENA LONARDI
University of Innsbruck, Austria

Minority languages and tourism: a focus on authenticity - The case of the Cimbrian language in Luserna / Lusérn and Giazza (Italy)

Cultural tourism has recently experienced a change and focuses more on intangible cultural heritage (ICH). Among ICH are “oral traditions and expressions, including language as a vehicle of the intangible cultural heritage”. Many linguists also agree that a language reflects and stands for a peculiar culture. Previous literature proved that minority languages contribute to differentiate the destination and provide unique experiences for cultural tourists. Through a qualitative research, this study aims at analyzing the impacts of the commodification of minority languages on its authenticity. The Cimbrian communities of both Giazza and Luserna / Lusérn in Northern Italy were considered; the Cimbrian language is now spoken by the majority of the population in Luserna / Lusérn, whereas in Giazza only by a few old people. The differences between the two communities, together but the fact that they share a common heritage provided a fruitful comparison. Until now, twelve semi-structured interviews have been conducted with key players in the tourism field and Cimbrian speakers. Results proved that, despite an initial concern, minority community members were happy to include the language in the tourism experiences offered in the destination, both orally in tours and written on road signs and in museums. The use of the Cimbrian language in tourism has contributed to differentiate the destination and has, thus, led to a growth in visitors. This resulted in an increased awareness that a minority language is spoken in those two communities. In Luserna / Lusérn in particular, tourism also contributed to creating various job opportunities, which allowed community members to work, remain in the town and maintain the relationship with other community members and Cimbrian speakers. This research provides a significant contribution to the literature, since it shows how intangible heritage (in this case language) commodification does not necessarily clash with authenticity, since tourism contributes to preserving the language, especially when there is a strong will from the population to speak the language, as in Luserna / Lusérn. Further research should (1) quantitatively analyze the interest and motivation of cultural tourist and (2) include other minority communities in this discourse.

THANYA LUNCHAPRASITH
Silpakorn University, Thailand

The practice of royally related ICH tourism in Thailand: Visit experience at King Bhumibhol's crematorium exhibition

This paper examines the characteristics of royal tourism in Thailand by focusing on the conversion of royally related intangible cultural heritage (ICH) into tourism experience. The Royal Crematorium of King Bhumibhol is the case study of the paper. It was a temporary structure that are specifically created for the funerary event of the late king in October 2017, which was then transformed into open-air cultural exhibition during November and December in the same year. This was an opportunity for commoners to have a glimpse on royal tradition and knowhow that are rarely accessible to the public. The purpose of the paper is to elicit the value of ICH experience through the tourists' point of view. In so doing, 15 visitors were approached for semi-structured interview. The findings reveal that the royal crematorium enables visitors to learn about art and culture, as well as intensify the royalist sensation and the patriotic sentiment. It also demonstrates that tourism does not necessarily destroy culture but rather help sustain traditional culture, values and belief in the contemporary context. Tourism should be considered as an effective tool to engage people with traditional culture and support cultural education at all levels. At the same time, the royal crematorium exhibition reveals the intimate relationship between tourism and socio-cultural condition, in which visitors' perceptions are deeply entrenched by the country's strong cult of monarchy. The implication of this paper is that Thailand can potentially use royal ICH to develop its new tourism selling proposition, whereas they should avoid negative cues that could disgrace the royal dignity.

FABIEN VAN GEERT
Université Sorbonne Nouvelle, France

The construction of a touristic destination through intangible cultural heritage: The case of the Aubusson tapestry (France)

In 2009, the Aubusson tapestry was included on the UNESCO Representative List of the intangible Cultural Heritage (ICH). This classification is linked to different objectives. For the French State as well as the sub-prefecture of Aubusson which carry the file, it is a question of facing the fragility of the sector of the production of the tapestry since the 1980s following the closure of more than half of the weaving companies. The UNESCO classification should thus make it possible to maintain the jobs linked to this practice in this small town of less than 5,000 inhabitants located in Creuse, the second least densely populated department whose population has halved since the beginning of the 19th century. At the same time, this classification must also ensure the transmission of know-how, rich and uninterrupted for more than five centuries, which is then in danger. Finally, it must allow the construction of a place branding strategy for its tourist development based on its distinctive element - the production of tapestry - known throughout the world. At the crossroads of these three goals, the Cité de la tapisserie was created in 2016, extending the objectives of the UNESCO recognition, through various actions. It thus presents the know-how of the weavers in the exhibition rooms, but also wishes to modernize their creations, in particular by developing a contemporary creation programme in conjunction with international artists. At the head of Aubusson's tourist projection, the Cité is now visited annually by nearly 50,000 visitors, and is involved in several projects to renovate the city center. In this communication, we wish to present this original institution, and explore from a qualitative point of view how its activities around ICH constitute the core of a process of construction of a destination image for Aubusson which goes much beyond the walls of this institution.

MILENA MANHÃES RODRIGUES
São Paulo University, Brazil

YASMIN XAVIER GUIMARÃES NASRI
Federal University of Rio de Janeiro, Brazil

SIDNEI RAIMUNDO
São Paulo University, Brazil

Topophilia and tourism planning: Quilombola views (Armação dos Búzios - RJ, Brazil)

The construction of the image of a tourist destination from the residents' perspective and their affective ties concerning the place they live positively affects the development of tourism. However, the interaction between tourism and life-world is, in general, a secondary theme of studies and tourism planning, with the views and perceptions of local communities not being considered in the planning processes. The concept of topophilia can contribute to solving these gaps, seeking to reveal perceptions and affective memories of a community with its "place," their placemaking. In topophilia' context, the place is also perceived by the communities as an imagery reading beyond the material aspect, encompassing a symbolic view of the territory, based on elements seen by the senses. Thus, photographs represent a necessary means of working with visual perceptions in the exploration of the symbolic. The imagery repertoire of the tourist destination of Armação dos Búzios (Rio de Janeiro, Brazil) has excluded representations of quilombola communities, for which, the connection with "the place" is a central element in their identity. This research aimed to investigate the relationship between tourism and the quilombola community of Rasa, in Armação dos Búzios, from the topophilic perspective of the residents, focusing on the territory images. The methodology used was qualitative, exploratory, with a case study; where participatory research was carried out, with ethnographic-inspired fieldwork, including participant observation and participatory photography, with photovoice, involving four residents of this community. As a result, an imaginary narrative of the "participant-photographers" portrays the topophilia in the study area. The photographs' selection criteria is related to the affective memory and the appreciation of the community's cultural legacy associated with the pleasant places of this territory which can be worked by tourism. Besides, the study revealed contradictions, as the

highlighted sites had a topophilic feeling and, at the same time, a distance from residents in conventional tourism planning.

SPECIAL SESSION II

ORGANISED

BY

ORIT UNGER AND NATAN URIELY
Ben-Gurion University of the Negev, Israel

Animosity and Travel Behavior

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MARIA D. ALVAREZ
Boğaziçi University, Turkey

SARA CAMPO
Universidad Autónoma de Madrid, Spain

Influence of animosity and perceptions of terror risk on decisions to visit conflict destinations

Tourist destinations that suffer from ongoing-armed political conflicts involving acts of terror may not only suffer from high risk perceptions, but they may also be affected by feelings of animosity that can be exacerbated by the dispute. The study aims to analyze the interaction between perceived risk and animosity in those countries and the influence of these variables on destination image and visitation decisions. The research examines these issues in two different zones of conflict, Turkey and Israel. Turkey's armed conflict mainly takes place in the Southeastern part of the country, whereas Israel's conflict zone includes the Palestinian Authority region. A model of the relationships is proposed by the research in order to better understand and explain how perceived risk of terror and animosity relate with each other to influence tourists' decisions. The data was collected using online questionnaires distributed to US international tourists via the MTurk (Amazon Mechanical Turk) application. Respondents' pre-profile based on their visit to an international tourist destination within the last 3 years is set as a requirement for responding to the survey. The questionnaire measures the following variables: animosity towards the conflict country, destination image, perceived risk of terror at the destination and the intention to visit. In addition, several questions related to the area where the armed conflict is taking place, are also included. In particular, the level of knowledge that the individual has about the conflict, the perceived safety of the area and the sympathy that the respondent might have for one side in the dispute are also measured. Prior visit to the country is also included as a variable in the research.

TOMÁŠ KRAJŇÁK AND JIŘÍ VÁGNER
Charles University, Czech Republic

JÜRGEN SCHMUDE
Ludwig-Maximilians University, Germany

How visitors perceive the risk of terrorism in cities? Framework analysis of fear-arousing walking interviews

A special relationship exists between terrorism and tourism. Explanations of the relationship have been subject of academic debates ever since 1980s. Apart from descriptive case studies, however, the effects of terrorism on tourism have been mainly studied from a quantitative-research perspective. Moreover, previous research has largely focused on the effects of terrorism ahead of travelling (e.g. the effects on a destination choice) and omitted the role of terrorism during the visit. This contribution aims to overcome these and other un- or under-researched topics in the terrorism-tourism nexus. Specifically, the aim of the study is to evaluate urban visitors' perceptions of the risk of terrorism with a main focus on factors affecting these perceptions. Fear-arousing walking interviews were employed to collect data which were analysed using framework analysis. The interviews were conducted with a rather young (age<40), gender-balanced and international sample of visitors in Munich, Germany, which served as a model city. The visitors almost unanimously report no fear of terrorism while visiting Munich's city centre. Yet, they acknowledge that the possibility for a terrorist incident exists. The main location-related factor affecting the perception of the risk of terrorism is the amount of people present. Consequently, differences exist within visitors' perceptions across various sites as the main city square, shopping streets and transportation hubs are perceived more terrorism-prone than, for instance, religious sites. Importantly, visible antiterrorism measures are perceived by many visitors rather positively. Since visitors are accepting the measures even without reported fear of terrorism, this finding bears important implications for policy makers.

ORIT UNGER, NATAN URIELY AND GALIA FUCHS
Ben-Gurion University of the Negev, Israel

On-site animosity and performances of national identity: The case of Israeli business travelers

The travel and tourism literature on animosity focusses on travelers' future intentions to visit destination tainted by hostility, whereas travelers' reactions to criticism or antagonism expressed against their country during the trip have been hardly addressed. The few studies that address this issue present an innovative perspective but require further conceptualization that relies on empirical research. To advance the latter approach, the current study introduces the term "on-site animosity" and provides a first systematic analysis of travelers' behavioral responses to it. On-site animosity refers to expressions of hostility against travelers' country/nation/race/religion during their stay at the visited destination. Behavioral responses to on-site animosity are examined in this study by focusing on performances of national identity among Israeli business travelers while interacting with locals and hosts. Based on the analysis of (n=28) in-depth interviews, the study reveals that the Israeli business travelers are aware of and often face on-animosity toward Israel, which derives mainly from the Israeli-Palestinian conflict. In response, they apply four strategies that, consistent with a Goffmanian perspective and its extension of "performativity", span across two dimensions of situational behavior: a) the inclination of the travelers to conceal or display national identity and b) their materialistic/patriotic motivations to do it. The four strategies revealed in the study (evasion, mitigation, materialistic staging and patriotic spotlighting) are presented in an orderly manner to answer whether, how and why travelers respond to on-site animosity against their country or nation. Overall, the study advances a fresh perspective and provides an empirically based conceptualization regarding the influence of animosity on travel behavior.

SPECIAL SESSION III

ORGANISED

BY

KIRAN SHINDE

La Trobe University, Australia

DANIEL OLSEN

Brigham Young University, USA

Religious tourism and sacred sites post COVID-19 pandemic

DANIEL H. OLSEN
Brigham Young University, USA

DALLEN J. TIMOTHY
Arizona State University, USA

COVID-19 and religious travel: Present and future trends

The COVID-19 pandemic of 2020 has had dramatic effects on both the health and economic stability of countries around the world. In several cases, the closing of sacred sites has led to a sharp decrease in economic viability, particularly in destinations where religious tourism and pilgrimage are the mainstays of economies. While several scholars and media commentators have suggested that the pandemic would be a good time to reset an unsustainable tourism system, left out of these rest discussions has been the impacts on religion and religious travel. The purpose of this presentation is two-fold. First, using content analysis of newspaper articles, a review of the impacts of the COVID-19 pandemic on religion and religious travel is conducted, with a particular focus on how religious communities have reacted to government and health mandates that limited mobility to religious sites and worship centers. These reactions have ranged from blatant disregard to health warnings due to the belief that God will protect the religious traveler, to religious communities cooperating with officials and limiting access to sacred sites, to governments forcibly closing religious sites. The authors then discuss potential futures regarding religious travel in a post-COVID-19 and post-secular world. In particular, the focus will be on four key areas. First, will there be continued demand for religious travel? If so, what will this demand look like? Second, what role can religious travel have in the development the “new normal” of sustainability with tourism studies? Third, how will the pandemic affect the medicalization of religious travel? Finally, has the pandemic led to the death of communal rituals?

RICARDO NICOLAS PROGANO

Wakayama University, Japan

The impact of COVID-19 on Japanese temple stays: Kōyasan as case study

Temple stays have become a recognized tourism experience offered by Buddhist temples that open their doors to accommodate non-affiliated guests in their temple lodgings, providing them with unique experiences based on traditional culture and rituals (Kaplan, 2010; Matsunaga, 2014; Song et al, 2015). The present study takes as case study the Shingon Buddhism headquarters of Kōyasan town, Wakayama prefecture (Japan). The postwar economic development increased the number of domestic visitors to this sacred site, who stayed the night utilizing temple stays services (shukubō - 宿坊). The inscription of Kōyasan as part of the 'Sacred Sites and Pilgrimage Routes in the Kii Mountain Range' UNESCO World Heritage site in 2004 increased its popularity among overseas tourists as well (Matsunaga, 2014). Currently, 52 temples offer shukubō services. In the town's tourism development, the Buddhist religious institutions play a central role. Through their shukubō lodging services, temples provide nearly all Kōyasan's accommodation capacity: 6,185 out of a total of 6,242 beds. Also, the temples' tangible and intangible heritage constitute the main travel motivation of visitors (Wakayama Tourism Agency, 2018). The COVID-19, however, brought an abrupt end to this tourism development, as temples saw a sharp decrease in visitations, as both domestic and international visitors began to restrain their travels. Also, different rituals, events and religious festivities had to be altered or cancelled to curb the expansion of the pandemic crisis. Using a qualitative approach, this research aims to discuss the impacts on the temple stays and later countermeasures through the case study of Kōyasan. The presentation will present preliminary data obtained from the main institutions involved in tourism: the Kōyasan Town Tourism Association, the Kōyasan Shukubō Association, the Kōyasan Tourism Information Center (the local Destination Management Organization) and Kongōbu-ji (the head temple of the Kōyasan Shingon Buddhism branch).

KIRAN SHINDE
La Trobe University, Australia

Disease and disruption in religious tourism at Hindu sacred sites, India

The pandemic of COVID-19 has restricted movement of people (pilgrims and tourists) leading to unprecedent impacts on sacred sites; most of them closed to visitors for a prolonged duration. In this paper, I reflect on the impacts of the outbreak of communicable diseases that were commonly associated with mass religious gatherings and pilgrimage in Hindu sacred places in the 19th and 20th centuries. Some of these led to better management practices while others were not as significant. Based on those precedents and observations from my studies of many Hindu pilgrim-towns, I dissect the components of religious tourism to identify the degree of impacts experienced by each component such as ritual-based economy, temple-management, patronage networks, tourism enterprises, and environmental resources. Given the limitations of actual fieldwork in sacred sites, this paper uses information available from newspapers (electronic) and content from social media related to sacred sites. It also builds on the informal interviews with past informants from some sacred sites that were interviewed at an earlier time during previous studies. The impacts are framed around the idea of disruption that allows us to re-visit and re-think what aspects of contemporary religious tourism need to be retained and what could be modified without compromising the essence of such form of tourism and the spirit of the sacred site. The final assessment of the impact can be made only after the pandemic through a field-based study.

SPECIAL SESSION IV

ORGANISED

BY

KIRAN SHINDE
La Trobe University, Australia

DANIEL OLSEN
Brigham Young University, USA

World heritage sites: Post-international tourists

CATHERINE E GORMAN
Technological University Dublin, Ireland

Engaging with the local: A shift in visitor profile at Heritage Sites

The island of Ireland has three World Heritage Sites (WHS). Two of these sites are located in the Republic of Ireland and are operated by the Office of Public Works (OPW): Skellig Micheal (inscribed 1996), and Bru Na Boinne, the Bend in the Boyne complex of Newgrange, Knowth and Dowth and wider area (inscribed 1993). In 2018, Skellig Michael attracted 16,792, and the Bru Na Boinne, 321,193. Both sites have been under pressure from visitor numbers over the last number of years with Skellig Micheal, exceeding the annual recommended visitor number in 2018, however Bru Na Boinne has seen less impact due to its multiple sites, management and extensive nature. The site has seen recent investment (2020) of the visitor experience to the tune of €4.5m. In 2020, Skellig Michael, due to restrictions in place for Covid 19, did not open due to safety concerns for visitors, as it is an island with steep steps to monastery quarters and social distancing is difficult. The Bru Na Boinne Visitor Centre opened late post-Covid restrictions (July 31st) and pre-booked guided tours requiring mandatory face-covering are available to the exterior of the site. As a requirement managing access to the site, a shuttle bus brings visitors to the site itself. Bru Na Boinne, County Meath is a key tourist attraction particularly in light of its proximity to Dublin. Considerable research has been undertaken of the site through projects such as the Discovery Programme and those funded by the Heritage Council which primarily focus on its archaeology and Outstanding Universal Value (OUV). Tourism is identified to have an impact on the site, and research is required into this and the visitor experience (Bru Na Boinne WHS Research Framework 2009). As with many other heritage sites, Covid 19 has created a different set of parameters which are currently being imposed and negotiated. What changes have and are taking place? and how can they be managed as part of a plan? This paper reviews the decrease in visitor numbers, the management of the site post-Covid-19 and implications of the change in visitor profile from international to domestic visitors.

BIRENDRA KC
University of North Texas, United States

Analysis of threats to UNESCO world heritage sites in danger

The purpose of the United Nations Educational, Scientific and Cultural Organization (UNESCO) World Heritage Sites (WHSs) program is to promote the protection and conservation of natural and cultural resources with Outstanding Universal Value (OUV). In 2018, there were 1092 WHSs worldwide. Among those 1092 WHSs, 54 WHSs (16 natural and 38 cultural) were in danger as they struggle to retain their OUV. This study examined WHSs in danger and their associated threats. Sixty-six unique threats to WHSs in danger were identified. These threats range from housing to mining, illegal activities, flooding, drought, erosion, earthquake, tsunami, major visitor accommodation and associated infrastructure, tourism activities, lack of management plan, etc. The WHSs were distributed across 33 countries in every region: Africa; Arab States; Asia and the Pacific; Europe and North America; and Latin America and the Caribbean. The number of unique threats and their recurrence score are calculated for each WHS. Each WHS faces 9 unique threats on average. These unique threats were then clustered into 13 primary factors. For each WHS, primary factor coverage is calculated to assess the multidimensional nature of the threats to WHSs. The findings reveal primary factor coverage up to 9, indicating the complexity of the threats to WHSs. With the number of UNESCO WHSs growing each year, these WHSs not only bear the burden of increased visitation, but must also cope with the threats of natural disasters and climate change. Although natural disasters and climate change issues are detrimental and difficult to control, human actions are rather controllable, regardless of whether the anthropogenic threats are tourism-induced (e.g., visitor use or recreation-related) or non-tourism-induced (e.g., illegal hunting and fishing for subsistence living). At the very least, human-led threats should be mitigated to preserve WHSs.

CRISTINA MAXIM
University of West London, United Kigdom

CARMEN CHASOVSCHI
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Challenges of stakeholder cooperation in world heritage sites

Stakeholder cooperation is an essential part of sustainable development of tourism in a destination, in particular in uncertain times such as these. Although this is widely acknowledged by professionals as well as academics, there are many examples where there is limited or even no cooperation between the different organisations and groups involved in tourism development in a destination. This may be due to the complex nature of the tourism industry, the various small and medium-size organisations that have an interest or are impacted by tourism development in a destination, and their different interests and priorities. This paper aims to discuss the challenges of stakeholder cooperation in World Heritage Sites (WHSs), using the case of Bukovina, a historic region situated in the north-eastern part of Romania. This is a popular destination among domestic and international visitors due to the large number of cultural heritage attractions found in the area and, in particular, the medieval monasteries that have been included among the UNESCO recognised WHSs since 1993. This paper presents the findings of a number of semi-structured interviews conducted with key stakeholders involved in tourism development in the region and discusses the implications for policy makers. It shows that there is disagreement between the opinions of policy makers and those of the representatives from tourism organisations, which poses a challenge for the sustainable development of tourism in the destination. Through the new data presented, the paper contributes to expanding the existing literature on stakeholder cooperation, with a focus on World Heritage Sites from former communist countries in Eastern Europe.

KIRAN SHINDE
La Trobe University, Australia

Sustainability of tourism at a world heritage site: The case of Lumbini, Nepal

As the birthplace of Buddha, Lumbini was declared as a World Heritage Site in 1997. This recognition came in following a sustained effort by many international organisations and the UN-led masterplan that was prepared in 1970s. Almost 50 years in making, the Lumbini sacred precinct (WHS), has had its challenges in attracting international community of Buddhist followers and those interested in Buddhist teachings and philosophies. These may be exacerbated by pandemics such as COVID-19 that have significantly impacted international travel. This paper examines international and domestic visitation patterns and the complexities of tourism management in Lumbini. Its Buddhist heritage is physical set in a surrounding of non-Buddhist cultures. On the inside, the Lumbini master plan has a special “monastic zone” where 13 plots are allotted for construction of Viharas belonging to the Theravada (Hinayana) school whereas 29 plots are dedicated to Mahayana monasteries that will be constructed by different countries. Almost 1/3rd of the monastic zone is occupied by international monasteries that are representative of the architecture of the native country and follow their own localised unique cultural traditions. The rituals that are performed on daily basis and occasional or annual festivals and events in these monasteries attract visitors from their native countries as well as other parts of the world. This world is different from what is outside the precinct. At a deeper level, the global image of Lumbini as WHS is fraught with issues of governance at all levels- local, national, and international. Maintaining and sustaining Lumbini as WHS is a challenging proposition as it seems to have thrived on “imported Buddhism” and resources (tangible and intangible) that international communities had brought to Lumbini.