

Christou, Evangelos (Ed.); Fotiadis, Anestis (Ed.); Alexandris, Kostas (Ed.)

**Proceedings — Published Version**

## Restarting tourism, travel and hospitality: The day after

*Suggested Citation:* Christou, Evangelos (Ed.); Fotiadis, Anestis (Ed.); Alexandris, Kostas (Ed.) (2021) : Restarting tourism, travel and hospitality: The day after, ISBN 978-618-84798-9-0, International Hellenic University, Thessaloniki, Greece, <https://doi.org/10.5281/zenodo.5159065>

This Version is available at:

<https://hdl.handle.net/10419/236198>

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## "Restarting tourism, travel and hospitality: The day after"

Book of Extended Abstracts

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ISBN: 978-618-84798-9-0

DOI: 10.5281/zenodo.5159065



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**Published by:** School of Economics & Business, International Hellenic University. Thessaloniki: Greece, 2021.

**DOI:** <http://doi.org/10.5281/zenodo.5159065>

**ISBN:** 978-618-84798-9-0

**UDC:** 658.8+338.48+339.1+640(05)

**Published online:** 15 July 2021

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## FRIDAY 21 MAY 2021, 16:00 – 18:00 Parallel Sessions

### ROOM 1 AIR TRAVEL, Session Chair: Spyridon Avdimiotis

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474 **Vicka Samiun and Wei Chen**, Consumers Behaviour and Experience towards Full-Service Carrier Airlines: A study on international students as travellers

12 **Evangelos Kilipiris and Panagiotis Kargidis**, Airport Digitalisation and Passenger Experience: Getting the Magic and the Revenues Back

# Exploring the Impact of Airport Self-service Technology Functions on Passengers' Emotional and Functional value, and Satisfaction

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## PURPOSE

With the constant improvement of transportation industry and the rapid development of the civil aviation industry in China, more and more passengers choose to travel by plane, and the number of passenger is growing rapidly. In recent years, the concepts such as convenient travel and simplified business have been deeply promoted in the transportation industry. In addition, self-service technology closely related to them have emerged and developed rapidly. It can not only improve the efficiency, but also save the cost of human and material resources. Therefore, self-service technologies have gradually become popular in major airports in China. At present, there are many researches on airport self-service technology in academic circles, but the research on the impact of airport self-service technology functions on passengers' emotional and functional value and satisfaction has not yet emerged. Therefore, research on this subject is very necessary.

This research focuses on the study the perceived value, satisfaction and behavior intentions of passengers adopting the functions of airport self-service technology. The research questions include the following three aspects: 1. What are the characteristics of airport self-service technology? 2. Will the characteristics of airport self-service technology affect passengers' perceived value? 3. Does the perceived value of passengers affect their satisfaction and behavior intentions?

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## RESEARCH METHODS

This research is based on the "Stimulus-Organism- Response model" (SOR model) design research model, and a total of 13 research hypotheses are proposed. This study adopts a convenient sampling method to distribute paper questionnaires to passengers who have used airport self-service technology at Shanghai Pudong International Airport. A total of 480 questionnaires were issued and 420 valid questionnaires were collected. Using SPSS 24 and AMOS statistical tools, analyze whether the attributes of airport self-service technology will affect their behavior intentions through perceived value and satisfaction. Finally, the research model supports all assumptions.

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## RESULTS AND DISCUSSION

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The results show that the five attributes of the airport self-service technology, including functionality, enjoyment, security, customization and convenience, can significantly influence passengers' behavioral intentions through the perceived functional value, perceived emotional value, and satisfaction. This positive impact may increase passenger satisfaction, willingness to reuse, and positive word-of-mouth. The stimulus-organization-response (SOR) model is often used to determine consumer behavior in the field of behavioral sciences. Based on this model, this study scientifically and rationally explores the relationship between the airport self-service technology characteristics and the perceived value, satisfaction and behavioral intention of passengers, which plays a supplementary role to the application of SOR theoretical model. The results of this study verify the influencing factors of airport self-service technology users' satisfaction and behavior intentions (Collier & Sherrrell, 2010; Lin & Hsieh, 2011; Orel & Kara, 2014); And most previous studies only explore the characteristics of self-service technology, and few Some scholars have analyzed the relationship between the user's perceived value and its characteristics (Mathwick, Wagner, & Unn, 2010; Kim & Park, 2019), but this research analyzes the relationship between them.

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## IMPLICATIONS

The results of this study can provide a reference for the future development direction for self-service technology in the civil aviation industry and enrich relevant research results on airport self-service technology. In addition, this research also has the following policy significance: it is necessary to formulate a strategy to enhance self-service technology and enable airports to provide more differentiated services, so as to be adequately prepared for fierce global competition. It is necessary to gradually expand the application scope of self-service technology to make it run stably. At the same time, it is necessary to apply the latest technology to expand self-service technology. Future studies can investigate whether there are other factors that affect passengers' use of airport self-service technology.

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## KEYWORDS

Airport Self-service Technology, Perceived Value, Satisfaction, Behavior Intention

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# How to mitigate the effects of negative events in transport sector on tourism destination

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## PURPOSE

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Many companies operating in the transport sector strive to keep their customers loyal over time (Chaudhuri and Holbrook, 2001). However, events that can lead the consumer to choose other companies can happen. Examining the literature (Zarantonello et al., 2016), there are three types of events and situations (negative events): i) episodes of consumer dissatisfaction related to the product or services provided; ii) associations that consumers form with respect to the brand and its users; iii) business actions and practices that are not accepted by consumers. When one of these negative events (or all of them) occur during the trip, satisfaction, service quality, value, and likelihood to return decreases with a negative impact on brand loyalty (Chen, 2008). This has negative consequences for the transport company and, indirectly, for the tourist destination (Virkar et al., 2018).

The purpose of this study is to evaluate the effects of negative events on Brand loyalty (Fig 1). It is also hypothesized that these events can affect on the consumer's personality characteristic, activated during the brand choice phase, such as Choice difficulty, leading him to select the well-known brand (increasing Brand loyalty). Finally, consumers who have a particular propensity to purchase consumer products of different brands (Brand switchers), lead to accentuate these effects.

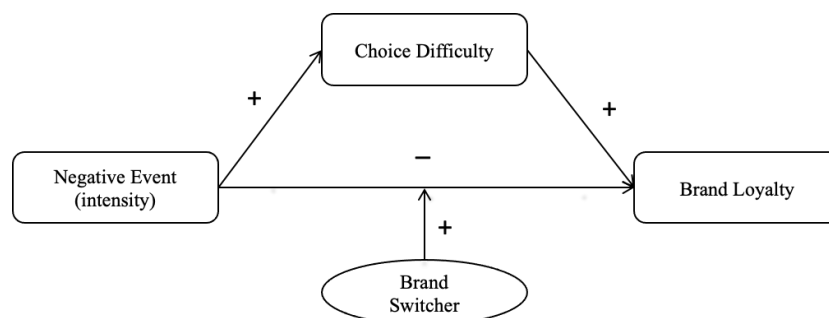


Fig.1 Conceptual framework

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## RESEARCH METHODS

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A quantitative study has been carried out considering as brand RyanAir, a low cost airline. Expert interviewers administered a questionnaire to a sample of 233 participants (41.2% men and 58.8% women) aged between 17 and 67 years ( $M = 28.47$ ), everyone has used the company's services at least once. As screening question it was asked if and which of the negative events (dichotomous variables 0-1) had occurred during their experience of use (Zarantonello et al. 2016). Those who responded positively to at least one of the three negative events were given the questionnaire containing the socio-demographic questions and the following scales: i) Choice difficulty (Mariadoss et al. 2010); ii) Brand switcher (Hung et al., 2011); iii) Brand loyalty (Chaudhuri and Holbrook, 2001). The independent variable is given by the number of negative events presents (1, 2 or 3).

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## RESULTS AND DISCUSSION

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The results of a mediation model (Model 4 of macro Process for SPSS) showed that the presence of negative events has a negative effect on brand loyalty ( $\beta = -.132$ ;  $p = .045$ ). However, there are significantly positive partial effects between negative events and choice difficulty ( $\beta = .131$ ;  $p = .041$ ) and between choice difficulty and brand loyalty ( $\beta = .140$ ;  $p = .037$ ). The indirect effect is also significantly positive ( $\beta = .022$ ;  $p < .050$ ), demonstrating that it is possible to leverage the uncertainty in consumer choice to increase brand loyalty. Finally, brand switcher has a significantly positive impact on the relationship between negative events and brand loyalty ( $\beta = .196$ ;  $p = .003$ ).

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## IMPLICATIONS

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To guarantee the tourists' loyalty to the brand and tourist destinations at every stage of the fruition process is fundamental. However, negative events can change the consumer's perception of their experience and lead them to change brands and destinations. Identifying the factors that can mitigate these negative effects is useful for creating new marketing strategies capable of maintaining high consumer loyalty. Future research could evaluate whether the tourist destination, through its characteristics, are able to influence consumer choice (Di Vittorio et al., 2019). In addition, it would be worth considering whether past satisfaction could mitigate the effects of negative events (Guido, 2014).

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## KEYWORDS

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Negative events, Brand loyalty, Choice difficulty, Brand switcher.

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# Mitigating customers' dissatisfaction with service failures: A case study on air travellers at the time of COVID-19

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## PURPOSE

The present research provides insights into passengers' assessment of airlines' recovery measures, which shut down operations at the beginning of the COVID-19 pandemic. To this end, the present study intends to provide answers to the following research questions: 1) what recovery measures did airlines deploy after cancelling flights because of the outbreak of COVID-19? 2) Which of these measures did passengers appreciate the most? And 3) how did passengers' satisfaction with recovery vary according to the offered recovery?

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## RESEARCH METHODS

We partnered with a professional provider of research services that allowed running an online survey on its consumers' panel. Only members living in New York State who experienced at least one flight cancellation between 23<sup>rd</sup> March and 5<sup>th</sup> April 2020 –the two initial weeks of the state-wide lockdown– could participate in the poll. In the case of two or more cancelled flights during this time, respondents had to refer only to the most recent cancelled flight. After cleaning the dataset for inconsistencies, we used N=360 respondents for analysis. Among other items, we asked *Has the airline (directly or through a travel agency) of the LAST cancelled flight proposed a solution to the situation?* Respondents could check one out of several options or fill out next to the option “*Other – please specify*”. The answers to this question were then used as independent variables for two linear regression (OLS) models estimating the effects of recovery measures on passengers' satisfaction with the offered recovery. The respondents' satisfaction with the airline's recovery after cancelling a flight was based on two questions used in Nguyen, McColl-Kennedy, and Dagger (2012). Pearson's correlation coefficient between these two items was substantial; we combined them into a single factor. Factor scores were computed and used as the dependent variable in both models.

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## RESULTS AND DISCUSSION

This study shows that the examined recovery measures made passengers happier than those who claimed they received no recovery at all. These measures all referred to distributive fairness, supposed to have “*the most impact on air travellers' satisfaction, WOM [word-of-mouth], and future intentions*” (Migacz, Zou and Petrick, 2018, p. 94). However, not all efforts are equally successful: Passengers who got the possibility to rebook their cancelled flight exhibit less recovery satisfaction than those who received a full refund or a voucher. Passengers who got the opportunity to rebook their cancelled flight with the same airline for free or at an extra cost exhibit less satisfaction with the recovery than those who got more freedom. Providing clients with the choice of getting their money back, i.e. granting the opportunity to book in the future with competitors, is appreciated by clients. Receiving a voucher is highly

appreciated only when it does not represent a constraint, i.e., getting the flying credit is not the sole offered option against losing all the money spent on the ticket.

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## IMPLICATIONS

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*At the cornerstone of customer satisfaction strategy* (Bamford and Xystouri, 2005, p. 307), effective service recovery can redress a wrecked relationship with clients. Yet, this goal is regularly unmet. The results from the study at hand show that recovery measures limiting the freedom of choice of a relationship partner represent a suboptimal policy. Instead, a choice sans obligation does pay off. Further research should examine the effects of these and other recovery measures on other kinds of failures on specific routes and airlines in different contexts. Next, the present research investigates passengers' reactions right at the beginning COVID-19 pandemic: At the time, there was a lack of overview regarding the pandemic spread, its severity, and the length of restrictions. A longitudinal study should investigate passengers' satisfaction with recovery several months later and the effects of this critical incident on passengers' relationship with the respective airline.

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## KEYWORDS

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Satisfaction, service failures, service recovery, COVID-19

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# Consumers Behaviour and Experience towards Full-Service Carrier Airlines: A study on international students as travellers

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## PURPOSE

This study provides a deeper understanding of international students' consumer behaviour towards full-service carriers' airlines (FSC) by analysing the factors that influence their purchasing decision, variables that determine their positive and negative customer experiences, and their repurchase intentions and loyalty linked with current pandemic. Based on the well-established framework of consumer decision-making, this study proposes and tests a research model to better understand the interrelationships between the two dimensions of airline and passenger characteristics, as well as their influence on passenger choice of airline. This research presents a goal-oriented view of customer journeys in response to demands for a more customer-centric approach. Thus, provides recommendations for strategies to generate positive consumer experience, satisfaction, repurchase intention, and loyalty.

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## RESEARCH METHODS

Due to the nature of consumer behaviour research, the mixed approach (sequential exploratory) was selected as the best choice for this study, as it increases confidence in the accuracy and dependability of the results. In the first phase, semi-structured interviews were conducted in the statistical sample consisted of six Sheffield Hallam University international students with the nationality of Chinese, Taiwanese, Arabic, Thai, Indonesian and Indian. Subsequently, the quantitative data were gathered through a self-administered questionnaire survey of international students with FSC experience in the United Kingdom. A total of 183 complete and usable questionnaires were collected, and the author then used descriptive statistics to depict patterns in the data, investigate the distributions or shapes of the data, and to summarise the basic features of the data.

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## RESULTS AND DISCUSSION

The findings revealed that, price and promotions are the most important factor that influences international students' when selecting an airline, followed by facilities (2nd), recommendations from friends and family (3rd). Moreover, this study concluded that factors that influence the positive experience of international students include overall (ground and on-board) service, punctuality, and facilities. On the other hand, factors influencing international students' negative experiences include legroom, baggage allowance, punctuality, and noise. Additionally, according to the survey findings, the top three factors influencing international students' choice of favourite (most frequently used) airlines are quality of service, facilities, and affordable price. Consequentially, it has been concluded that improving service quality leads to increased customer demand and passenger satisfaction. When the data set gathered in Qualtrics is compared based on the date of submission, there is a substantial increase (9.81%) of participants who reported that they typically fly more than seven times a year during the span of January – April 2021 (14.81%) compared to September – December 2020. (5 %). There is also a

2.22% rise in participants who said they would fly 3-6 times per year. Furthermore, there is a significant decrease of 10.37% of participants who report to travel less than twice a year, and a 1.67% decrease of participants who claim to travel less than twice a year. This trend could imply that there is a greater intention of air travel among international students than there was last year, which is consistent with previous survey question findings, which revealed that international students plan to travel in 2021/2022.

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## IMPLICATIONS

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Due to the pandemic, travel bans, flight suspensions, and expert recommendations to avoid air travel as much as possible have caused very challenging times for the airline industry. According to studies, a brand's ability to portray stability and trust based on its proven history or longevity can be an effective way of surviving such environmental turbulence (Zeren & Kara, 2021). Consequently, consumers' trust, connection, or emotional attachment to brands can play a significant role in their purchasing decision. As compared to the previous year, there is a substantial decrease in the number of participants who feel it is their duty to take care of themselves during their flight journey. In 2021, just 0.96% of participants depend on themselves, suggesting that international students have a higher expectation that airlines will implement effective safety measures during their trip. The most important measures that airlines should take to convince international students to travel during the Covid-19 pandemic are: improved hygiene measures for passengers, crew members, and staff, physical distancing, sophisticated air filters, and intensified facility cleaning.

Consumer behaviour not only allows for a more comprehensive understanding of consumption but also assists companies in marketing and delivering their services, potentially boosting revenue (Ahlers, 2019). It has been proven that improving service quality increases customer demand, passenger satisfaction, and loyalty. Consequently, in order to strengthen passenger loyalty, airlines should improve the quality of their services (Nghiêm-Phú, 2019). According to SERVQUAL, service quality measurements including reliability, assurance, facility, employee, flight pattern, customization, and responsiveness (Batouei, Iranmanesh, Nikbin, & Hyun, 2019; Setiawan, Wati, Wardana, & Ikhsan, 2020).

In a competitive market, airlines are increasingly focusing on comfort as a way to distinguish themselves (Chen, Li, & Liu, 2019; Liu, Yu, Chu, & Gou, 2017; Ryu, Son, & Kim, 2015). According to the previous studies, passengers rated seat comfort as the most important factor in flight comfort, and legroom is one of the most important factors affecting aircraft seating comfort (Ahmadpour, Robert, & Lindgaard, 2016; Greggi, Rossi, de Souza, Jerusa B. G., & Menegon, 2013; Kim, E. J. & Lee, 2015; Kim, H. K., Cho, & Jeong, 2016; Kremser, Guenzkofer, Sedlmeier, Sabbah, & Bengler, 2012; Miller, Lapp, & Parkinson, 2019; Nghiễm-Phú, 2019; Phothong & Worasuwanarak, 2021; Vink, 2016). However, the survey findings revealed that international students were dissatisfied with the legroom. Other research also suggests that the physical environment is more important in the airline industry than in any other service industry (Ban, Joung, & Kim, 2019). As a response, airlines should develop seat design to meet the behavioural needs of passengers' sitting postures (Liu, Yu, & Chu, 2019).

Airlines' facilities including baggage allowance, are the second most important consideration on selecting the airlines and attributes that influence airline being favourite. However, international students are somewhat dissatisfied with the current baggage allowance policy. Thus, airlines should consider providing more baggage allowance for international students. Thirdly, today's consumers expect on-time service with minimum flight delays and timely delivery of checked luggage (Waguespack & Rhoades, 2014). Airline management and operators should take this into consideration and improve their punctuality. Furthermore, since price and promotions are the most important factor that influences participants' decisions when selecting an airline, airline should utilize dynamic pricing to increase competitiveness (Mahmood, Go, & Sismeiro, 2016; Selçuk & Avşar, 2019).

As in any study, this research has some limitations. However, limitations can be seen as guidelines for future research. While this study had a limited sample size, future studies with a larger number of participants could expand on it and provide more validation to its results. A more diverse population is another suggestion, in addition to growing the number of participants.



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## KEYWORDS

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Airlines, Consumer Behaviour, Customer Experience, International Students, Customer Journey

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# Airport Digitalisation and Passenger Experience: Getting the Magic and the Revenues Back

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## PURPOSE

The Covid-19 crisis has been indisputably one of the greatest challenges, the air transport sector has ever faced. In a post pandemic era, both airlines and airports forced to implement new strategies in order to maintain as well as surge their passenger volume and revenues. During this period, the industry has lost more than 60% of its revenue (IATA, 2020) and at the same time the direct loss for the airport sector is estimated to be more than \$60 mil. (ACI, 2020a). In this scenery, airports need to develop new innovative and efficient ways to address to these challenges and finally secure their future financial viability. In the last years, the rapid increase of airports' non-aeronautical revenues has been a major revenue stream for them, representing 39.2% (ACI, 2020b) of the total airport industry revenues. At the same time, airport experience has been developed into a fundamental element for passengers to willingly start spend money (Ferrari & Salini, 2008). Thus, airport authorities need to invest more of their resources on the development of a new airport environment, driven by new experiences for the customers as well as strategies for new revenue streams. As travel 2.0 becomes a trend among the tourism lifestyle and people feel the need to interact more with each other though mobile devices (Elci et al., 2017), an approach towards digitisation of the airports could be a highly efficient solution for them. Finally, airports are able to leverage from the evolution of e-commerce and focus on the digital profile of their customers. By applying contemporary techniques towards personalisation with their passengers, airports have the opportunity to embrace this new era of travel and essentially engage with their audience (Airline Business, 2015). The ability to manage this vast amount of data provides the opportunity for the airports to create this highly personalised experience by individually addressing to each passenger and finally generate revenues from its activities. The purpose of the inquiry is to provide a number of strategies which airports could implement in order to digitally transform as well as increase their non-aeronautical revenues through enhancing passenger experience. Social media analytical tools provide key information regarding the airport customers' profiles as well as essential guidelines for the formation of the revenue strategies. Moreover, the reseachers propose the implementation of RFM Analysis, as a contemporary approach on airport customer segmentation. RFM Analysis provides customised information for the customers, while creates several patterns for future airport revenue streams.

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## KEY WORDS:

Digital Airport, Non-Aeronautical Revenues, Passenger Experience, Social Media, Big Data, RFM Analysis

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# Wellness tourism of Republic of Croatia-a chance for the recuperation of Croatian tourism in the post-COVID 19 period

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## PURPOSE

The consequences of the COVID-19 virus are visible, especially in countries with strong tourism sectors catering to foreign visitors, these countries in Europe, especially in Portugal and Croatia. For this, countries apply that they are disproportionately affected, as every million euros lost in tourism revenue can mean two to three million fewer sales for the industries that supply tourism. According to the pandemic situation and consequences for the tourism industry, this paper aims to analyse the consequences for the wellness tourism of the Republic of Croatia. According to the global pandemic situation and its impact on the tourism industry, it is clear that it will never be the same before the pandemic. Therefore, we prepared the following research question: *What will be wellness tourism like after the pandemic and how to adapt the wellness tourism strategies to the post-pandemic situation?*

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## RESEARCH METHODS

This study aims to use the content analysis and key-words co-occurrence analyses for analyzing the content of touristic business reports, government strategies and policies, wellness companies' strategies and scientific articles in tourism and hospitality. The goal of the content and key-words co-occurrence analyses is to define the impact of COVID-19 on tourism and hospitality and to present strategies to limit the consequences, especially in wellness tourism. Following the difficult situation, increasing the demand for foreign travel, and ensuring domestic tourism growth. Therefore, an investigation of this nature goes in-depth to identify changes in future tourism strategies.

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## RESULTS AND DISCUSSION

One of the important consequences of COVID-19 will be that it will accelerate the decline of the period of mass tourism. The post-COVID-19 period will be characterized by an increase in demand for individual travel, while a decline on the demand side for group travel is expected. The consequences of the pandemic affected the decline in income in Croatian wellness tourism. According to study findings, the wellness tourism companies will have to restructure and adopt the wellness tourism content according to the resilience sustainable solutions. Strategies will need to focus on combining the high-quality wellness offer that will include a complete health and hygiene control and the new customer demand situation in which tourists will increasingly seek genuine personal contact, so getting to know the locals and local cultures will no longer be so playful, visibly staged, and artificial.

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## IMPLICATIONS

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Based on this paper's findings, the authors will present the developmental guidelines to improve other Croatian wellness tourists' offer and further development in the post COVID-19. The knowledge gathered can provide guidelines for further research that will later contribute to the theoretical and practical managerial policies for post-pandemic tourism wellness development strategies and concrete solutions based on resilience sustainable sources.

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## KEYWORDS

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Wellness tourism, wellness tourists, Croatia, post-COVID 19 period

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- Institute for Tourism (2019). TOMAS Health Tourism 2018 Attitudes and Consumption of users of Health Tourism Services in Croatia. Zagreb: Institute for Tourism Zagreb.

# The impact of a mega sport event in the city of Athens: The case of the Authentic Marathon

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## PURPOSE

Our purpose through this study is to examine furthermore the effects of the Athens Marathon Race on the runners themselves, by conducting a primary qualitative research. The aim of this study through the individual semi-structured interview methodology, is to discover in detail how the runners' lives and psychology are being influenced by the demanding physical and mental preparation they have to go through, in order to be able to cope with such a tough running race. Furthermore, the purpose of the quantitative secondary survey is the recording of the arrivals/departures (from Athens International Airport), in the specific period of the Marathon and then comparing them with the respective participation. This mobility at the Athens International Airport (AIA) is important for the evaluation of the Authentic Marathon as a sporting event, because it is directly linked to the effects on the city of Athens, as sports' tourists shape tourist demand and supply. This exploratory approach was carried out with the help of tables and graphs.

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## RESEARCH METHODS

First and foremost, we conducted a primary qualitative research in order to examine furthermore the effects of the Authentic Marathon race on a sample of seven (7) Marathon Runners with several participations not only in the Authentic Marathon Race, but also in other similar international running races events.

Additionally, we carried out a quantitative secondary research, using daily international arrivals and departures data from AIA, in order to examine whether there was an increase in the international tourist arrivals in Athens due to the host of the Authentic Marathon. This comparison showed that from 2012 onwards, there is an increase in the international tourist arrivals and this could be explained partially from the host of this mega sport event.

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## RESULTS AND DISCUSSION

The results of primary qualitative research have shown that both the preparation procedure and, mainly, the completion of the race, they influence, and they have a great impact on the runners' psychology and on their personal professional and social life.

In particular, the results of this study showed effects on a psychological level (mental empowerment and euphoria, optimism, self-knowledge), on a personal level (balance, persistence, self-improvement, quality and health, self-esteem), on a professional level (discipline, self-confidence, concentration in

goals) and finally, at a social level (meeting new friends, traveling, interacting with others, a sense of teamwork).

The results of the quantitative secondary survey led us to the conclusion that the purpose of the largest percentage of tourists, who arrive in the city of Athens, at this time, was to participate (passively or actively) in the Authentic Marathon. A respective comparison of arrivals/participations for the years 2012-2019, highlights the successful course of the Authentic Marathon, as there is little deviation between the arrivals and the participations.

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## IMPLICATIONS

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Since this research paper is lacked of a more sophisticated analysis, as a future research it would be useful to apply a model regression analysis to examine the impact of the Authentic Marathon on the international tourism in Greece. In addition, a higher number of interviews would help to examine the effects of the Authentic Marathon, in terms of the personality and life of runners. The current research could be used as a tool, but it will expand to consist of a representative sample of marathon runners, who will answer a structured questionnaire. The analysis of this sample may lead to conclusions, which will confirm the existing study, but different effects may also emerge. A larger sample could probably enrich the various effects.

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## KEYWORDS

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Authentic Marathon, Athens, international tourism arrivals, sports tourism, effects

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# Memorable Tourism Experiences in BASECO Slums Based on Tripadvisor Reviews

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## PURPOSE

This article provides a descriptive – qualitative investigation of slum tourism in tourists' perspectives posted in Tripadvisor review platform. The proponent intends to 1) examine the motivations of slum visitors; 2) describe the dimensions of memorable tourism experiences in a slum setting and 3) explore the visitors' perception of residents' attitude.

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## RESEARCH METHODS

BASECO, Tondo as the study setting is Manila's densest informal settlement of approximately 70,000 residents living in extreme poverty. The proponent utilized a descriptive – qualitative design through a case study approach to examine individuals systematically, groups, organizations, or events to explain the phenomenon being explored (Wimmer & Dominic, 2011) in a holistic and real-world perspectives (Yin, 2014). Using a quota sampling technique, the proponent identified twenty comprehensive narratives published on the Tripadvisor platform from December 2019 – April 2020, which Stoleriu et al. (2019) emphasize to have the advantage of providing valuable information regarding travelers' subjective, memorable impressions in a synthesized, non-directed way. Reviews were mostly English, came from first-time Western foreign tourists, solo female travelers, or travel with families and friends. Quota sampling is an applicable non-probability sampling method when information is immediately wanted and carried out using common sampling frameworks (Saunders et al., 2012). Inductive content analysis followed as a secondary data treatment to obtain the investigation's empirical finding. It is a qualitative approach of content analysis that the researcher employed to acquire a theory and recognize themes through repeated appraisal of published reviews.

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## RESULTS AND DISCUSSION

Koven (2004) distinguishes slum tourism as a cultural practice involving physical and virtual mobilities of individuals searching for encounters of people's lived realities in places with relative poverty for purposes as diverse as leisure, consumption, business, research, charity, or policy engagement. Visitors' motivations in slum visits indicated reflective and experiential desires. The reflective purposes "*to learn, to see and to understand*" dominated the reviews. They also mentioned the destination attributes of "*people, authenticity, and poverty*" as their experiential motives. Motivation appears when a person wants to fulfill the needs ( Gundersen & Mehmetoglu, 2015). Ballantyne, Packer, and Falk (2011) suggest that tourist engagement can be evaluated from two perspectives: experiential and reflective. As to experiences, visitors' stories revealed the seven domains of memorable tourism experiences (MTE) comprising of hedonism, meaningfulness, novelty, knowledge, local culture, refreshment, and involvement. Kim et al. (2012) describe MTE as positively recollected and remembered once the event has taken place, thus becoming essential predictors of tourists' positive behavior (Tsai, 2016). Meaningfulness surfaced as the common experience and least of involvement. Reviews indicative of meaningfulness included narratives such as "*insightful, eye-opening, interesting and empowering.*" Tourists enter slums to immerse themselves in a diverse environment, be moved emotionally by urban deprivation, and feel its affective force (Jaffe et al., 2019). The few accounts of involvements are limited

to narratives such as "peeled garlic and played with kids." While tourists were interested in seeing a contemporary culture, they had little desire to interact with slum residents (Ma, 2010). The lack of residents' involvement is not only in the decision-making but also as part of tourists' tourism experience (Frenzel et al., 2015). Three identification themes comprising of affective, evaluative, and cognitive emerged from tourists' accounts of encounters with locals. Visitors depicted the residents' affective attributes as "happy, welcoming, proud, warm and hospitable." As to evaluative identities, they described them as being "beautiful, generous, genuine, positive, kind, courteous, nice and proud." They also highlighted the locals' cognitive identities, such as being "resourceful, creative, hardworking and excelling." According to Tajfel (1981), brand identification is the part of a resident's self-concept obtained from his or her awareness of his or her membership to a community (cognitive dimension), together with the affective significance (emotional dimension) and value (evaluative dimension) attached to that membership. However, it is disturbing to reflect on the tourists' reviews, where the slum living conditions were seen to be perfectly acceptable and desirable (Nisbette, 2017).

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## IMPLICATIONS

The tourists' desires and what they would take and appreciate may positively or adversely influence the destination, making them co-architecture of the outcome of tourists' destination. As slums emerge as a popular alternative destination of tourists and become a niche form of tourism development, it is appropriate to manage slums in a way that communities benefit from it. Slum tourism embodies the potential to contribute to the Sustainable Development Goals' objectives, particularly in poverty alleviation. The study findings can be a basis for developing slums in applying the MTE and groundwork for future studies emphasizing how residents perceive slum tourism development. The challenge is towards engagement strategies with these spaces and their residents to increase shared understanding and design pathways for action initiated by local tour operators and community leaders while being regulated by the DMO (Destination Management Organization).

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## KEYWORDS

Memorable Tourism Experiences, BASECO Slum, Tripadvisor Reviews

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# Post-pandemic domestic language tourism experiences in Spain

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## PURPOSE

The general objective of this study was to research the revitalisation of language tourism (LT) activities in Spain. This objective was broken down into three specific objectives (SO), namely:

SO1. To explore the LT phenomenon.

SO2. To analyse the Spanish LT market.

SO3. To examine domestic LT options in Spain.

The following research questions (RQ) were formulated in relation to these objectives:

RQ1. What does LT consist in?

RQ2. What impacts derive from LT?

RQ3. What are the effects of the COVID-19 pandemic on the global LT market?

RQ4. What is the current context of the inbound LT market in Spain?

RQ5. What is the existing domestic LT offer in Spain?

RQ6. How could this sector be approached in the short term?

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## RESEARCH METHODS

This bibliographic and exploratory research project was conducted in Barcelona, Spain, from October 2020 to January 2021. A bibliographic and web search was carried out for a conceptualisation of LT and a state of the art review of the Spanish LT market from the inbound, outbound, and domestic perspectives. Focusing on the domestic private market, two variables were considered: student mobility within Spain and immersive experiences. Telematic research on secondary sources of information was coupled with two more techniques: a focus group with a convenience sample of four language tourists and an in-depth semi-structured interview with one study abroad accommodation supplier. Qualitative data were processed through content analysis, SWOT analysis, and categorisation before triangulating the outcomes.

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## RESULTS AND DISCUSSION

The main components of the LT market system were pinpointed (Iglesias, 2017). The bibliographic analysis also identified reported positive economic and sociocultural impacts deriving from LT stays (Redondo-Carretero et al., 2017; Marco and Cachero, 2019; Iglesias et al., 2019). A database for the domestic private LT market was created, including information on providers' location, domestic destination(s) on offer, target users, type of accommodation provided, programme length, and operations

during COVID-19 pandemic. As for the public sector, the LT programmes currently displayed on the official website of the Spanish Ministry of Education and Vocational Training were closely scrutinised. A database was produced comprising the following aspects: economic endowment, description and objectives, target, stakeholders involved, length, and destination(s).

Whereas the Spanish inbound and outbound LT markets seemed quite consolidated, only 17 private companies and 5 public programmes were singled out in regard to the domestic niche. The private supply was very limited, and the hegemonic offer of programmes to learn English as a foreign language mainly aimed at the adult segment. LT providers and destinations tended to be centralised in some specific regions, mostly in large urban areas. Concerning public programmes, in 2019-2020 they represented an estimated public investment of 4.7 million euros, and over 9,000 individuals benefited from them.

The focus group and the interview pondered future courses of action. Both the supply and the demand showed great interest in holistic domestic LT experiences, and considered that they were particularly timely.

This study contributes to shed light on the domestic Spanish LT sector, which has been scarcely investigated to date. The global devastating effects of the COVID-19 pandemic have also ravaged the Spanish LT market, so this is an excellent opportunity for proximity tourism, as domestic travel is recovering gradually (UNWTO, 2020).

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## IMPLICATIONS

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Since a comprehensive picture of LT in Spain is provided from different angles, the significance of this research project lies in focusing on domestic LT activities as a valid option to reignite the travel sector. An increased offer, its diversification, and better promotion are required. This implies the involvement of all stakeholders, as well as the close cooperation of private suppliers and the public administration, in planning and implementing sustainable policies. In this vein, the creation of a specific association and a LT observatory could lead to conducting future longitudinal studies across several geographical regions on market supply, needs, investment, beneficiaries, and the relevance of including domestic LT in strategic development plans.

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## KEYWORDS

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Domestic tourism, educational tourism, language tourism, sustainable impacts

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# Virtual Experience as Alternative Form of Tourism

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## PURPOSE

The aim of the research is to investigate the issues of experiential tourism, exploring an alternative form of tourism that could be identified in the offer of virtual tourist product as the virtual experience. In particular, in consideration of the research of experiences by tourists and the fast acceleration of digital world in the pandemic, the contribution identify new form of tourism offer that is compatible with the physical distancing needed in order to limit the contagion: the experiential virtual products.

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## RESEARCH METHODS

For the research I used a mixed methodology, starting from the analysis of the territories and the analysis of the virtual experience offered on the territory of Rome. In particular, the methodology for collecting information was articulated in direct observation, questionnaires addressed to the licenced tour guides in Rome – the sample of questionnaire proposed to tour guide is 300 and the respondents are approximately 1/3 of the sample – and extensive interviews to the workers offering virtual experiences.

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## RESULTS AND DISCUSSION

From the results it emerges the need to rethink tourism products offered before the pandemic. Thus, it emerge that a small part of the sample update the tourist and experiential offer through the technology support creating an innovation in the cultural distribution offer and in the tourism system that appear very diversified. Thus, the tourist crisis as a result of the ongoing health emergency creates the need to respond with a re-planning of the offer based on the renewed needs of tourists and individuals. In this panorama, an example of resilience of the experiential tourism offer could be observed in the form of the virtual experience.

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## IMPLICATIONS

In conclusion, the research allowed to observe on one side how on the occasion of the sudden pandemic that in a few months paralyzed the world of tourism, the creative spirit and resilience of tour operators and employees in the tourism system, supported by digital tools, gave life to alternative forms of tourism as the virtual tours and online experiences, on the other side, the reluctance to choose the digital as an instrument to offer an alternative cultural proposal.

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## KEYWORDS

Virtual experience, digital, tourism.

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# Memorable tourism experience in slow cities: A netnographic analysis in the case of Halfeti

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## PURPOSE

With the rapid changes in the world, while the touristic demand has evolved from mass tourism to niche tourism products, the phenomenon of “slow tourism” has emerged at this point as a significant actor in many aspects. Slow tourism destinations that focus on localness can provide tourists unique experiences with activities that prioritize preserving and sustaining cultural heritage and historical values, revitalizing local and traditional production, and protecting the environment and nature. Accordingly, the aim of the present study is to explore the components of foreign tourists’ memorable tourism experience about Halfeti which is one of the slow tourism destinations of Turkey. In line with this purpose, the study seeks to answer the questions of “in what expressions do tourists describe their Halfeti experiences?”, “what are the factors that tourists focus on in their description of Halfeti experiences?” and “How does the title of slow city affect tourists’ Halfeti experiences?”.

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## RESEARCH METHODS

Netnography design, one of the qualitative research methods, was used in the research. To access the experiences of foreign tourists visiting Halfeti, the Tripadvisor platform was chosen. During the data-gathering phase, the evaluations made on the Halfeti page on the platform under the titles “Old Halfeti” and “Rumkale” attractions were included in the research. Comments left on hotel and restaurant titles are excluded as they are business-specific evaluations. The data used in this study include 42 online narratives of foreign tourists who visited Halfeti. Thematic analysis, which is a method for identifying, analysing and reporting themes within data was used to analyse the data. The themes were not determined from the beginning but revealed in the analysis process. In the initial phase of data analysis process, coding was carried out by reading the comments first and 226 codes were determined in this context. By combining the related codes under categories, seven themes were determined.

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## RESULTS AND DISCUSSION

The factors that shape Halfeti experiences of foreign tourists were determined as “admiration”, “activities”, “nature”, “history”, “local culture”, “restaurants” and “location”. Tourists visiting Halfeti used expressions of admiration while describing their experiences and indicated that they had a unique holiday experience. This result coincides with the hedonism and novelty dimensions determined by Kim et al. (2012). Tourists also mentioned Halfeti’s natural attractions and historical heritage in their narratives. While natural assets evoke feelings of relaxation, refreshment etc., historical attractions offer the opportunity to witness history and new knowledge. Local culture, which is one of the memorable tourism experience dimensions of Kim et al. (2012), is mostly limited to local people. There is no

narrative that tourists indicated that they closely experience the local culture. This result is important as local culture is one of the essential elements of slow city philosophy.

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## IMPLICATIONS

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Most of the factors that shape the experiences of tourists are the tourism products offered as a result of the projects implemented after Halfeti became a slow city. Halfeti was able to turn the title of slow city into an advantage and manage to make the most of the rewards of the title. With the regulations made after the district became a slow city, it welcomes more and more visitors every year with policies that will protect and bring local values to the forefront. However, emphasis should be placed on new projects that will fully reflect local culture, especially the intangible cultural heritage, based on the slow city concept as well as nature and history.

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## KEYWORDS

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Slow tourism; slow cities; memorable tourism experience; netnography; Halfeti

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# Perceived Value for Money and Services Satisfaction in Mountaineering Tourism

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## PURPOSE

The purpose of this study is to determine whether perceived value for money affects the satisfaction from services of mountaineering tourism. In this study, seven hypotheses were created claiming that service satisfaction from a travel agency (H1), tourist guide (H2), transportation (H3), accommodation (H4), food and beverage (H5), tour organization (H6), and hospitality (H7) vary according to the value perceived by the mountaineering tourists.

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## RESEARCH METHODS

In this descriptive research, the hypotheses were tested using the Mann-Whitney U test with a 95% confidence interval. A structured questionnaire form was used to collect data from the participants face to face by tour guide and over the internet. In the questionnaire, questions were asked related to demographic features, travel preferences, service satisfaction levels, and if the trip they experienced worth the money they paid. The population of this study comprise tourists who participate in mountaineering tourism and the sample of this research consists of 72 tourists randomly selected among those who visited Mount Ararat which is the highest mountain in Turkey with an altitude of 5137 and situated in the city of Ağrı, attracting every year a lot of climbers (Azzoni et al. 2017).

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## RESULTS AND DISCUSSION

According to the results of the hypotheses tests, H1 was significantly accepted, that is to say, satisfaction from the service of travel agency varies according to the perception of the value for money. Mountaineering tourists who think that the value of the trip worth the money they paid is more satisfied with the services of the travel agency. Likewise, Kansal Walia and Goel (2015) found that having enjoyment and ease of participation in tours affects the overall satisfaction of tourists mediated by the perception of value for money. Further, there is a relationship between perceived value and tour satisfaction (Lee, Yoon and Lee, 2007), and among satisfied tourists, those with high service perceptions create loyalty (Kuo et al. 2013; Türkmendağ and Hassan, 2018). Thus, this study contributes to the theory examining the value for money perception and service satisfaction in mountaineering tourism. Further, according to the travel preferences, tourists participating in mountaineering tourism search for information on the internet when planning and travel especially for sportive and entertainment issues.

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## IMPLICATIONS

In this study, it has been found that the value offered by the mountaineering trip determines the satisfaction for the services of the tour agency. Thus, travel agencies that offer special trips related to mountaineering tourism should pay more attention to the quality of their services. Mountaineering tourism or climbing is a special activity including some specific requirements such as knowledge of climbing technics, leadership, food and beverage supplies, special communication devices, etc. For this reason, travel agencies should work with an expert and experienced tour guide who knows the processes well. Tourists, who visit high-quality and well-organized mountaineering tourism destinations, where

local elements work in coordination, are more likely to return to the same tour operator or travel agency because of their high satisfaction (Cater, 2006). Within the scope of mountaineering tourism, travelers expect the climbing, which is the main product vis a vis ancillary services such as accommodation, transport, etc., to be well organized through a qualified agency. This also determines the quality of the relationship established after the trip (Moliner et al. 2007; Lai, 2014). Future researches may investigate climbing features and mountaineering tour organization preferences focusing on the quality variables. Besides, factors affecting climber satisfaction and perceived value for money may be examined in different countries or cultures.

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## KEYWORDS

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Mountaineering Tourism, Climbing, Service Satisfaction, Perceived Value, Travel Agency

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### ROOM 3 COVID 19 AND HOSPITALITY, Session Chair: Sofoklis Skoultzos

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35 **G.H.V. Harshani and J.P.R.C. Ranasinghe** Challenges and Opportunities for Homestay Operators under COVID-19 New Normal Conditions: Evidence from Sri Lanka

# Challenges and Opportunities for Homestay Operators under COVID-19 New Normal Conditions: Evidence from Sri Lanka

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## PURPOSE

The novel coronavirus emerged in Wuhan, China – 2019 has now become a catastrophic pandemic causing the suspension of many economic activities around the globe. Equally, it has caused a disastrous impact on the tourism industry and all its stakeholders. The accommodation sector is going through a boundless recession as a result of international travel bans, travel restrictions and self-isolation. This has resulted in zero international tourist arrivals to Sri Lanka since April 2020. This global pandemic led to the closure of accommodation services causing a zero revenue period. Homestay is a vital component that provides intangible services to its guest and a place where cultural exchange is taking place and it has been rigorously affected due to COVID-19. Although several studies have been carried out to identify the impact of COVID-19 on tourism and hospitality industry, homestays have not been specifically focused where it plays a crucial role in the tourist accommodation sector of Sri Lanka. As an exponential and novel concept, it is vital to identify the challenges and opportunities available for homestays in post COVID-19 for the better survival in the industry among the other giant, competitive accommodation sector. As an exemplary income generating source to the rural economy while upgrading the locals' living standard, it is critical of identifying those, if the industry needs to function smoothly in the post pandemic scenario. Hence, this paper strives to investigate the challenges and opportunities emerged for operating homestay under new normal conditions of COVID-19 pandemic in Sri Lankan context.

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## RESEARCH METHODS

Qualitative research approach was entrusted for the study and direct in-depth interviews in semi-structured format were conducted after receiving the verbal consent from the respondents. The population being all homestay operators in Sri Lanka, a sample of sixteen homestay operators and industry stakeholders were interviewed using purposive sampling technique to collect primary data from two major tourist hotspots; Ella and Mirissa. Thematic analysis was adopted and transcriptions were rigorously scrutinized and analyzed by identifying and categorizing into codes.

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## RESULTS AND DISCUSSION

The findings of the study reveal about the economic, environmental, health and safety, socio-cultural, political challenges and opportunities emerged from ongoing pandemic crisis. Income generation, employment termination, projected low prices, lack of investment opportunities and difficulties in obtaining credit facilities for homestay expansion in post COVID-19 are the key economic challenges revealed. Specifically, the main results suggest that homestay operators are not prepared to seize the domestic tourist market in order to overcome the financial struggle, and this determination is heavily affected by the undesirable behavioral trends displayed by domestic visitors. This is a conflicting finding

from the study, considering the assumptions made by the academics. Furthermore, it is not intended to open homestay business ventures as quickly as the international tourism activities commence in the country. This paper proclaims the discrimination of the homestay operators towards local guests, their lack of awareness on COVID-19 health protocols and lack of readiness to open their businesses due to fears of virus contamination. In aid of homestay operations, revitalized agricultural activities can be utilized and new loan schemes and debt moratorium offered by the government are recognized as key opportunities.

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## IMPLICATIONS

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The study noted some unforeseen disclosures that were contradictory to current domestic business projections, thus satisfying the current analysis void. This paper recommends extending the safety certification to homestays, formulating exclusive credit policies for homestays, and planning post-COVID destination promotion strategies highlighting homestay concept. Further, diverting into related and non-related diversifications and other businesses to grab market opportunities is recommended to establish continued stability of homestay operators. The outcome of this study would encourage decision makers to re-evaluate and further reinforce current policies and will serve as a road map for homestay operators to strengthen their operations by ascertaining their gaffes in new normal conditions. With the involvement of broad variety of stakeholders, future research can be undertaken in a wider geographical field.

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## KEYWORDS

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Challenges, COVID-19, Homestay Operators, New Normal Conditions, Opportunities

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# The use of Airbnb in COVID-19 era in Greece: An intergenerational analysis between Generation Z and Y.

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## PURPOSE

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Generations Z and Y are very important for tourism sector. They prefer to go for holidays to a different destination and they feel happier with their travel if they have more indestination activities and experiences. They book their holidays online and are more social and are more likely to connect with locals as well as they mainly book private accommodation rather than hotels and hostels. On the other hand, the purchasing behaviour of tourists has changed as most tourists due to COVID -19 do not want to take part in mass tourism and prefer more targeted trips with an emphasis on extensive experience and holidays.

This study aims to identify the factors that affect Generation Z and Y to use Airbnb platform, to classify them into groups according to their attitudes towards this website, and to profile tourists of each generation according to their preferences regarding Airbnb booking. These three objectives are the research hypotheses of the study.

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## RESEARCH METHODS

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The last decades a lot consumer behaviour models have been developed that are also related to tourist behaviour. The Behavioural Decision Theory (BTD) and social recognition explore buyer's behaviour and the communication process. The Theory of Reason Action (TRA) argued that people consider the results of their actions before they act whilst the theory of Planned Behaviour (TPB) according to which the most important element for the implementation of an action by a person is its intention to undertake the action. As all the above behavioural models and theories do not take into consideration marketing mix issues, demographic characteristics of tourists, extrinsic and intrinsic values and characteristics in their exploitation of the factors that affect consumers buying behaviour and therefore tourists travel behaviour but only some of them, the researchers based on elements of the above theories developed a conceptual model in the current study in order to develop an identifiable framework with the intrinsic and extrinsic factors and demographic characteristics that might influence the attitudes of Greek people of Generations Z and Y ("postmillennials" and "millennials") towards Airbnb within COVID-19 crises. A primary electronic survey conducted in autumn 2020 on 576 people (444 of Generation Z and 132 of Generation Y). Prior to the main sampling, a pilot survey took place in August 2020 to evaluate if the

research objectives were met by the designed questionnaire. The preliminary survey was performed for a total of 50 customers. Based on the analyzed results, the survey sample was considered adequate to conduct the final survey with no further modification. The representativeness of the sample assessed by checking the proportion of the members of the sample who declared that would use Airbnb application with those of the pilot survey adopting the methodology proposed by Siardos (1997) and adopted by Tsourgiannis and Valsamidis (2019). Moreover, multivariate statistical analysis conducted separately for each examined generation. In particular factor analysis conducted initially to identify the main factors that affect each generation in using Airbnb during COVID -19 pandemic. In the next step, cluster analysis (hierarchical and k-means) performed to classify each generation into groups according their attitudes towards the use of Airbnb (based on the factors identified by factor analysis). Quadratic discriminant analysis conducted in the third phase to check cluster predictability. Finally, non parametric tests including chi-square test performed to profile tourists of each generation according to their preferences regarding Airbnb booking.

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## RESULTS AND DISCUSSION

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PCA identified two key factors that affect “postmillennials” to use digital marketing applications related to peer-to-peer short-term rental services within the sharing economy in tourism sector and more particular Airbnb: (a) hygiene issues and (b) marketing issues. On the other hand “millennials” are influenced in their decision to choose Airbnb by (a) convenience issues and (b) health and safety issues. Furthermore cluster analysis indicated three groups of tourists of Generation Z that were named according to their attitudes towards the adoption of those applications. These are: (a) conscious who pay attention mostly to marketing issues but also are interested in hygiene issues, (b) cautious who are influenced in their decision only by hygiene issues and (c) opportunists who are not interested in any of the two identified factors. On the other hand “millennials” classified according to their attitudes towards the use of Airbnb to (a) conscious who are affected in their decision making by both convenience issues, and health and safety issues, (b) convenience seekers who pay attention only to convenience issues and (c) opportunists who are interested in any of the two identified issues. Non parametric test identified the profile of each generation regarding their demographic characteristics and characteristics of their vacation such as aim of their trip, duration, type of Airbnb accommodation, people will stay with, etc.

The empirical results of this pioneer study should trigger further investigation. Although tourists' behaviour towards the adoption of Airbnb accommodations related to peer to peer rental services within sharing economy in tourism sector might be culturally specific and the results are mainly applicable in the Greek market, they could be generalized in other countries with similar characteristics.

The fact that the consumer behaviour theories including behavioural decision theory (BTD), theory of reasoned action (TRA), theory of planned behaviour (TPB) and the Health Belief Model (HBM) do not take into consideration all the values, attitudes and characteristics presented in literature review, supports the validity and the novelty of the conceptual model of this study. Furthermore, the novelty and originality of the current research is based on that it is the first study which explores in an intergenerational basis the attitudes of “millennials” and “postmillennials” (quite important age groups for tourism industry) in a country where tourism is very important industry, and more particular in Greece, towards the use of Airbnb during the COVID-19 pandemic. Besides, it consists of a market segmentation study of those two generations regarding their behaviour as tourists within a COVID-19 hygiene crisis highlighting the impact of the pandemic on decision and attitudes regarding the use of Airbnb.

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## IMPLICATIONS

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The above information is important for decision makers in tourism industry sectors and for the policy makers because it can be used for the implementation of appropriate regulation programs and tools. Tourists is extremely important both for policy makers in tourism industry. For the policy makers, this type of information will help them to respond more adequately through regulation tools and programs.

The stakeholders regarding the tourism sector including accommodation managers and owners, policy makers, politicians, travel agents, should also be informed about the attitudes and factors influencing postmillennials' and millennials decision to use Airbnb within COVID-19 crisis, in order to elaborate their marketing and business plans and make the necessary business decisions in organizational and marketing theme. From a practical perspective, the tourism operators may benefit from focusing on their differentiating features and aligning their marketing communication with their tourists' aspirations. The optimization and customization of Airbnb accommodations according to the needs of the customers and the extension of touristic activities to other sectors of tourism industry.

In particular, as the vast majority of postmillennials and millennials use mostly Facebook and Instagram but not Twitter, the tourism stakeholders should use them to communicate with Generation Z and Y, and inform them about the safety of the destinations and their compliance with the safety measures towards COVID-19. In this regard, the results of this work should lead to further research, both in Greece and in other countries with similar characteristics.

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## KEYWORDS

Marketing, Tourism Marketing, COVID-19, Airbnb, Generations Y and Z.

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# Are hotel shares really suffering of COVID-19 pandemic?

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## PURPOSE

The objective of this study is to explore the impact of the closures in Israel on the stockshares of Israeli public hotels during the year of pandemic. It is assumed that despite of the closures and low occupancy in the hotels, the stockshares were recovered after a year.

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## RESEARCH METHODS

Two hotel chains were explored: Isrotel chain hotels, many of them are located in Eilat, a resort city of Israel and Dan hotels, most of the hotels are business hotels and located in the center of the country. The stock shares of the two hotel chains were obtained from Tel Aviv stock market for 12 months. This study followed the hotels stockshares during the the period of the study and were compared with the base value on February 1<sup>st</sup> 2020, which defined as 100.

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## RESULTS AND DISCUSSION

The stock shares of Isrotel and Dan hotels (Tel Aviv stock market, 2021) during a year from February 1<sup>st</sup> shows drop of their values. In the beginning of the first closure on March 16th, 2020 both hotel shares dropped about 40% (Isrotel by 43% and Dan by 36%). Both shares were recovered and reached about 85% of the value on February 1st, 2020. The second closure mostly influenced Isrotel share which dropped to 68% of its original value on February 1st while Dan share dropped only by 15%. From September 22nd both share values increased and reached almost their original values on February 1st, 2020, with some fluctuations during the studied year. The Isrotel share in February 1<sup>st</sup> 2021 is about 5% far from its pre-crisis value (February 1st 2020), with minimal damage in light of the crisis that occurred the hospitality industry. Dan Hotel Company showed a better recovery during the studied year. This is partly due to the leasing of some of its hotels for the benefit of isolating Corona patients. As the hotel businesses were closed almost a year and their cash flow dropped significantly, the hotels employee went to a forced vacation, but the government supported the employee by paying part of their salaries. The cashflow of all hotels in Eilat dropped by 50% (CBS, 2021) and the average occupancy dropped by more than 50% as the borders were closed since March 2020 and only Israeli citizens were allowed to stay at hotels. Despite the decreasing of the cash flow of the hospitality companies, it seems that the market is choosing not to "punish" the companies and the shareholders believe that once a vaccine is approved and many citizens are already immune, the hotel industry will return to full activity within several months.

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## IMPLICATIONS

Stockholders trust is not enough for a long term to recover the hospitality industry. Hospitality businesses are expected to make substantial changes to their operations in the COVID-19 business environment in order to ensure employees' and customers' health and safety, and enhance customers' willingness to patronize their business (Gossling et al., 2020, Gursoy and Chi, 2020). Both above mentioned hotel chains in Israel embrace an improved hygienic practice which includes disinfection of all rooms as well as public areas more throughout all day, using new cleaning materials that are more effective in killing microorganisms as well as viruses. Employee are trained more frequent and is focused on self-hygiene and prevention of cross contamination. These are only part of the actions taken by the hotels and published for the public, so guests can feel safe staying at the hotels. However, hotel business should develop new concepts of hospitality by reducing costs and implementing new technologies and strategies such as offering free cancellation, re-booking assistance and improved loyalty program membership (Hao et al., 2020). The stockholders of these hotel chains trust the companies and believe that once a vaccine is approved and many citizens are already immune, the hotel industry will return to full activity within several months. The hotel managers believe that tourism industry will recover as the global tourism industry has traditionally shown considerable strength and flexibility in recovering after crisis (Ioannidesa and Gyimóthy,2020).

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## KEYWORDS

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Hospitality, closures, COVID-19, stockshares, immune

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# How US Covid-19 policies affected employment in small hospitality and tourism businesses

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## PURPOSE

This paper explores the labour market effects of Covid-19 intervention policies (e.g., stay-at-home orders) that were implemented by individual states in the US during the initial stages of business closure and reopening. The following hypotheses are tested: H1) The increase of daily new COVID-19 cases, all else equal, is associated with the decline of employment in the hospitality industry, H2) The state-level business closure policy, all else equal, is associated with the decline of employment in the hospitality industry, H3) The state-level business reopening policy, all else equal, is positively associated with the recovery of the labour market, H4) The state-level business closure and reopening policies cast differential impacts on the labour market across states.

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## RESEARCH METHODS

A time-series approach is used to analyse high-frequency labour market data from small businesses in the US during March – June 2020. The following data are integrated: 1) HomeBase employment data for small businesses, 2) state-level Covid-19 policies, and 3) state-level daily Covid-19 case numbers. Mixed-effects regression models are developed for state-level longitudinal data for the food/drink and leisure/entertainment sectors. The percentage change of daily working hours, number of open businesses, and non-salaried workers are used as dependent variables. States and dates of reporting are included as categorical indicators to control for state-specific characteristics and inherent seasonality of the employment data. Two sets of models are tested. One set of models focuses on data from March 1st to the date before business reopening in each state. The other set of models use the data from the date after business closure through the latest date in the dataset (June 13<sup>th</sup>). Spatial analyses are conducted to explore the regional differences in Covid-19 cases and unemployment levels before and after the stay-at-home orders were implemented.

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## RESULTS AND DISCUSSION

All four of the hypotheses proposed in this study were supported. State-level business closure policies were associated with a 15-30% reduction in non-salaried employees, working hours, and the number of businesses open. In all models tested, Covid-19 cases demonstrated a negative relationship with the labour market variables. The leisure/entertainment industry experienced about 66% firm shutdowns, a 76% reduction in non-salaried employees, and 75% working hour reductions in April. For the leisure/entertainment industry, the states that experienced the most significant drop rates were Hawaii, Kentucky, and Rhode Island. For the food/drink industry, New Hampshire, Hawaii, and South Dakota experienced the most significant drops (over 50% declines). New Covid-19 cases and daily deaths showed signs of levelling from April to early June. Implementing business reopening policies was



associated with about a 20% increase in non-salaried employees, working hours, and open businesses. The correlations between daily Covid-19 cases and business closure policies suggested that the closure policies limitedly contributed to reducing the spread of Covid-19. However, other confounding factors, such as insufficient testing sites at the beginning of the outbreak and the lag between testing and result reporting, may have impacted this result. These results uncover how severely small businesses in the leisure/entertainment and food/drink sectors were impacted by state-level business closure policies in the US and highlight the need for future research to address the apparent vulnerabilities of hospitality and tourism businesses.

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## IMPLICATIONS

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The results of this study suggest that managers should embrace reopening policies and adopt new standards to modify their operations. There have been severe economic declines associated with Covid-19 intervention policies. The public has generally accepted the policies on faith in terms of being necessary to reduce the diffusion of Covid-19 (Makridis & Wu, 2020). Given that there can be such significant variation regarding intervention policy effects across states, politicians should allow for greater flexibility and local autonomy in formulating the most appropriate responses. Future research should examine heterogeneity in treatment effects by industry and firm; this may assist in uncovering the differences in the intervention policy responses of businesses in terms of size and model.

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## KEYWORDS

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Covid-19, labour market, employment, hospitality, policy

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# Do cost-cutting measures matter in the COVID-19? An analysis of hospitality employees' career perceptions

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## PURPOSE

The pandemic outbreak COVID-19 in 2020 has brought unprecedented changes to what we know as normal in the organizational context. Some hotel operators have shortened business hours, offering limited service while others ceased to exist. Previous outbreaks such as Severe Acute Respiratory Syndrome (SARS) had led to negative impact on hotel stock performance (Chen et al., 2007) and caused various crisis to tourism and hospitality operators (Tew et al., 2006). However, it remains largely unknown regarding how hospitality employees' career perceptions would be influenced by the hotel operators' cost-cutting strategies during the pandemic.

To that extent, the purpose of the present study was to examine the impact of the cost-cutting measures adopted by the hotel operators during the COVID-19 on the career perceptions of current and potential employees.

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## RESEARCH METHODS

Self-administered questionnaires were distributed to participants through e-mail invitation. As an inclusion criterion, participants must be aged 18 years old or above and have worked in the hotel sector for 6 months or above. The questionnaire comprised of measures that assessed participants' 1) perceptions towards the tourism and hospitality sector with four items (Wen et al., 2019); 2) intentions to stay and work in the tourism and hospitality industry based on three items from (Wan Yim King & Kong Weng Hang, 2011). Participants indicated whether they had experienced any cost-cutting measures during the COVID19, and if so, to indicate which types of cost cutting measures; as well as 3) demographic questions including age, gender, education, and work experience. A total of 545 people participated the survey.

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## RESULTS AND DISCUSSION

Independent-samples t-tests were conducted to determine if there were statistically significant differences in career perceptions and career intentions between participants who experienced cost cutting measures and those who did not. Two outliers were identified and were excluded from the analysis. First, participants' career perception was significantly lower for those who experienced company cost-cutting

measures ( $M = 4.41$ ,  $SD = 0.95$ ) than those who did not ( $M = 4.69$ ,  $SD = 0.83$ ), with a statistically significant difference,  $M = 0.28$ , 95% CI [0.09, 0.47],  $t(340) = 2.48$ ,  $p = .004$ . Similarly, career intentions were also significantly lower for those who experienced cost cutting measures ( $M = 4.40$ ,  $SD = 0.89$ ) than those who did not ( $M = 4.70$ ,  $SD = 0.83$ ), a statistically significant difference,  $M = 0.30$ , 95% CI [0.01, 0.59],  $t(134) = 2.02$ ,  $p = .046$ . The key finding is that there are statistically significant differences found in both career perceptions and career intentions when comparing participants who have experienced cost-cutting measures with those who did not during COVID-19 pandemic.

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## IMPLICATIONS

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In sum, these results suggest that cost-cutting measures can negatively influence employees' career perception as well as their intentions to continue working in the tourism and hospitality sector. Thus any of these cost-cutting measures adopted by the organizations should be used only as last resort during the economic downturn or crisis. Hospitality operators need to balance the effectiveness of short-term effectiveness of cost-cutting strategies and the negative impact on employees in the long run. Since this research found that employees who experienced cost-cutting measures during COVID-19 pandemic will change their career perception and career intention. It is suggested that future research could investigate what kind of factors in career perception have been changed and address the issues accordingly.

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## KEYWORDS

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Cost-cutting measures, career perception, career intention

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#### **ROOM 4 COVID 19 AND DESTINATION MANAGEMENT, Session Chair: Giacomo Del Chiappa**

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# Time for a Reset?: Post-Pandemic "Southern Hospitality" in Charleston, South Carolina

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## PURPOSE

“Southern hospitality,” as both a phrase and a practice, serves to define many aspects of tourism in the American South, both implicitly and explicitly. However, “southern hospitality” is a concept with potentially complex and contrasting meanings, and which has received extremely limited attention in the academic literature. Consequently, the purpose of this study was to explore how “southern hospitality” is understood by both visitors and residents in a southern U.S. city. The study focused on examining deeper meanings of the term beyond a superficial colloquialism, and considered whether visitors and residents may have differing interpretations of the concept.

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## RESEARCH METHODS

The study was conducted in Charleston, South Carolina. Over the past 30 years, Charleston has experienced an economic boom and a cultural revival. People have poured into the city as both tourists (7.43 million in 2019 [Williams, 2020]) and new residents (30 per day [Renegar, 2020]). This growth has precipitated some tensions, and two opposing views have come to characterize how residents of Charleston see their city and its reliance on tourism. One perspective imagines Charleston as the epitome of “southern hospitality” – a city that is welcoming to all, with charming and historic streets energized by kindness towards tourists and locals alike. However, the other view entails concerns regarding how Charleston’s renowned southern hospitality has helped produce levels of tourism that are seen as causing various problems for locals.

This exploratory research took a qualitative and multi-method approach in order to account for both the tourist and the touristed (resident) perspectives of “southern hospitality.” In the first research phase, we surveyed 730 past (n=259) and potential (n=471) visitors to Charleston. The respondents were asked an open-ended question related to defining “southern hospitality.” The second research phase involved oral history interviews with 55 Charleston-area residents who had deep ties to the area, were hospitality industry leaders, or were community leaders more generally. These interviews similarly involved asking

participants how they defined “southern hospitality.” Responses were analyzed and coded thematically via content analysis using NVivo. Subsequently, the themes that emerged in the visitor data were compared with those that emerged in the resident data.

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## RESULTS AND DISCUSSION

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The visitor data confirmed many general beliefs about “southern hospitality,” broadly defining it as acts of politeness, good food, kindness, and charm. These results suggest that outsiders’ perceptions of “southern hospitality” are aligned with the glossy magazine version – the image that has long been used to promote cities like Charleston. The interviews with Charleston residents highlighted these same themes, but also revealed some more profound, and sometimes even negative, perceptions of “southern hospitality.” Resident interviewees sometimes remarked, for example, that authentic southern hospitality is disappearing, and that southern hospitality today is largely a false veneer that conceals local problems that, ironically, may be exacerbated by tourism development.

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## IMPLICATIONS

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This study provides important insights into the term “southern hospitality,” which is a foundational element of tourism in the American South, but which has only received very limited prior research attention (see, in particular, Szczesiul, 2017). The findings relate to concepts such as the tourist gaze, authenticity, the paradox of tourism development, and tourist stereotypes. The findings confirmed the somewhat stereotypical and benign interpretation of “southern hospitality” that is often embraced by the tourism sector, while also demonstrating that “southern hospitality” is a complex and multifaceted concept with some problematic elements that must be appreciated as well. The results provide useful insights into the important intersection between tourism development and local concerns such as gentrification, racial inequalities, and economic opportunity. Such insights are especially valuable as Charleston and other southern U.S. cities have the opportunity to re-envision their tourism sectors post-pandemic. In particular, the findings from this study can help to foster a more inclusive and diverse use of the term “southern hospitality” that serves to enhance destination authenticity in a manner that respects the local community.

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## KEYWORDS

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Southern Hospitality, Authenticity, Tourist Gaze, Tourism Development, COVID

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# The changing face of tourism in Africa in the era of the Covid-19 pandemic: a conceptual overview

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## PURPOSE

From an African perspective, this study seeks to explore the practical and policy-based implications and effects of Covid-19 pandemic on the tourism sector by highlighting strategic approaches to rethinking tourism crisis planning and management in the Global South. This pneumonia-like virus (Covid-19) which emerged from the Chinese city of Wuhan in late 2019, and spread globally in a matter of months was first reported in Africa in Egypt. Thereafter almost all countries on the continent detected and reported cases within a protracted period. In line with global trends, this widespread detection, along with the subsequent declaration of the pandemic nature of the virus by the World Health Organisation prompted a concomitant implementation of strict measures by governments aimed at flattening the curve and curbing the spread. The implementation of these lockdowns in the initial early detection period meant that most economic sectors, especially those considered as non-essential were grounded, inclusive of tourism.

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## RESEARCH METHODS

Adopting an exploratory focus, a content analysis and critical review of published academic and industry literature that focused on disaster preparedness, management or mitigation within a Global South and local context were analysed, thematically coded and reported.

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## RESULTS AND DISCUSSION

With just over a year since the the advent of the pandemic, reactions from different global environments have been varied. In particular, in the case of Africa, the implementation of safety protocols, the participation in global vaccine testing and roll-out campaigns has been fragmented. In cases, the safety protocols were almost completely ignored while vaccine discourse has been clouded in superstition, contestation and controversy. With limited empirical enquiry, there is hardly any fact-based reporting into the pandemic and its potential ramifications on the tourism sector in Africa. In essence, considering that tourism plays a critical role in socio-economic development on the continent, the contested and controversial views relating to vaccine adoption may further taint perceptions and negatively impact the sector. This feedback reflected the fragmented continental approach in dealing with key debates and discourse in the light of the changing face of tourism in the Covid-19 era, while also highlighting the vulnerability of the tourism sector in Africa to global threats. The debates alos fundamentally reflected the lack of preparedness of the tourism sector to respond to the COVID-19 pandemic.

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## IMPLICATIONS

While anticipating that these reviews gauge the potential challenges posed by this fragmented approach, the key discussions and debates of this study will set a platform for further empirical enquiry towards the adoption of a continental approach to dealing with the pandemic while proposing mitigating actions, strategies and protocols. Furthermore, this study proposes strategies to guide industry stakeholders towards a research agenda based on identified gaps in knowledge within the tourism sector in order to rethink crises preparedness, management and response strategies for African tourism. In contributing to extant knowledge on the management implications of such pandemics by the incorporation of the resilience theory, the current enquiry provides significant value to current policies and practices regarding new strategic approaches to crisis management in tourism, especially from a Global South perspective.

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## KEYWORDS

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Pandemic, Covid-19, tourism, crises management, innovation, resilience, sustainability.

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# Research on tourist experience and recommendation intention of visiting theme park in post-COVID 19

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## PURPOSE

In post-epidemic era, the unprecedented public panic and fear derived from the COVID-19 would impact the recovery of tourism, especially the theme parks which generally crowded with people in very close physical proximity. Theme park is defined as an extreme example of capital intensive, highly developed, user-oriented, and entertainment environment. Customers are expected to spend on theme parks to grow steadily. Theme park offers multisensory and emotional experiences that perfectly fit the new experience economy and experiential consumption. The previous studies focus on the relationships between tourists' emotion and behaviour intention in the post-epidemic era. Little research revealed the mechanism of emotional experience on recommendation intention in theme park. The main aim of this study is to explore the relationships among fear, perceived risk, participation, service experience evaluation, and recommendation intention.

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## RESEARCH METHODS

Since the Shanghai Disneyland is the largest passenger flow theme park in China. The study adapted existing measurement scales from previous research. All items were rated on a seven-point scale with anchors of strongly disagree (1) to strongly agree (7). The items were first translated from English to Chinese, then back translated in English to ensure accuracy. We conducted an online survey based on Convenience Sampling method, 306 valid questionnaires were received. The reliability and validity of measurement model were verified by confirmatory factor analysis. The structural equation model analysis was adopted to test relationships among constructs.

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## RESULTS AND DISCUSSION

The results demonstrated that the recommendation intention was affected by the tourist's emotional experience, especially through the active participation and service experience. The fear of COVID19 would increase the perceived risk, and depress the active participation and service experience, thus negatively influence the recommendation intention. The study proved negative emotion indirect negatively affect tourist recommendation intention. Tourism marketers need pay more attention to tourist emotional experience form two aspect of participation and service experience.

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## IMPLICATIONS

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This research contribution to the perceived risk, participation and service experience literature in tourism. This study provides the role of emotion to customer experience and recommendation intention during and post-pandemic. People usually evaluate something according to personal experience, culture, and religion. Emotion will develop based on the evaluation, so people will also respond accordingly. Negative emotion would indirectly influence tourist's behaviour intention, each emotion can be explained by emotion theory. Traditional emotional theory verified the influences of emotion on behaviour. The present research revealed the influence mechanism of fear on tourist behaviour intention. The study proposed several strategies on how to reduce tourist's perceived risk and improve tourist's participation and service experience. It was very important to reduce the visitors' fear and improve the experience since the core of theme parks was experiencing various rides. The tourism industry in China is enjoying its resurgence with the successful control of COVID-19 spreading. Therefore, this research would provide meaningful insights and references for other countries, and help accelerate the recovery of tourism around the world after the pandemic of COVID-19.

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## KEYWORDS

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Fear of COVID-19, Participation, Service experience valuation, Recommendation intension

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# COVID-19 and the behaviour of sector-wise employment in the hospitality industry of the United States: Lessons from the shocks of past pandemics

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## PURPOSE

The purpose of this paper is to analyze the effects of historical shocks emanating from uncertainty on the employment patterns of the travel and hospitality industry in the United States segregated across different sectors such as accommodation, restaurants, recreation and amusement theatres, museums and historical places of interest in the context of the current global pandemic. The major research questions to be explored in this study include

- i) How does historical shocks of the Asian crisis; 11/9 crisis and global crisis impact employment patterns of the hospitality sector?
- ii) How does historical shocks generated from uncertainty from earlier pandemics like SARS; H1N1; MERS and others impact employment in major sub-sectors of the hospitality sector?
- iii) Is the downturn if any in employment appears to be short-lived or has long-term consequences?

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## RESEARCH METHODS

The study utilized the vector autoregressive (VAR) model postulated by (Sims,1980) to explore the effects of uncertainty shocks in a dynamic system on the hospitality sector. The essential prerequisite for the estimation of the VAR model is to check whether the underlying time series of observations is stationary. The augmented Dickey Fuller (ADF) unit root test as discussed by (Elliott, 1998) and the Phillips and Perron (1988) unit root test was applied. After obtaining the stationary order of the variables the cointegration test was performed. The study used the cointegration test of Johansen-Juselius, (Johansen, 1988; Johansen and Juselius, 1990). If the variables are found to exhibit a cointegrating relationship then a long-run trend exists. Accordingly, the vector error correction model (VECM) would be appropriate to study how uncertainty shocks impact employment in the hospitality sector. Several measures of uncertainty shocks are used in this study. The first measure of uncertainty used is the World Pandemic Uncertainty Index, (Ahir et al., 2018), this measure shows the impact of fear associated with uncertainty owing to pandemics. The second measure used here is the stock market volatility measure (VIX) which is widely used in the literature on macroeconomic uncertainty, (Caggiano et al., 2018). Another measure of uncertainty used here is the index of consumer expectation of the University of Michigan. Monthly observations from the first month of 1996 to the first month of 2021 is considered here.

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## RESULTS AND DISCUSSION

The results based on the impulse response function indicate that uncertainty shock emanating from the uncertainty indicators has a strong negative impact upon all sectors of the hospitality industry as far as employment patterns are concerned. The findings further indicate that the impact on museums and historical places are most disastrous. The decline in employment in this sector continues for around ten periods. This paper provides insights of the effects of earlier uncertainty shocks on the hospitality sector. The novelty of the contribution of the paper is three fold i) it examines the relationship between hospitality sector and uncertainty owing to shocks occurring historically which is important for drawing

lessons for policy implications; ii) it has used dense time series data and also disaggregated data on hospitality sector of the United States to throw insights which aggregation tend to hide and iii) it has initiated discussion on how employment patterns respond to historical shocks, an area of research which is rather scant.

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## IMPLICATIONS

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Since the results indicate adverse implications of the uncertainty shocks particularly in the long-term the challenges lie in rethinking the resurgence of the hospitality sector along the lines of emergency recovery. Thrust of emphasis should be on imparting digital skills in sales and marketing for deploying the unemployed. Furthermore imparting skills on crisis management is necessary. The direction of future research should be towards exploration on skill development programmes which will enable redeployment of the people who have lost their jobs across sectors of the hospitality industry and examination is necessary to develop policy suggestions to boost investment in the hospitality sector.

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## KEYWORDS

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Leisure and hospitality sector; sectoral employment; pandemics; uncertainty shock; US

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# A snapshot of tourism and hospitality in Portugal during the COVID-19 pandemic

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## PURPOSE

In a complex and unique context, every individual, government and private company has been confronted with profound changes and tough challenges during the COVID-19 pandemic. A moment like this calls for unity, in the real sense of the word, characterized by mutual help, the sharing of experiences with particular emphasis on cooperative behaviour in the tourism sector. Thus, this leads to the research question: What are the impacts of COVID-19 on the tourism and hospitality sectors? From this question, the following idea has sprung forth to develop a research project geared towards inspiring people: #3por4 Project. The research objectives are as follows i) to collect the accounts of scholars and managers with regards to their points of view, experiences, activities and strategies during the COVID-19 pandemic in Portugal and ii) to identify future avenues and also best practices to implement in the sector in order to aid the transition to the recovery phase.

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## RESEARCH METHODS

This study presents an analysis of interviews carried out between October 2020 and April 2021. These interviews were based on three main questions related to previous research on the activities developed by managers and scholars. Each interview lasted approximately 15 minutes, was recorded on the Zoom platform, edited on Adobe Premiere software and subsequently posted on Youtube, Facebook, LinkedIn and the project's website<sup>1</sup>. Thus, the methodology took the form of interviews and qualitative content analysis (Krippendorff, 2013). With the support of three main categories: pandemic effects; adaptation; strategies for the future, the qualitative analysis carried out in the study took 12 out of a total of 24 interviews as its starting point. These interviews were selected by the criteria of being related to the hotel sector.

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## RESULTS AND DISCUSSION

Results show that scholars and company managers did not predict this moment of crisis and have to update themselves and their business strategies to address this new reality: living in a pandemic context. The results of this research will compare the *modus operandi* and the creativity of the strategies of the

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<sup>1</sup> <https://projeto3por4.wixsite.com/3por4>

different players such as hospitality consultants, hotel managers, hotel marketing consortia, travel agencies, governance decision-makers and researchers.

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## IMPLICATIONS

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Theoretical and managerial contributions are revealed as new avenues for future research on the impacts of COVID-19 on the tourism and hospitality sectors. As theoretical contributions, this research provides a literature review on the crisis, taking the impacts of COVID-19 into consideration. Hopefully, scholars will share some avenues for future research, thus contributing to more in-depth knowledge of Covid-19 in the context of the tourism sector. On the other hand, the accounts shared by the managers will contribute to a diagnosis of the current tourism and hospitality panorama in Portugal, which has experienced two lockdowns, and also inspire other practitioners to develop new ideas and approaches for a new movement #restarting tourism. This is an original contribution to the tourism sector, as the results show how professionals share their strategies for solving some of the problems triggered by the crisis and further contributes by advancing a set of best practices to be shared by other professionals.

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## KEYWORDS

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Tourism sector; hotel sector; COVID-19; interview; content analysis.

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# COVID-19: The impact of health risk perception and intolerance of uncertainty on travel intentions

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## PURPOSE

This study was carried out in Brazil during the first bimester of the COVID-19 pandemic and aims at analysing the influence of the individual difference variable of intolerance of uncertainty (IU) as well as health risk perception variables on travel intentions for the years 2020 and 2021. We tested four mutually non-exclusive hypotheses: (1) individuals who hold high IU are likely to avoid travelling during the COVID-19 pandemic; (2) individuals who perceive COVID-19 to be more severe will have weaker intentions of travelling in 2020 and 2021; (3) individuals who perceive the probability of contracting COVID-19 as high will have weaker intentions of travelling in 2020 and 2021; and (4) individuals who expect the COVID-19 pandemic to last longer will have weaker intentions of travelling in 2020 and 2021.

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## RESEARCH METHODS

A self-selection survey was conducted from 5 April to 5 May 2020. The survey instrument was an online questionnaire which consisted of four sections: travel intentions, health risk perception, intolerance of uncertainty, and sociodemographic measures. There were 1,163 participants from all Brazilian states, of which 70.43% were female, 28.78% male and 0.78% did not report gender. The mean participant age was 39.22 years. The sample had considerable domestic and some international travel experience. The following measures were used for 2020 and 2021: travel plans, travel intentions, past travel experience, perceived severity of COVID-19, perceived probability of infection, expected pandemic duration, Intolerance of Uncertainty Scale, and some sociodemographic measures. The collected data were sorted in SPSS 22. In order to assess whether the antecedent variables in our model (IU, perceived severity of COVID-19, perceived disease susceptibility, and expected duration of the pandemic) explain a significant proportion of the variance of the criterion variable (either travel intentions for 2020 or 2021) even when accounting for the effects of the control variables (international travel experience, monthly income, age, and educational level), we have conducted two stepwise multiple regressions. We have also



conducted exploratory moderation analyses to evaluate whether the control variables could affect the relationship between the antecedent and criterion variables.

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## RESULTS AND DISCUSSION

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The key findings of our study are:

- IU was not a significant predictor of travel intentions in 2020 and 2021. This is an unexpected result, although there is little research on IU in travel decisions (Minnaert, 2014);
- all the health risk perception variables were significant predictors of travel intentions for both years. These results are also consistent with previous research on traveller behaviour (Kozak, Crotts & Law, 2007; Rittichainuwat & Chakraborty, 2009; Novelli, Gussing Burgess, Jones & Ritchie, 2018; Neuburger & Egger, 2020);
- age, income and travel experience affected the relationship between the antecedent variables and travel intentions for both years. As reported by several studies (Kozak et al., 2007; Reza & Samiei, 2012; Polas et al., 2019; Neuburger & Egger, 2020), tourists with more extensive travel experience are more likely to travel in risky situations. Our findings are aligned with the reports that income levels predict tourist decisions in risky and riskless contexts (Sönmez & Graefe, 1998; Li et al., 2018; Djeri et al., 2020). As to age, our results are partly in line with Neuburger and Egger (2020), who found that older individuals with more travel experience and lower COVID-19 risk perception were not likely to avoid travelling.

The originality of our study lies in testing the impact of IU on travel intentions, which has been poorly addressed in the literature, and determining the key sociodemographic variables that influence travellers' behaviour during a health crisis. Furthermore, our study was conducted in a non-WEIRD (western, educated, industrialized, wealthy, and democratic) society.

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## IMPLICATIONS

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Our study has revealed that health risk perception variables were the most influential factors on weaker travel intentions for 2020 and 2021. Travel experience and income also appear to be relevant in the period perceived by participants as post-crisis (the year 2021). Tourism practitioners are advised to adopt health risk prevention measures in destinations to increase travel intentions. Besides, engaging in effective communication practices can make individuals feel safer and make them more comfortable to travel. Also, the tourism industry may focus on travellers of high income in 2021. As our study was carried out at the beginning of the COVID-19 outbreak, it is highly advisable that further research be conducted in other phases of the pandemic. Also, we suggest that further studies be conducted in other non-WEIRD countries to check whether some contrasting findings may be a result of cultural differences.

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## KEYWORDS

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Travel intentions; Health risk perception; Intolerance of uncertainty.

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# Tourism Demand and the COVID-19 Pandemic: An LSTM Approach

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## PURPOSE

In this paper, we use a learning machine approach to forecast the effect of the new virus epidemic on tourist arrivals from China to the United States and Australia. The significance of this forecast is supported by the fact that China has become an important player for the global tourism market. Given the strong autoregressive patterns of tourist arrivals (Athanasopoulos and de Silva, 2012), we employ data from the SARS epidemic outbreak to train a deep learning algorithm, implementing a Long Short Term Memory (LSTM) artificial neural network, similar to the approach of Law, Li, Fong and Han (2019). The prediction network is calibrated for the particulars of the current crisis (lockdowns, flights bans, etc.) and our forecasts are cross-validated using backtesting, a process under which the sample is split into smaller training/validations sets in order to confirm the robustness of our predictions.

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## RESEARCH METHODS

We have employed the Long Short Term Memory (LSTM) approach (Hochreiter and Schmidhuber, 1997) in order to estimate the impact of the Covid-19 outbreak on tourism flows of Chinese residents to the USA and Australia. LSTM modelling is a deep learning methodology, which useful when attempting to model time series with high degrees autocorrelation and outperform other forecasting methods, especially when the lags are unknown (Law et al., 2019).

For tourism demand forecasting, in particular, numerous methodologies have been employed across different studies, ranging from linear, autoregressive and other econometric models (Assaf, Li, Song and Tsionas, 2019; Gunter and Önder, 2016; Gounopoulos, Petmezas and Santamaria, 2012; Shen, Li and Song, 2011; Papatheodorou, 1999; Syriopoulos, 1995) to artificial intelligence methodologies, such as feed-forward artificial networks or support vector machines (Fotiadis et al, 2021, Polyzos et al., 2020; Hassani, Silva, Antonakakis, Filis and Gupta, 2017; Teixeira and Fernandes, 2012). Recent trends in tourism demand suggest that machine and deep learning methods are more adaptable and can yield more accurate results (Law et al., 2019). A thorough review on the evolution of forecasting techniques can be found in Song, Qiu and Park (2019).

Long Short Term Memory networks (LSTMs) belong to the wide category of recurrent neural networks. Their advantage is that they are capable of learning and, thus, modelling long-term dependencies (Gers, et al., 2000). Their initial purpose was to overcome the errors of previous algorithms in the back-propagation of information contained in recent input events (Bengio et al., 1994). Consequently, they

avoid the long-term dependency problem, since remembering recent input for long periods of time is essentially their default behaviour.

The use of the LSTM approach to carry out this task is supported for two reasons. First, the errors are returned to the machine to calibrate the model during the first training phase. Also, the errors are used persistently in the machine gates of the machine. Second, LSTM networks are unresponsive to the lags between events in the time series. Hence, the LSTM algorithms work better than other artificial neural networks (e.g., hidden Markov, Support Vector Regression, etc.) or other forecasting techniques (e.g. ARIMA) when we try to derive an unknown forecast model (Law et al., 2019).

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## RESULTS AND DISCUSSION

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Our predictions for Chinese arrivals to USA and Australia were generated using the LSTM network. Seasonality is not an issue in this forecast, since we are working with the trend component only. The  $t-1$  time period represents the pre-crisis level, on October 2019, while the period  $t$  marks the commencement of international travel, worldwide. The next periods are the months after this date. The error bars represent the outcomes of the bias sensitivity analysis and are treated as the two extreme scenarios for recovery.

The LSTM machine predicts a significant drop in tourist arrivals after the containment of the pandemic, but that within approximately 12 months (for the USA) and 6 months (for Australia) tourist arrivals should return to their normal trend. It should be noted that the USA seems to be in a more difficult position according to the LSTM predictions as it will take approximately one year for tourist arrivals to return to their initial trend. However, since we do not consider our predictions to be country-specific, we assert that the two different forecast outcomes represent the range of our predictions, suggesting that it can take from 6 to 12 months to recover the losses in international tourism after the Covid-19 crisis.

It must be noted that our predictions are contingent on the resolution date for this conflict, whereby travel restrictions will have been lifted and travel for both business and leisure purposes will have commenced again. As the current situation continues and the drop in arrivals deepens (also see Yang et al., 2020), the outcome of the prediction algorithm will likely be different. In addition, our model does not take into account the current problems faced by the two countries, USA and Australia, due to the pandemic, which would of course further aggravate this crisis. These problems could be encapsulated by our model by manipulating the bias coefficient.

However, this is the power of the LSTM machine that we have implemented. Once more data becomes available, the algorithm can be called upon to generate new forecasts, using the most updated data set. Given that the training period is fixed (the 2003 SARS outbreak), the machine does not need to be retrained (unless the model bias needs to be retrained) and can thus produce results very quickly.

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## IMPLICATIONS

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Our findings demonstrate a significant drop in tourist arrivals from China to the USA and Australia. It will take nearly one year for arrivals to return to their previous trend values, which may have devastating effects on the tourism industry. We assert that our findings are not limited to the particular countries under analysis, since China is one of the main sources of tourist revenue worldwide. Similarly, we can expect analogous negative effects in other tourist markets outside China.

Consequently, our aforementioned conclusions have important social outcomes and policy implications. Firstly, it is clear that the tourism industry will suffer heavily, not only in the two countries presented, but globally, as discussed above. Thus, strong measures need to be taken in order to support the industry from devastation. The negative income effects are not particular to those directly employed in the tourism sector but extend to many industries that interact with it and can thus hurt many sectors of the economy. Secondly, it must be noted that the tourism industry is often a source of seasonal income for unskilled labour, which would commonly originate from lower income groups. To this extent, the adverse effects on tourism can also aggravate income imbalances and hurt social equity. Finally, our

findings demonstrate once again the importance of a medical solution to the Covid-19 outbreak that would help restart activity in the tourism industry and start reversing the negative outcomes of this crisis.

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## KEYWORDS

COVID-19; Tourism Development; Deep Learning; Long Short Term Memory; Machine Learning

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# Croatian tourism in the COVID-19 pandemic-current state and developmental perspectives

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## PURPOSE

Tourism and hospitality represent the most important and most developed industry globally, contributing to the destination's socio-economic development. The data from the UNWTO (n.d.) state that in 2019 tourism accounted for 7% of the global trade, and some countries can represent over 20% of their GDP, and overall, it is the third-largest export sector of the world economy. This industry faced numerous obstacles throughout the years, one of them being diverse forms of crisis, such as the current COVID-19 pandemic, which left tremendous marks on the tourism and hospitality business, which placed a struggling burden on destinations to rethink how to survive on the tourist market. Tourism contributes the most to the Croatian economy and is the most developed branch. According to the Tourist Board of Croatia (2020 according to the Croatian National Bank), tourism participated with 10.539,1 million of EURO, respectively, with an estimate of 19,5% in total Gross Domestic Product 2019. According to the enormous impact of the tourism industry on the Croatian national economy it is important to find a solution for the question: What will tourism be like after the pandemic, and how to adapt to it? The authors will analyse the current situation in the tourism industry in the Republic of Croatia in order to be able to recommend solutions for further development in the post-COVID-19 period.

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## RESEARCH METHODS

Authors will use a content analysis approach to compare different strategic documents, touristic business reports and recent scientific works about the situation and consequences of the pandemic on the touristic value chain, and determine the pandemic's socio-economic consequences in tourism in the case of Croatia and the planned strategies for tourism recovery in the coming years.

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## RESULTS AND DISCUSSION

In the short term, in 2021, when the pandemic is still ongoing and vaccination is taking place, travel can be expected to be shorter and more focused on the home country and nearby foreign regions, which were already important tourist markets before the pandemic. One of the important consequences of Covid-19 will be that it will accelerate the decline of mass tourism. The post-Covid-19 period will be characterised by an increase in demand for individual travel, while a decline on the demand side for group travel is expected. According to many forecasts, the importance of locally produced food should increase in the coming period. Presumably, Croatia should also perceive this as an advantage and offer a sustainably oriented, diverse range of local, domestic products. Food safety and proof of proper hygiene will, of course, play an essential role in this. Cooperation between producers and restaurateurs will also be crucial

for the renewed growth and rise of Croatian gastronomy, as will much new creativity that draws from uniqueness and local roots, but freshly. It is also worth mentioning the importance of digitalisation and information and communication technology in tourism.

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## IMPLICATIONS

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The developmental guidelines presented in this paper will provide strategic managerial implications for professionals in tourism to focus on when discussing tourist offer development and survival on the tourist market. They will start adapting and reorganising their business following a strategic approach to sustainable solutions that will no longer be based on mass tourism but will be transformed into individual-centred services. Services will be focused on offering local, primarily cultural and natural assets. Their presentation will also have to be supported by modern technological solutions such as augment reality.

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## KEYWORDS

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World tourism, Croatian tourism, COVID-19 pandemic, developmental perspective

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# Tourist behaviours at Covid-19 pandemic

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## PURPOSE

This study reviews the literature on tourist behaviours in response to challenging conditions created by Coronavirus pandemic (known as, Covid-19). The main aim of the study is to identify how tourist behaviours are affected or changed by Covid-19. With this purpose, scientific articles and official reports related to tourist behaviours before, during, and expected after Covid-19 pandemic have been identified and categorized under separate headlines. Characteristic tourist behaviours in each period have been followingly discussed by the authors.

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## RESEARCH METHODS

A literature review has been performed on the published articles and official reports on tourist behaviours in ordinary times, during Covid-19 pandemic, and post pandemic from online research engine of Google Scholar. Using the keywords of : “Covid-19”; “tourist behaviour”, and “pandemic”, which are directly related publications on these issues, tourist behaviours could be characterized in each period. After reminding the ‘ordinary time’ tourist behaviours before this pandemic, changing tourist behaviours during and post Covid-19 were introduced based on the information obtained from the literature review. Estimations of the formal authorities were additionally presented with the aim of combining the scholarly and institutional perspectives about the crisis.

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## RESULTS AND DISCUSSION

The studies show that people perceived high level of health, hygiene, and safety risks in travelling amid Covid-19. Therefore, they began to select destinations, which are perceived safe and clean. Post-pandemic tourist behaviours are grouped under three themes, as the varying travel motivations and behaviours; negative attitudes towards Chinese tourists and China; and the increasing importance of information & communication technologies on tourist experiences.

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## IMPLICATIONS

The study results were discussed in terms of their theoretical and managerial implications. For example, pro-environmental tourist behaviours and the use of communication & information technologies will be the trends that are expected to continue in post-pandemic times. However, people are assumed to prefer destinations which are safe and clean, and offering alternative tourism experiences or health/wellness tourism services. They will be also travelling in small groups, rather than groups. Hence, general tourist characteristics in ordinary times (such as mass tourists travelling in large size of groups, targeting to holiday destinations by taking long-haul airline journeys) cannot be observed in the near future. Tourism practitioners should adapt their service processes and strategies for being able to successful in the low demand-high competition conditions in post-pandemic times. They will be also trying to maximise their revenues against to high hygiene and sanitation costs that will be unavoidable in ‘new normal’ service

sector. To summarize, it should be accepted that both post-pandemic tourist behaviors and industry practices will not be the same as before. The paper concluded with some future study recommendations on tourist behaviours in ‘new normal’ when recovery of tourism and travel sector is expected to begin.

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#### KEYWORDS:

tourist behaviour, pandemic, Covid-19, crisis, tourism research

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# Considering Our Visitor Industry's Dispossession: Supplier perspectives on COVID-19

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## PURPOSE

The global COVID-19 pandemic has changed the way people live, work, communicate and travel (UNWTO, 2020; Gössling, Scott, & Hall, 2020). Since the start of the pandemic and national travel restrictions and subsequent “lockdowns” in South Africa in mid-March 2020, the pandemic's impact on the country's travel and tourism industry has been catastrophic (SATSA, 2020). The purpose of this research is to assess the influence of COVID-19 on the travel and tourism industry in South Africa from a supply-side perspective. The overarching goal of this research is to identify the significant factors/determinants that influences' the future travel behaviour of visitors. Therefore, this research relies on the predicted and perceived changes, from a supply-side perspective, in the main travel market(s) to South Africa.

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## RESEARCH METHODS

**Design:** This research is exploratory utilising an online questionnaire distributed to members of a social media page. **Population:** The population under investigation was any travel and tourism supplier, focusing on domestic (South African) travel and tourism service suppliers. A few international perspectives were also captured since these foreign (non-South Africa) suppliers act as intermediaries for travellers from abroad or as tour organisers with interests in South Africa. **Sampling:** A convenience snowball sampling method was used to gain access to travel and tourism suppliers. For example, followers on the page were instructed to share the questionnaire's link to their database. **Research instrument:** An online questionnaire was developed from existing literature and various reputable organisational reports and national and international media outlets. The questionnaire link was posted on a social media page created in April 2020 for tourism suppliers in/to South Africa. The survey was hosted on the page from June 2020 until August 2020, and 111 responses were obtained. **Data:** The captured data were exported from Research Analytics QuestionPro© to Microsoft Excel© to ease the analysis in IBM SPSS (Statistical Package for the Social Sciences) Version 26 (2020). **Analysis:** The multivariate analysis involved exploratory factor analyses (EFA) in identifying the dependent (tourists future travel behaviour) and the independent variables [suppliers' initiatives to connect with their target market(s) during the pandemic, the predicted management and marketing strategies the travel and tourism industry will adopt after COVID-19 and perceptions regarding the future of the travel and tourism industry (in a post-COVID world)] that were included in regression analyses.

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## RESULTS AND DISCUSSION

A set of linear regression analyses was performed to show whether there is a significant relationship between the factors that may provide additional guidelines for managing travellers' predicted travel behaviour due to COVID-19. **Results:** The results revealed four (4) future travel behaviour factors (precautionary and reluctant-; domestic and regional-; mindful and independent-; and conditional and abstained travel behaviour). The predicted management and marketing strategies revealed four (4) factors (health, safety and training; trust, flexibility and incentives; and repositioning, local and youth priority) and also initiatives to connect with target markets revealed three (3) factors (social media engagement; deals and promotions; refunds and amendments). The future of the travel and tourism industry perceptions revealed five (5) factors (macro-economic and fiscal-; micro-economic and restructuring-; business recovery and employment-; sustainable and environmental travel-; and domestic and intra-regional measures). The linear regression model relied on the four (4) future travel behaviour factors as dependent variables, with remainder of the identified factors as independent variables.

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## IMPLICATIONS

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Currently, there are no guidelines aimed at the regeneration of the supply-side of the travel and tourism industry. This research provides valuable insights into the strategies the various sectors within South Africa's tourism industry implement and plan to adopt to regenerate their tourism operations post COVID-19. Moreover, since this research is primarily focused on the supply-side (tourism suppliers), the sectoral feedback is valuable in streamlining national tourism industry guidelines post-COVID-19. **Originality:** This research provides a supply-side perspective from a developing country (South Africa) that does rely on tourism as a contributor to national gross domestic product (GDP). This research considers the perceptions of travel and tourism suppliers to indicate potential management and marketing strategies that can be adopted and various measures that need to be taken to ensure the recovery of the industry. **Limitations:** The authors realise the small sample size used in the analysis, and therefore, more data will provide more robust analyses. Most of the suppliers are South African, and therefore the results cannot be generalised to the broader global tourism industry, as more developed countries and economies have varied recovery support for the tourism sector. **Future research:** A multi-regional analysis (including least developed-, developing- and developed countries) is warranted to identify destination and market-specific measures and strategies to foster recovery.

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## KEYWORDS

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COVID-19; travel and tourism industry; tourism suppliers; regeneration strategies; South Africa.

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# Understanding the relationship between Restaurants' Safety Violations and COVID-19 Transmission

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## PURPOSE

During the COVID-19 pandemic, people's behavioral immune system is constantly active since they are exposed to pathogen cues anytime anywhere. In restaurants, diners carefully evaluate their environment and food orders and if they find any pathogen cues, such as violation of safety protocols, they may experience aversive emotional and cognitive responses (Schaller & Park, 2011). With the experience of these aversive responses, diners may show avoidance behaviours including complaints. This paper aims to investigate diners' complaints about restaurants' safety violations during the COVID-19 pandemic and examine whether there is a correlation between complaints and COVID-19 cases. The previous literature on dining experiences showed the correlation between diners' complaints and foodborne illnesses. Thus, this study hypothesized that:

H1: Diners' complaints about safety violations during the pandemic are positively correlated with COVID-19 cases.

H2: Diners' complaints about safety violations during the pandemic are positively correlated with COVID-19 positivity rates.

H3: Diners' complaints about safety violations during the pandemic are positively correlated with COVID-19 hospitalizations.

H4: Diners' complaints about safety violations during the pandemic are positively correlated with COVID-19 deaths.

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## RESEARCH METHODS

For this study, diners' complaints were obtained from the Florida Department of Business and Professional Regulation (DBPR) complaint portal from May 1st to June 30th of 2020. Florida was selected for this study due to its high popularity among national and international tourists. To analyze diners' complaints and examine their correlation with COVID-19 cases, three approaches were adopted. First, natural language processing (NLP) was conducted with the topic modelling algorithm to identify the major topics of customers' complaints. In the second step, regression was carried out to examine the relationship between the number of customers' complaints about restaurant's safety violations and positive COVID-19 cases, hospitalizations, and deaths. Lastly, spatial analysis was adopted to show the relationship between the number of complaints and COVID-19 cases at the county level in Florida.

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## RESULTS AND DISCUSSION

NLP results showed that top high-frequency words in complaints were: “mask”, “employee”, “social distancing”, “complaint”, “wearing”, “food”, “glove”, “people” and “capacity”. These words indicated that the violations of personal protection and environmental safety measures were the main causes of diners’ complaints. Regression results supported hypotheses 1-3. More specifically, an increase of one restaurant complaint in Florida was correlated with an increase of approximately 68 positive cases and 0.64 hospitalizations, as well as an additional 0.2% positivity rate. Furthermore, according to the hotspot analysis, major tourist destinations in Florida, Orlando and Miami metropolitan areas, had a significantly higher number of complaints about restaurants’ violations and COVID-19 cases than other counties.

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## IMPLICATIONS

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The findings showed that higher occurrences of food safety violations can be found at tourist destinations and correlated with greater number of COVID-19 cases. The study extended the literature on the relationship between customers’ complaints about violations in the food service industry and disease outbreaks. It also contributed to the literature on diners’ behavioural immune system’s responses to violations during pandemics. In addition, the study provided implications for restaurant managers regarding how to address recent customers’ behavioural shifts during the pandemic. Restaurants should reduce their customers’ perceived risks by increasing their restaurants’ perceived cleanliness and adopting contact-free services. Moreover, they should develop transparent communication with customers to build trust among them. The study also provided various policy implications for the improvement of communication and mutual cooperation between local governments and restaurant owners. For example, it is recommended that local governments help restaurants to develop training programs regarding safety amid COVID-19. Additionally, they should provide tax incentive programs to encourage restaurants to follow safety guidelines and reward the employees that observe the guidelines.

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## KEYWORDS

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Diners’ Complaints, COVID-19 Pandemic, Restaurants’ Safety Violations, Natural Language Processing, Spatial Analysis

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# Passenger perceptions of airport COVID-19 measures: Effects on perceived airport safety and satisfaction

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## PURPOSE

In response to the COVID-19 pandemic, airports around the world have taken measures to protect the safety of travellers. However, research on passengers' perceptions of airport COVID-19 measures remains largely unknown. Therefore, the purpose of this study is twofold: to investigate passenger perceptions of COVID-19 measures implemented at airports, and to examine the effects of these COVID-19 measures on perceived airport safety and passenger satisfaction. Hence, this study is designed to answer the following research questions:

RQ1: What are the dimensions of airport COVID-19 measures?

RQ2: What are the impacts of airport COVID-19 measures on perceived airport safety and passenger satisfaction?

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## RESEARCH METHODS

This study applied a survey research design. An online questionnaire was utilized to collect the data. The airport COVID-19 measures were captured using a total of 26 items derived from the COVID-19 guidelines recommended by international/governmental organizations (e.g., World Health Organization, US Transportation Security Administration) and industry associations (e.g., Airports Council International, International Air Transport Association). Perceived airport safety and passenger satisfaction were each measured using three items adapted from previous research (Moon et al., 2017; Bezerra & Gomes, 2019; 2020). All items were rated using five-point Likert-type scales. A series of interviews with airport professionals was also performed to ensure the content validity of the questionnaire used. The target population of this study comprised passengers departing at Istanbul Airport during the COVID-19 pandemic. A convenience sample of 440 passengers departing at Istanbul Airport was surveyed in the months of July, August, and September 2020. To analyse the data, an exploratory factor analysis (EFA) and partial least squares structural equation modeling (PLS-SEM) were performed. PLS-SEM was deemed appropriate to test the study hypotheses since the data violate the multivariate normality (Usakli & Kucukergin, 2018).

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## RESULTS AND DISCUSSION

To identify the dimensions of airport COVID-19 measures, an EFA was conducted. The EFA results revealed a seven-factor outcome for airport COVID-19 measures and these factors were named as follows: 1) *safety signs and information*, 2) *cleanliness*, 3) *personal protective equipment*, 4) *physical distancing*, 5) *accessibility restrictions*, 6) *testing and medical care*, and 7) *contactless services*. These seven factors acquired through EFA as well as perceived airport safety and satisfaction constructs were later used in PLS-SEM. Having established the reliability and validity (both convergent and discriminant validity) of the measurement model, the structural model was assessed to test the hypotheses.

The results revealed that "*cleanliness*, *personal protective equipment*, *physical distancing*, and *contactless services*" positively affect both perceived airport safety and passenger satisfaction. Furthermore, *contactless services* were found to be the strongest predictor of passenger satisfaction,

while *physical distancing* measures were found to have the greatest impact on perceived airport safety. Interestingly, the airport COVID-19 measures focusing on “*safety signs and information, accessibility restrictions, and testing and medical care*” were found to have no effects on perceived airport safety and passenger satisfaction.

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## IMPLICATIONS

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Most of the previous studies on COVID-19 in the air travel literature have focused mainly on the economic effects of the pandemic on air travel (Iacus et al., 2020) or the recovery strategies used by airlines (Dube et al., 2021), indicating that no study has yet examined the passenger perceptions of airport COVID-19 measures. Therefore, from a theoretical standpoint, this study contributes to the literature by providing passenger insights about the airport measures implemented during the COVID-19 pandemic and their effects on overall airport safety and passenger satisfaction. From a practical standpoint, this study provides managerial implications as well. Although all COVID-19 measures taken by airports are required for the safety of the travelling public, airport managers should also consider that some measures (such as safety signs and information, accessibility restrictions, and testing and medical care – as indicated in this study) are not perceived by passengers to be efficient on airport safety and satisfaction. To provide more generalizable results, future studies should collect data from multiple airports. Finally, future studies might investigate how airport COVID-19 measures influence passenger loyalty.

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## KEYWORDS

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Airport safety, COVID-19 measures, passenger satisfaction

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# Health precaution while traveling after COVID-19

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## PURPOSE

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The tourism industry needs to identify potential tourists' planned behavior after COVID-19 and prepare accordingly. The current study was conducted in Israel during the initial outbreak of COVID-19. This research focused on different types of precautionary measures used by the tourists and how perceived risk of being infected by COVID-19 while traveling abroad as well as risk perceptions and attitudes about travel abroad might affect tourists' intentions to adopt precautionary measures when planning future travel abroad. Specifically the hypothesis tested were: a. Does Individuals who have higher levels of perceived risk of being infected by COVID-19 while traveling abroad will have greater intentions to take precautionary measures in planning future travel abroad; b. Does Individuals who have higher levels of sensation-seeking will have greater intentions to take precautionary measures in planning future travel abroad; c. Does Individuals who have more definitive attitudes regarding the hazards of traveling abroad and more definitive attitudes with respect to avoiding travel to destinations with various risks will have greater intentions to adopt precautionary measures in planning future travel abroad.

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## RESEARCH METHODS

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This research is based on an online survey questionnaire distributed during March 2020 among four hundred and six Israeli participants. The sample was representative of the Jewish population over the age of 18 in Israel. The survey included questions regarding the socio-demographic details as well as questions regarding travel experience and plans, attitudes toward traveling abroad, avoidance of destinations with various risks. The precautionary measures that were tested included: using face masks and Alco gel, avoiding crowded places, avoiding traveling to countries with health warnings, using extended health insurance as well as using trip cancellation insurance. The results were analyzed using descriptive statistics and OLS regression.

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## RESULTS AND DISCUSSION

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What makes this study unique is that it was conducted during the early stages of the virus outbreak and examined how the worldwide spread of this novel virus affected potential travelers' attitudes, risk perceptions and intentions to take precautionary measures during future travel. The results of the analytical model show that people's with higher levels of attitudes toward traveling abroad and those that prefer to avoid travel to destinations with various risks had higher intentions to take precautionary measures while traveling abroad. That is those people that prefer not to travel to destination with hazards or those that have more concerns about traveling abroad in general will take more precautionary measures in the future. Those results are in line with previous research by Chien et al. (2017), Schmiede et al. (2009) and Desivilya et al. (2015). All the precautionary measures were found to be significant however

the most significant measure were avoiding traveling to places with health warnings followed by using health insurance and trip cancellation insurance. Avoiding crowded places and using face masks were the least affected.

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## IMPLICATIONS

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The findings of the current study can help the tourism industry understand what precautionary measures are important to potential travelers and what health safety assurances the industry must provide to facilitate its recovery in the near future. For example, as many airline companies does today, offering free trip cancellation. The airline and travel agents can also offer the potential tourists discounted health insurance to encourage their traveling. Further research should examine this impact in other countries and at various points in time.

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## KEYWORDS

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COVID-19, tourism, health threat perception, future travel avoidance, precautionary measures

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# Travelers' risk perception, travel behavior and travel intention during the "Coronavirus"

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## PURPOSE

Focusing on the coronavirus risk, the purpose of the study is to reveal the group differences in travel risk perception, travel behavior and travel intention in terms of the travelers' sociodemographic characteristics – gender, age and past travel experience.

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## RESEARCH METHODS

A structured, four-part questionnaire was used to collect data from travelers. A convenience sampling was used and members of the eligible travel groups on social media platforms were invited to respond an online survey. A total of 160 questionnaires were obtained from Turkey in January 2021. The instrument was comprised of 24 items in three scales – travel risk perception, travel behavior and travel intention, adapted from the existing literature. The fourth part examined the demographics and travel characteristics such as gender, age, and past travel experience. Exploratory factor analysis and independent samples t-tests were performed to analyze the data.

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## RESULTS AND DISCUSSION

There were significant relationships between gender, age groups and travel related variables – travel risk perception, travel behavior and travel intention. Accordingly, travel risk perception of females were higher than the male travelers. Besides, travel intentions of female travelers were lower than the males, which means that females perceived traveling as riskier and avoided traveling more while the pandemic continues. On the other hand, travel risk perceptions and travel behavior of the age groups between 18-30 were lower than the older travelers. As the ages of travelers increased, their perception of travel risk and avoidance behavior increased as well. Therefore, the 18-30 age group was more willing to travel than the older travelers during pandemic. Considering the past travel experience, there were no significant differences among traveler groups.

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## IMPLICATIONS

As risk perception of an individual changes due to many factors and it affects both travel intention and travel behavior, this study focused on the latest pandemic that devastated the human life. The novel coronavirus will certainly be neither the first nor the last pandemic. However, it forced the whole tourism industry to be prepared for possible crises and to make backup plans. Tourism businesses must pay attention to the worries, concerns, fears, and perceptions of their potential markets to survive and be sensitive about the preferences of each market segment under such extraordinary circumstances.

Moreover, while running their business, all stakeholders have a responsibility to protect their guests by being transparent and clear about their policies and activities.

This study determined differences in the coronavirus risk perception, travel behavior and travel intention of travelers in terms of gender and age of travelers. Although it is known that the higher the experience, the lower the risk perception, the study showed no differences associated with the past travel experience. This supposes that all travelers, regardless of their past experience, perceived the coronavirus in the same way as its influence has been tremendous globally. However, older travelers had more travel risk perception and avoidance behavior, which possibly results from the nature of the novel coronavirus as it is proved to be affecting the older more. On the other hand, the influence of gender resulting in higher risk perceptions for female travelers was consistent with the literature. Consequently, tourism professionals should attract target markets at the appropriate time with compatible strategies considering the sociodemographic factors.

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#### KEYWORDS

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Coronavirus, Pandemic, Travel risk perception, Travel behavior, Travel intention

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# COVID-19 travel motivations for domestic tourism

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## PURPOSE

Before the COVID-19 pandemic, international tourist volumes were greater than domestic volumes (Butler, 2015), and domestic travel was considered more complementary to international travel (Kim, Yi, & Jang, 2019). Therefore, it is not surprising that ‘international tourism’ has historically been a critical area of focus for tourism research (Basnyat, Shrestha, Shakya, Byanjankar, & Basnyat, 2020; Eijgelaar, Peeters, & Picket, 2008; Jafari, 1986). However, in the post-COVID-19 era, demand for tourism and tourist movement have both plummeted (Jeon & Yang, 2021). Due to fluctuating global travel restrictions, domestic tourism is being encouraged by the government, public and private sector tourism businesses (Quang, Tran, Tran, Nguyen, & Nguyen, 2020).

Contemporary academic research has studied the various consequences of domestic tourism (Basnyat et al., 2020; Llorca-Rodríguez, Chica-Olmo, & Casas-Jurado, 2020) and the motivations for domestic tourism (Bayih & Singh, 2020; Božić, Jovanović, Tomić, & Vasiljević, 2017). Nevertheless, there has been a growing demand for research that explores the evolving themes and emerging changes in the post COVID-19 era (Moyle, Moyle, Ruhanen, Weaver, & Hadinejad, 2021; Sánchez-Cañizares, Cabeza-Ramírez, Muñoz-Fernández, & Fuentes-García, 2020). Specifically, this research will investigate domestic tourists' motivations (Bayih & Singh, 2020; Fakfare, Talawanich, & Wattanacharoensil, 2020) and the importance of domestic tourism in the post-pandemic recovery of the tourism sector (Gössling, Scott, & Hall, 2021).

The proposed study seeks to investigate and compare the motivations for domestic tourism amongst residents from five countries. These include China, India, Japan, Malaysia, and the United Arab Emirates. In particular, the study aims at answering the following questions. 1) What factors influence domestic tourism? 2) How much does each factor (or group of factors) explain the motivation for domestic tourism? 3) Which factors (or groups of factors) are essential in improving the destination's domestic tourism interest? 4) Which factor (or group of factors) should be given priority by each country? 5) In terms of factors (or group of factors), how different are countries and to what extent?

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## RESEARCH METHODS

The data for the analysis is collected through surveys and distributed to residents in China, India, Japan, Malaysia, and the United Arab Emirates between the ages of 18 to 65 years. This study employs multi-item scales given their predictive validity (Diamantopoulos, Sarstedt, Fuchs, Wilczynski, & Kaiser, 2012). Furthermore, these items have been adapted/derived from previous research (Choe, Stienmetz, & Fesenmaier, 2017; Fakfare et al., 2020; Law, 2006; Neuburger & Egger, 2020). The survey instrument will be distributed using Qualtrics online survey software.

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## RESULTS AND DISCUSSION



The data collection process is currently underway. At the end of the data collection period, the authors will conduct comparative analysis using structural equation modeling analysis techniques.

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## IMPLICATIONS

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This study contributes to the academic literature on several fronts including domestic tourism, tourists' motivation, and travel behavior specifically in light of the COVID-19 pandemic. Given the evolving nature of the 'new normal,' this paper attempts to respond to the call by Sánchez-Cañizares et al. (2020) to investigate the unfolding realities in response to the pandemic, especially in comparing countries/cultures facing different circumstances. Moreover, this study helps fill the growing academic gap in understanding the effects of the pandemic on travel behaviors across cultural and geographic locations (Neuburger & Egger, 2020). In terms of practical implications, this study provides timely insights for the Destination Management Organizations and tourism organizations on domestic tourists, which is crucial since domestic tourism is expected to recover faster than international tourism (Gössling et al., 2021). Improved awareness of the domestic tourist's motivations would help facilitate proper positioning and communication strategies of destinations and policy implications.

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## KEYWORDS

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Domestic Tourism; Tourist Motivation; COVID-19.

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# Tourism resilience, demand and COVID-19: the effects of the pandemic on European travel sentiment

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## PURPOSE

COVID-19 is the most acute crisis that global tourism has ever experienced, leading to 74% drop in international tourist arrivals in 2020 and to a loss of some US\$ 1.3 trillion (UNWTO, 2021). According to Avraham and Ketter (2008), tourism crises have numerous effects in five key spheres: the destination, competition, the economy, the national environment and travel consumers. According to this view, crises might affect the scale of demand, consumers' preferences, risk perceptions and the factors that shape the decision-making process. To better understand how COVID-19 affects travellers and tourism demand, the study's leading research question was: what the sentiment of European travellers towards tourism in the COVID-19 era is and how their travel attitudes, preferences and concerns are being effected by the pandemic.

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## RESEARCH METHODS

Employing the research method of quantitative analysis, a survey questionnaire was developed to examine Europeans' travel sentiment. The questionnaire examined four major research themes: Travel personas (1 question), Travel concerns and COVID-19 impact on travel (8 questions), Travel intentions, preferences and trip planning (10 questions), and COVID-19 and responsible travel (3 questions). A total of 36,000 surveys were distributed over a period of six months (September 2020 - February 2021) in Europe's top ten tourism source markets. 18,000 surveys were deployed in Germany, the United Kingdom, France and Italy (750 per country per wave) and 18,000 surveys were deployed in Netherlands, Belgium, Switzerland, Spain, Poland and Austria (750 per country per wave) - as part of a research for the European Travel Commission that was conducted by Mindhaus. Using SPSS software, the results of each research wave were analysed with a focus on three layers: the overall sample, the 'early bird' sample (those who are likely and very likely to travel in the coming 6 months), and results per country.

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## RESULTS AND DISCUSSION

The study results indicate a resilient sentiment toward travel among European consumers, with over half of respondents planning to travel in the near future, during the entire research period. Other key findings include:

Respondents in the ages of 35-54 are the most likely to travel, while Gen Z respondents (aged 18-24) have the lowest travel sentiment;

The most preferred tourism products are sun & beach, nature & outdoors and city break;

3 in 4 respondents will travel with their family/ partner, and preference for solo trip is down compared to pre-pandemic studies;

There is a growing preference for digital platforms, with two-thirds of information sources used for planning a trip are digital and 3 in 4 will book their next trip online;

The top travel qualities are health and safety, relaxation/ peace of mind and affordability;

Respondents leading concerns include quarantine measures during my trip, rising cases in the destination and becoming ill at the destination.

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## IMPLICATIONS

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The main findings provide support for the tourism resilience theory, and the manner in which the tourism system and tourism demand re-organize and re-orient themselves following major changes, demonstrating the high adaptive capacity of travel and tourism (Cheer and Lew, 2018; Hall, 2018). Furthermore, the research findings shed a light on tourism demand during COVID-19 and provide valuable insights for scholars in the fields of tourism resilience, crisis recovery and destination marketing. For practitioners and destination management organization, the study findings may support product development and marketing efforts, adjusting destinations' value proposition to travellers' current needs and communicate in a timely and effective manner.

As the study only examined European travellers during September 2020 - February 2021, future studies may continue to examine the same audience over time or examine the impact of COVID-19 on travel sentiment among non-European travellers.

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## KEYWORDS

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COVID-19 tourism, tourism resilience, tourism recovery, COVID-19 travel behaviour.

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# Perceived risks and future travel intentions: The experience of solo female travelers

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## PURPOSE

Solo travelers are a growing tourist segment, and the large majority are women (Khan et al., 2017; Karagöz et al., 2020). Female travelers, however, may face higher risks than men when traveling alone (Yang et al., 2017), because of destination specific risks, socio-psychological risks, and gendered risks (Wilson and Little 2008; Yang et al., 2018). Previous literature has already reported the critical impact of perceived risks on travel choices (Fuchs and Reichel, 2006), and in the current pandemic scenario, health-related risks may additionally lower future travel intentions (Xie et al., 2021). Previous research has also lamented a lack of research on one of the largest groups of international travelers, i.e., solo travelers (Khan et al., 2017). In order to bridge this gap, this study aims at investigating the following Research Questions:

*RQ1: Are there correlations between solo female travelers future travel intentions and perceived risks?*

*RQ2: Are there other factors affecting solo female travelers future travel intentions?*

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## RESEARCH METHODS

A questionnaire was administered online during November-December 2020, mainly through online social communities for women traveling alone. Measures were adapted from previous research (Khan et al., 2017; Karagöz et al., 2020), and respondents were asked to rate on a 7 point Likert scale: their perceptions of gendered risks (5 items), socio-psychological risks (4 items), and destination specific risks (5 items, including epidemic diseases); travel motivation (6 items); factors affecting destination choice (22 items); and their future travel intentions (3 items). The final sample is made of 199 Italian women. The average age is 28, 80% of respondents are single, and the majority has a high level of education (40% have a bachelors' degree and 24% a masters' degree). Respondents traveled alone 8 times on average. Descriptive statistics and correlations were calculated, with the aid of SPSS.

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## RESULTS AND DISCUSSION

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Solo female travelers display low perception of risks (3.43), with gendered risks the most significant (4.52), followed by destination specific risks, (3.53, with epidemic diseases rated 3.88), and very low socio-psychological risks (1.94). On the contrary, future travel intentions are very high (5.76). Interestingly, solo female travelers' future intentions are not related with perceived risks. While some previous studies found a negative relation between perceived risks and solo female travelers' future intentions (e.g., Karagöz et al., 2020), other studies show that perceived risk does not necessarily prevent travel intentions (e.g., Yanget al., 2017). The current research provides support to this latter stream of research, since no correlations between risks and travel intentions have been found, not even in the current pandemic scenario, where destination and health-related risks were expected to be higher.

Future travel intentions, however, show significant correlations with the number of previous travels, with some travel motivations, i.e., travel to seek adventure and travel to know different cultures, and with some pull factors, i.e., possibility for adventurous vacations and cultural interests of local people. These results further support previous research stressing the poor risk-sensitivity of solo female travelers (Yang et al., 2017).

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## IMPLICATIONS

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Solo female travelers seem to be a low risk-sensitive tourist segment, and their future travel intentions are not affected by any of the perceived risks, not even health-related. In addition, women traveling alone in search of culture and adventure are more willing to travel in the future.

Tourism is a resilient industry (Gössling et al., 2002) and there is a global need to reimagine and restart tourism in safety and security (Sigala, 2020). Solo female travelers can therefore represent a good re-starting segment for cultural and adventurous tourism. However, gendered risks remain quite high and tourism operators should develop marketing strategies to reassure women about safety and security. They should prevent gender bias while fostering an inclusive tourist environment instead. Results of this research are limited to a specific sample, i.e., young Italian women, that are mostly single and with a high level of education on average. Future research should enlarge the sample to increase the generalizability of results.

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## KEYWORDS

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Solo female travelers; travel risks; travel intentions; resilience.

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# Travel behaviour and holiday intentions during the COVID-19 pandemic in Greece

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## PURPOSE

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The purpose of this paper is to investigate the changes that the COVID-19 pandemic brought to the travel behavior of the Greeks, as well as their future holidays intentions. Based on the above, the main objectives of this paper are to:

Examine the changes of the pandemic in the frequency with which the Greeks travel.

Examine the changes of the pandemic in the choice of destinations, type of accommodation and means of transport.



Examine the reasons for suspending and / or canceling trips during the pandemic period.  
Explore Greeks' opinions, attitudes, perceptions and beliefs about the danger of the virus and its effects on their travel behavior.  
Explore Greeks' perceptions about the contribution of vaccines to the resumption of tourism.  
Investigate the future travel behavior of the Greeks in the post-COVID-19 period.

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## RESEARCH METHODS

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For the purposes of the research, a self completed structured questionnaire consisting of three sections and twenty questions, based on literature review, was designed on the Google Forms platform. The method of snowball sampling was used to send the questionnaires. Initially, the questionnaire was distributed via e-mail to the potential participants from the social surroundings of the researchers. Subsequently, the recipients were asked to forward the questionnaire to other potential participants. In addition, the questionnaire was posted in various groups on social media. The survey took place in February 2021. A total of 653 completed questionnaires were collected. The collected data were statistically analyzed using the Statistical Package for the Social Sciences (SPSS) version 27.0. Descriptive statistics were used to analyze the basic features of data collected and then cross tabulations were applied to understand the correlation between the different variables. Moreover, to investigate the relationship between the respondents' attitudes, a series of one-way analysis of variance (ANOVA) were conducted.

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## RESULTS AND DISCUSSION

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This paper contributes to the rapidly growing literature and knowledge on the effects of COVID-19 on global tourism, as one of the first attempts in Greece to explore the impact of the virus on the travel behavior of the Greeks. The results revealed a very large drop in the number of trips due to multiple reasons (i.e., fear of coronavirus, scarcity of flights, travel restrictions, closed tourism businesses, reduction of disposable income). In addition, significant changes in various aspects of participants' travel behavior were observed. There is a decrease in travel abroad and at the same time a preference for tourist destinations in Greece. Respondents agree that the way they choose travel destinations has changed since the outbreak of the pandemic, as they now pay attention to information such as the number of confirmed cases at the destination. Finally, an optimism that the rollout of vaccines is an important step in restoring confidence and restarting tourism is recorded.

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## IMPLICATIONS

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The findings of this study can prove useful for tourism practitioners, policymakers and academic researchers, interested in understanding the effects of COVID-19 pandemic on travel behavior. The pandemic has heavily affected the global travel and tourism industries. Closed borders, reduction of flights, strict travel restrictions, lockdown measures, social distancing, have resulted to a reluctance of tourists to travel, and led to a huge drop in tourist flows. Recently, UNWTO announced a 74% drop in international travel arrivals in 2020. Tourist destinations and businesses are trying to adapt to the 'new normal', struggling to regain the confidence of travelers. What this research has strongly shown is that safety comes first. Those involved in tourism (destinations, transportation companies, accommodation, restaurants, etc.) need to focus on how to make people feel safe to travel again. As the vaccination schedule in Greece progresses, future research could focus on exploring the changes that confidence recovery and optimism about the future will bring to travel behavior and holiday intentions.

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## KEYWORDS

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COVID-19; pandemic; travel behaviour; holiday intentions; Greece

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# Gender and Safety Perceptions to Travel within COVID-19 Pandemic Context

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## PURPOSE

Tourism has been the worst affected of all major economic sectors by the present COVID-19 pandemic (Jaquinto, 2020) and its recovery depend on tourists' perceptions of safety in travel. Previous research suggests that women and men perceive risk differently (Carr, 2001; Cui et al., 2016; Gustafson, 1998; Lepp & Gibson, 2003; Weaver, 2012; Williams & Baláz, 2013; Yang et al., 2017) specially in what concerns to health risks (Mattila et al., 2001). Tourism literature recognizes the importance of analysing gender differences on the perceptions of risk and safety due to the strong impacts on decisions and behaviors (Yang et al., 2017).

Within this context, the purpose of the present study is to identify the differences in safety perceptions to travel domestically and internationally between males and females within the COVID-19 pandemic context. Based in previous studies, the present research was built on the hypothesis that women are more sensitive than men to physical and specifically health risks (Boksberger et al., 2007; Byrnes et al., 1999; Elsrud, 2001; Mattila et al., 2001).

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## RESEARCH METHODS

The present work is based on a quantitative research approach using an online questionnaire shared on social media between February.2020 and February.2021. The scales used to study the "Impacts of the COVID19 threat on Safety Perceptions" were adapted from the works of Huddy, Feldman, Capelo's and Provost (2002), Jeuring and Becken (2013) and Seabra, Kastenholz, Abrantes and Reis (2018). The original scales were translated to Arabic, Bulgarian, Chinese, Croatian, Czech, Finnish, French, German, Greek, Hebrew, Hungarian, Italian, Polish, Portuguese Romanian, Russian, Slovak, Spanish, Swedish and Turkish by native speakers. In order to avoid translation errors, the questionnaires were back translated into English. Using snowball sampling, it was possible to collect 1536 answers from respondents in 63 countries. To analyse the differences in risk perceptions travelling in domestic and international destinations between men and women, Mann-Whiney and "Sign test" tests have been conducted.

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## RESULTS AND DISCUSSION

The findings indicate that, compared to men, women have a higher degree of risk perception when it comes to travel, whether on business, leisure or visiting friends and family. They feel even more nervous than men in traveling today, either within the country or on international trips. Also, women give greater importance to the safety factor in travel and when choosing tourist destinations. Despite, this results are in line with previous studies (Carr, 2001; Cui et al., 2016; Gustafson, 1998; Lepp & Gibson, 2003; Mattila et al., 2001; Weaver, 2012; Williams & Baláz, 2013; Yang et al., 2017), these results bring important contributions to understand the gender differences in risk perception in the context of Covid-19, not only generally but also in the context of domestic and international trips.

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## IMPLICATIONS

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This study contributes to the current body of literature by exploring gender differences in the perception of safety perceptions to travel within a pandemic context. At a time when the industry is getting ready for a fresh start, it is crucial to understand how individuals make their decisions, specifically taking into account the importance of women in making household purchasing decisions. The study can contribute to improve marketing and promotion strategies of tourism destinations and organization during health crises. Further research should explore gender studies in consumer behaviour in tourism due to the importance that women have in influencing household buying decisions. Gender differences should be explored in studying other variables such as motivations, destination image, involvement and experiences.

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## KEYWORDS

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Safety Perceptions to Travel, Gender, COVID-19 Pandemic

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## **ROOM 7 CULTURE AND HERITAGE TOURISM, Session Chair: Eleni Mavragani**

521 **Antonella Garofano, Francesco Izzo, Enrico Bonetti** and **Barbara Masiello**, Destination branding through storytelling: the role of entrepreneurs in the development of industrial tourism

525 **Marcello Atzeni** and **Giacomo Del Chiappa**, Authenticity, satisfaction, behavioural intentions and intention to visit in VR heritage tourism: a cluster analysis

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580 **Shahd Hamdan** and **Park Beede**, Instagram advertising for museum marketing: Testing alternative advertising appeals to attract visitors

# Destination branding through storytelling: the role of entrepreneurs in the development of industrial tourism

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## PURPOSE

Over the last years, storytelling has gained increasing attention in the field of tourism as a key element of destination branding (Buhalis, 2000; Lichrou et al., 2010; Drew and Woodside, 2011; Lund et al., 2017; Youssef et al., 2018). Even if some contributions have highlighted the importance to consider the perspectives of different stakeholders in the storytelling about destinations (Oliveira and Panyik, 2015; Olsson et al., 2016), the role of entrepreneurs in turning firms, communities and their productive cultures into tourist destinations has been offered only sporadic research interest (Komppula, 2014). The present study argues for greater attention to entrepreneurs as storytellers able to enhance the competitiveness of firms and their hosting territories as potential destinations of industrial tourism (Otgaar, 2012). Specifically, the authors aim to answer the following research question: *how narratives produced to share and enhance the corporate heritage of long-lived firms can be used to tell stories about the place and, thus, to shape destination brands?*

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## RESEARCH METHODS

A multiple case study research was developed to address the objectives of the study (Yin, 2003). After mapping firms located in the South of Italy and active for over 100 years in the food & beverage sectors, a desk analysis was performed in order to identify entrepreneurs who had distinguished themselves for industrial tourism initiatives (including the creation of corporate museums and the organisation of factory tours). Finally, ten long-lived firms mainly located in inland areas and far from well-established mass destinations were included in the study. Following a narrative approach (Boje, 1991; Czarniawska, 2004), the case studies were built using elicited stories collected through in-depth interviews with entrepreneurs as primary sources. Furthermore, the authors relied on archival data and other narrative material that had been already produced, such as business monographs, articles and videos. The case files were content-analysed using NVivo12 software. Data analysis was performed using a structured process: first, the authors carried out a preliminary within-case study; then, a cross-case aimed at identifying similarities and differences among cases.

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## RESULTS AND DISCUSSION

This study emphasises the importance of destination branding strategies based on the narrative discovery of local long-lived firms as a driver of industrial tourism development. Indeed, findings from the case studies revealed how entrepreneurs may act as storytellers of both firms and hosting territories, drawing on the strong link between entrepreneurial culture and territorial identity. In the narratives used by entrepreneurs to communicate and enhance corporate heritage, the authors were able to identify a number of recurring themes dealing with the place, where productive traditions and culture are rooted. In the cases under scrutiny, individual stories (such as the history of the founder, of the entrepreneurial family, of the origin of a product) are intertwined with the collective history of territory in different ways. In fact, the narration takes place both virtually, through digital storytelling tools, and physically, in those places (mainly corporate museums and plants) where visitors are welcomed to live immersive experiences. Therefore, by adopting a strategic approach to corporate heritage enhancement (Riviezzo et al., 2021), long-lived firms may become active participants in the branding process of places that are off the beaten track. Furthermore, the case studies provided evidence for the role of corporate heritage narratives in the discourse over the authenticity of long-lived firms, as tourist attractions where an original dimension of the place can be directly experienced.

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## IMPLICATIONS

The present contribution has several implications for both theory and practice. From a theoretical point of view, this study addresses the lack of empirical investigations into the role of entrepreneurs in shaping destination brands. From a practical point of view, the in-depth analysis sheds some light on narrative tools and strategies that long-lived firms may adopt to support the design of a destination branding, especially for places whose identity is closely linked to long-standing production traditions. However, since a destination brand derives from the sum of the narratives produced about the place, the collaboration between private and public actors appears as a corner stone for the promotion of industrial tourism. Therefore, future research could employ in-depth interviews or focus groups with destination marketers and public managers on how to integrate the efforts made by long-lived firms to enhance their corporate heritage into an overall destination branding strategy.

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## KEYWORDS

Destination branding; storytelling; long-lived firms; entrepreneurs; industrial tourism

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# Authenticity, satisfaction, behavioural intentions and intention to visit in VR heritage tourism.

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## PURPOSE

This study aims to answering the following reserch questions: RQ1) Could objective authenticity and existential authenticity be used as segmenting variable in non-immersive VR experiences? RQ2: Could objective authenticity and existential authenticity have a potential to shape satisfaction, positive behavioural intention and the intention to make an on-site visit? RQ3: Are there any significant differences among clusters based on socio-demographic characteristics of respondents?

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## RESEARCH METHODS

For the purpose of this study, a survey instruments was developed based on prior studies (Kolar & Zabkar, 2010; Zhou et al., 2013; Wu, et al., 2019; Kim & Ko, 2019; Tussyadiah et al., 2018; Kim et al., 2020). In the first part, respondents were asked to assess their level of agreement with a list of the questionnaire was divided in two sections. The first section included 27 items focused on vr tourists' perception towards authenticity, satisfaction, behavioural intentions and intention to visit the heritage site in the real life. Socio-demographic information about visitors was also collected.

Su Nuraxi UNESCO World Site (Italy) was selected as the research setting of the study. The survey was administered online using a snowball sampling technique. The recruited individuals were asked to first visit the non-immersive VR platform of the Su Nuraxi site and to then immediately complete the online survey. The data collection started sending an email invitation to a list of 2,000 contacts of Italians. At the end of the collection period (October-December 2020), 1,500 questionnaires were collected, 1,467 of which were completely filled and used for the analysis.

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## RESULTS AND DISCUSSION

Two-step cluster method was used and two clusters emerged: "High authentic VR tourists" and "Low authenticity VR tourists". Further, the ANOVA analysis showed that significant differences emerged among two clusters based on respondents' level of satisfaction, behavioural intenstions and intention to visit in real life. Furthermore, a series of chi squared tests revealed significant differences between clusters based on gender, occupation and civil status.

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## IMPLICATIONS

From a theoretical point of view, the study contributes to the extant literature on authenticity in tourism, by confirming previous studies that highlighted the central role of authenticity in VR tourism experiences (Kim et al., 2020) and his potential in shaping satisfaction and stimulate positive behavioural intentions

and the intention to visit in real life. Quite interestingly, our findings highlight that both object-based and existential authenticity can be used as segmenting variable in non-immersive VR experiences. From a managerial point of view, this research provides useful insights for site managers and destination marketers who are looking for more effective and fresh marketing and promotion tools and strategies by using non-immersive VR, by which they could also build and maintain relationships with target markets, that appears to be even more important in any circumstances (e.g., the current COVID-19 pandemic) in where 'real' or in-person tourism is seriously restricted. Our findings also suggest that VR applications can be used to build, nurture and further develop the relationship with the target markets meanwhile eliciting individuals' intention to make an on-site visit to the heritage sites and the broader tourism destination live. To further increase the effectiveness by this can be achieved, our results suggest that non-immersive VR technologies should be enriched by "virtual storytelling" designed to convey authentic elements of both the heritage sites and the surrounding area. In this vein, heritage managers, destination marketers and policy makers might also involve local residents in contributing to the planning and implementing the storytelling strategy and implementation so that this might result more authentic and "genuine".

Beside its contributions, the study only involved Italian respondents, and is based on a convenience sample, thus precluding generalizability of results. Further, the respondents are mostly young individuals: future studies could explore VR heritage experience focusing on middle-aged or older respondents belonging to different countries.

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#### KEYWORDS

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Cluster analysis; VR tourism; Heritage tourism; Non-immersive Virtual Reality

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# Image of Barcelona for Chinese Cultural Tourism and Heritage Tourism Based on User-Generated Content

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## PURPOSE

This study aims to explore the behavior and perceptions of Chinese cultural tourism in Barcelona based on indications from the use of social networks and Big Data. This paper analyzes the texts in user-generated content to understand the views of Chinese users on cultural heritage destinations in Catalonia in response to the changes before and after the pandemic.

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## RESEARCH METHODS

Weibo is an important social media in China. Weibo ranks first in various social media indexes in China, with a large user base, frequent update, and rapid spread. The user generated content about tourism in Barcelona on Weibo is selected as data source material in this study. In this study, a total of 84,708 raw data of Barcelona tourism were obtained from January 1, 2017 to December 31, 2020 through Web scraping. After the completion of the data cleaning process, a total of 42,116 pieces of UGC data for research were obtained.

First, all datas were classified by time and attribution and statistic analysis was performed. In the process of data classification and processing, Excel and Python are mainly used to complete it. After that, through the LDA (Latent Dirichlet allocation) model, the concentrated attention points in the texts and their related characteristic words are discovered. The LDA model gives the topics of each document in the form of probability distribution. By analyzing the document and extracting their topic and word distribution, topic clustering is carried out according to the topic distribution. This investigation uses LDA model method to explore promotional image and expectation image of Barcelona as a tourism destination in Chinese social media.

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## RESULTS AND DISCUSSION

The Chinese tourist market has enormous development potential for Catalonia. In recent years, due to the improvement in the economic level of Chinese tourists, the number of outbound tourists has been increasing in recent years. From 2016 to 2019, Chinese tourists' interest in Barcelona on social media has gradually increased. Although there are travel restrictions in 2020, Chinese tourists still maintain an active interest in Barcelona on social media.

The research investigated the themes of the promotional image and expectation image of Barcelona. Sagrada Familia has become a symbolic building in Barcelona in the eyes of Chinese tourists. The second place is Casa Mila, whose social media concentration among Chinese tourists even surpasses the more famous Casa Batllo and Güell Park. Modernism, cultural heritage and popularity are the motivations for Chinese tourists to come to Barcelona. For the expectation image of Barcelona, on the one hand, Chinese tourism focuses on the image of Barcelona as an international metropolis. On the other hand, "Enthusiasm, freedom, and special" is what Chinese tourists expect from Barcelona. They expect to "clock in" and take pictures at attractions, and share their travel experiences on social media.

The investigation explored the interrelation between heritage and tourism based on the analysis of the behavior and perceptions of Chinese cultural tourism in Barcelona, based on indications from the use of social networks and Big Data. The research includes quantitative analysis and qualitative analysis, comprehensively analyzes the changes before and after the epidemic, and analyzes the behavior and views of Chinese users on Catalan cultural heritage destinations. This research helped to improve and enriched the theoretical system of heritage research, providing analytical bases on tourist behavior and perception regarding heritage sites.

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## IMPLICATIONS

This research provided methodological guidance to study Chinese tourism before and after the pandemic, study heritage tourism through Big Data, study cultural heritage tourists and sustainable development of cultural heritage. However, because the data in this study comes from social media, for reasons of user data security, it is impossible to obtain user demographic characteristics to support the research. In future research, it is suggested that a variety of research methods, such as questionnaire and interviews, can be combined to obtain more comprehensive research results of destination image analysis.

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## KEYWORDS

User Generated Content, cultural heritage, tourists behavior, Chinese tourism market, Barcelona

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# Instagram advertising for museum marketing: Testing alternative advertising appeals to attract visitors

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## PURPOSE

Responding to rapidly changing trends in marketing communications, the traditional image of museums belies the pervasive adoption of modern marketing tools to promote patronage. Competing for attention amidst busy lifestyles and cluttered media, museums have adapted to attract visitors from all walks of life. Digital media platforms are now integral elements of museum marketing communication programs, given the evidence of influence digital content exerts upon consumer decision-making (Stephen, 2016).

Traditionally, museum marketing programs focused on curated collections and exhibits and overall reputation management (Bradford, 1994). Today, cultural and heritage marketing campaigns emphasize broader experiential aspects that drive visitation (Kirezli, 2011). Integrated within the fabric of communities – both physical and virtual – museums celebrate multi-faceted aspects of collective culture and heritage. Media technologies are rapidly transforming museums from spaces of looking and learning to spaces of interaction, participation, and engagement (Carlsson, 2020).

In this context, museums are increasingly using social media to deliver experiences and entertainment. Digital media platforms expand the museum experience beyond the borders of time and place (Vassiliadis & Belenioti, 2017). Framing relevant message elements and appeals are critical to effectively influencing potential patrons. Marketing professionals need to know what aspects are most influential across a broad range of possible museum attributes and associations.

In this context, the primary purpose of this study investigates the influence of alternative museum marketing messages via a social media platform. Specifically, varied Instagram-format communication appeals were compared to assess their influence upon consumer interest and intention to visit the Louvre Abu Dhabi museum.

The primary research question addressed in this study measures consumer response to alternative museum message appeals. Results will shed light on understanding which message appeal types, if any, result in positive consumer intentions to visit the museum.

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## RESEARCH METHODS

In this study, seven alternative advertising appeals were illustrated in the form of Instagram advertising messages sponsored by the Louvre Abu Dhabi. A total of 255 survey respondents indicated how little or likely each Instagram post interests them to visit the museum. A 5-point scale item was employed to analyze results via ANOVA. Further, additional information about respondents' prior museum interest and experience is assessed against alternative message appeals. Finally, descriptive statistics relating Instagram usage to the ratings of advertising appeals are explored.

The methodology employed photographic illustrations and accompanying text descriptions presenting seven different types of message appeals. Respondents rated their subsequent intention to visit the

museum in relation to each message. The sample group comprised residents and visitors of Abu Dhabi, including UAE citizens and international residents.

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## RESULTS AND DISCUSSION

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Results indicate that significant differences exist among alternative advertising appeals. Responses varied among different types of message elements, indicating that different types of message information are more and less influential in generating interest to visit. In comparing message points of information, posts that focused on aspects relating to the Louvre Abu Dhabi physical experience prompted the strongest degree of interest and intention to visit. In contrast, messages emphasizing information about display collections and exhibits generated the least amount of interest in visiting the museum. Respondents were also more likely to react positively if they have not yet visited the Louvre Abu Dhabi.

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## IMPLICATIONS

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As cultural museums continue to embrace new marketing methods to attract visitors, understanding the impact of alternative message appeals on social media platforms is critical – similar to traditional advertising. These results indicate that even in the limited information format available via the social media platform environment, consumers perceive differences and reactions vary. The traditional emphasis on curated collections and exhibits does not appear to be the most motivating message in driving visitation. This strongly indicates a shift in what attracts consumers to a museum, and as such, would result in a need to change how museums are marketed. Similar to emerging trends in research, patrons are influenced by more experiential and holistic associations. Museum marketers should take heed to test social media messages and prioritize the most effective appeals. The same can be applied in other fields and to other attractions, where consumers might view classical messages as unimpactful. In contrast, a change of social media messages to address experiential associations would prove more effective in shifting consumer behavior to positively respond to social media campaigns and create a positive lure to the entity due to the effective use of message appeals. Future research could explore the contexts of different destination appeals, such as theme parks or other attractions. Furthermore, future research could include more in-depth motivation analysis, such as focus groups or personal interviews, to develop qualitative insights in addition to the existing quantitative data.

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## KEYWORDS

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Social media, communication, digital marketing, Instagram, ANOVA

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## **ROOM 8 DESTINATION MANAGEMENT, Session Chair: Georgios Kokkinis**

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# Impacts of Organized Commercial Events on Local Community in Sri Lanka: Event Managers' Perspective

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## PURPOSE

The event industry is an important and growing segment of the tourism and hospitality industry with great potential. In modern tourism, events have become an industry, which most investments take on. In Sri Lanka annually organized number of events, but there are no commercial-based specific popular events among the locals and foreign visitors. Sri Lankan's annual statistical data has revealed a low number of visitors come to MICE. These exemplify the opportunities in the event industry and create responsibility on event organizers to uplift positive impact & minimize the negative impact of events. Moreover besides, identified that under the Sri Lankan context, there was no research done focusing on the impact of organized commercial events on the local community in Sri Lanka. The research question is, what are the social, economic, and environmental impacts of events? Hence, the study's objective is to identify positive and negative social, economic, and environmental impacts of events on the local community in Sri Lanka and to provide a platform for future research in this important area.

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## RESEARCH METHODS

Well-defined answers are hard to quantify therefore researchers used qualitative research design to obtain detailed information, experiences, and ideas from event managers. This study consists of primary and secondary data. Primary data was collected from 12 MICE event managers and out of 28 event management organizations Colombo in Sri Lanka who have a membership of Sri Lanka Association of Professional Conference, Exhibition, and Event Organizers. Structured interviews were used with a purposive sampling technique. Interviews were held in face-to-face conversation or via telephone conversation methods. The qualitative framework was employed and collected data were transcribed and analyzed by using qualitative content analysis.

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## RESULTS AND DISCUSSION

As the social key Findings of this study revealed, events use by host communities as a tool for enhances social interaction, and satisfaction. Beyond the local events, event tourism brings a more positive impact to the local community. It identified key economic impacts, such as generate huge money circulation in the economy, create job opportunities and income, infrastructure development, etc. Finally, it raises the living standards quality of the community. As per the results, the study showed that if not properly

planned and organized, events can create a negative impact, mostly negative environmental effects rather than social and economic negative impacts on the community. Through the findings importation of goods and services for events identify as only a negative economic impact of events and also waste disposal identifies as a key impact that has on the environment. Moreover, the study showed the carbon emission impact as a significant negative environmental impact of events. In addition to that as a key finding, the study identified that Sri Lanka promotes cultural events at a very low level and Sri Lanka does not enhance community pride through events.

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## IMPLICATIONS

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The findings in this study help to identify the weaknesses, how this negative impact could be changed into positive impacts and further improve positive impacts: through the building of partnerships, government support, green event concept, and encouraging hosting different events can help to further develop the event industry, and to increase benefits for all parties. Sri Lankan government can combine with event management organizations to use the event industry as a tool for destination development and branding. Especially through unique or different cultural events can enhance the value of tourism in Sri Lanka. Not only that also Sri Lanka can host an annual national or international level major event under one recognized name. Moreover, the government can put limitations to reduce carbon emissions through the carbon neutral certificate and Planting, activities that can protect the environment. Future researchers can be conducted this research using mixed-method analysis based on the local community, DMOs, tourists, and event managers' perspectives.

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## KEYWORDS

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MICE Industry, Event Impact, Local Community, Event Managers, qualitative content analysis

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# Non-compensatory composite indicator to measure destination sustainability in Cuba

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## PURPOSE

The present research aims to contribute to the creation of composite indexes to measure tourism destination sustainability with high explanatory power to support managerial decisions.

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## RESEARCH METHODS

We consider a non-compensatory aggregation procedure based on multi-criteria ideas (Ruiz et al., 2020) originally proposed by Munda and Nardo (2009) and developed by Lozano-Oyola et al. (2019). A pair comparison was developed between the destinations using the indicators. The procedure prevents compensation between individual indicators. This is a local application in 15 Cuban nature-based tourism destinations representative of the country's overall tourism of this modality. The data used were 43 indicators (Pérez, 2020) grouped as suggested by the regional initiative of the Caribbean Zone of Sustainable Tourism (CZST) (ACS 2001; Díaz and Norman 2006) in economic, social and patrimonial dimensions, including subjective and objective measures. The weighting vector was obtained by means of the Delphi method (Ashok et al. 2017; Lozano-Oyola et al. 2019; Pérez et al. 2017). The panel was composed of 26 experts who had previously participated in sustainability studies in Cuba, an Island for which the development of sustainable tourism is a relevant task (Nesticò and Maselli 2020)

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## RESULTS AND DISCUSSION

The research has contributed to the literature in the measurement of destination sustainability, with a method that allows ranking tourism destinations in a comprehensible way. The proposal allows to comprise objective and subjective information in such a way that perceptions and statistical information can be used jointly, thereby complementing each other, as is suggested in the specialized literature. The method enables compensation between indicators to be inhibited; such a low score in one indicator cannot be compensated by a high score in another, and vice versa. Furthermore, the weights were effectively considered as representative of the relative importance of each indicator. A normalization method was not required, which is an advantage of the methodology, and the comparison of indicators measured on different scales was also enabled.

The results demonstrated that the economic issues attained a greater importance than did the social and patrimonial dimensions for Cuban tourism decision-makers. The destinations were ordered according

to their sustainability level and it was possible to identify those indicators that contributed the most to the position achieved by each destination. Therefore, the strengths and weaknesses were determined for each destination. What is more, the results allowed to determine the improvement movements for the destinations, through the identification of the benchmarks.

All the options presented to carried out the analysis are good achievements for a composite index, such as great explanatory power, the potential for the identification of improvement strategies that facilitate the decision-making process, the consideration of external information provided by the weights, and the ranking attained without any problems arising from incomparability.

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## IMPLICATIONS

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From the managerial standpoint, this constitutes a great support. First, the stakeholders' preferences were considered by means of the establishment of the weights. Second, the indicators are grouped in accordance with the regional initiative represented by the CZST and, therefore, guarantee that local objectives are fulfilled in terms of tourism sustainability. The subsequent optimal analysis of the global ranking facilitated the determination of the minimum variation required in the values of the indicators that would lead to an improvement in the ranking for each unit. It was also possible to demonstrate the combination of indicators for a better position to be attained by each destination.

The determination of the strengths and weaknesses permits to develop strategies and action guidelines to improve the sustainability level achieved by the destinations.

The outcomes can be applicable to other destinations and regions by respecting their particular conditions through the establishment of the set of indicators. Furthermore, the application in Cuba constitutes a good asset due to Cuba's dependence on tourism and the necessity to expand tourism to be more diverse and sustainable in order to support its economic development.

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## KEYWORDS

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Sustainability indicators, Destination sustainability, Composite indicators, Non-compensatory methodology, Multicriteria decision methods.

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Ruiz, F., El Gibari, S., Cabello, J. M. and Gómez, T. (2020). MRP-WSCI: Multiple reference point based weak and strong composite indicators. *Omega*, 95:102060.

# Repositioning tourism milieu of Budapest for the post-Covid-19: Visual content analysis

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## PURPOSE

Repositioning of tourism destinations was often generated by crises and their impacts. Positioning a destination as a daytime attraction is relatively limited in tourism literature. The research aims to contribute to the theoretical framework by developing a new strategy for repositioning tourism milieu of Budapest's party zone. Budapest was one of the overtourism destinations before the Covid-19 pandemic (Pinke et al., 2019). The vibrant nightlife of Hungarian capital located in the 7<sup>th</sup> district accelerated tourism-phobia which resulted in anti-tourism commotions (Smith et al., 2019). However, pandemic regulations stopped party tourism all over the world, that provides an opportunity for repositioning of party zones (Gössling et al., 2020; Del Chiappa et al., 2021). Creating sense of place is fundamental to ensure and sustain the repositioning and place brand (Jarratt et al., 2019). This research addresses the core of daytime tourism milieu of Budapest's party zone to propose a repositioning toolkit and formulates two research questions as follows: (1) What is the daytime tourism milieu of 7<sup>th</sup> district in Budapest? and (2) How can it enhance the tourist experience to leverage sense of place in a post-Covid-19 era?

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## RESEARCH METHODS

Exploration of tourism milieu is a serious challenge for researchers (Michalkó&Rátz, 2006; Rátz et al., 2008), because it requires a complex place observation. However, analysing tourists' photos helps the cognition process (Garrod, 2008). To answer the research questions, a database of 255 photos were elaborated with visual content analysis. The data for this research were collected through 85 students who were given a task to take 3 photos as tourists aiming to capture the best reflection of daytime tourism milieu of 7<sup>th</sup> district. Additionally, location of the photos, five hashtags and a short description were given by students for each photo. Considering mostly youngsters visit the party zone, students were the most appropriate participants to collect data for the investigation. Firstly, coding strategy of the photos was developed thematically by using inductive approach. The codes were created based upon the data itself. Hereby, the key contributors of daytime tourism milieu were inductively derived from the data. Secondly, for the description of photos, the authors applied topic modeling, which is a computational technique that identifies commonalities between texts (Bail, 2014; Baumer et al., 2013). This approach identified and located key themes from the written descriptions of the photos. Thirdly, the outcomes of



the two methods were compared that produced a better understanding of daytime tourism milieu of the party district of Budapest.

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## RESULTS AND DISCUSSION

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Thematic inductive analysis shows that daytime tourism milieu of 7<sup>th</sup> district has primary and secondary contributors, except for negative photos. The primary contributors have 3 sub-contributors as cultural resources, social resources and built environment. The secondary contributors have 5 sub-contributors as accommodation, catering, entertainment, supplementary services and facilities, and transportation. Two-stage approach for evaluating themes from photos and their descriptions showed how tourists see and feel daytime tourism milieu of the chosen district. The research identified the “jewish milieu” as the most important daytime profile of the party zone. Based on the findings, the authors proposed a repositioning toolkit, and a strategy which will develop stronger sense of place for tourism milieu of the 7<sup>th</sup> district as not just party zone but also daytime tourism. A strategic planning can prevent overtourism in that area, hence the gentrification can become more balanced (Dodds&Butler, 2019; Olt et al., 2019; Sequera&Nofre, 2020).

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## IMPLICATIONS

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Repositioning of the party zone in Budapest is a key factor in achieving sustainable competitive advantages. This research develops a new tourism strategy suggesting the local government, businesses, and non-governmental organisations to reposition tourism milieu of Budapest’s party zone by focusing also its daytime tourism milieu in the marketing communications. The new aspects generated by the research findings will help to refresh the dialogue between stakeholders. In the next phase of the research project, the service providers will be interviewed about their attitude of repositioning.

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## KEYWORDS

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Budapest, tourism milieu, party zone, repositioning, post-Covid-19

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#### ACKNOWLEDGMENT

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This work was supported by OTKA K134877 and the TKP2020-NKA-02 project. Project no. TKP2020-NKA-02 has been implemented with the support provided from the National Research, Development and Innovation Fund of Hungary, financed under the “Tématérületi Kiválósági Program” funding scheme.

# Residents' Perceived Image of Rural Areas: A Generational Analysis

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## PURPOSE

The COVID-19 pandemic created an opportunity for the development of rural tourism that focused mainly on domestic tourists (Vaishar & Štastná, 2020). In addition to greater security, the rural areas can offer many historical, natural, gastronomic and cultural attractions turning them as an alternative destination. The attractiveness of the rural spaces is strongly linked with its image and the purpose of this study is to identify the differences of rural destination'images between Baby Boomers, Generation X and Millennials' residents.

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## RESEARCH METHODS

The methodology used is established on content analysis of free responses in a questionnaire design to analysis destination perceived image. In this analysis, the open-ended question, answers were obtained by free recall and through top-of-mind approach to have a better understanding of resident's perceptions. The data was analysed using content analysis procedure with a a-posteriori category system. The categorization of the rural perceptions' dimensions was based on an extensive literature review on residents' perceptions and rural destination image and integrate seven dimensions: Tradition and Local Culture, Rural and Local Environment, Nature and Landscape; Affectivity and Emotion, Isolation and Abandonment, Healthy Life and Leisure and Nostalgia.

The research setting was the Centre Region of Portugal and there were a total of 460 valid questionnaires, including 56% of Millennials' respondents, 29% of Gen X's and 15% of Baby Boomers' respondents.

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## RESULTS AND DISCUSSION

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The findings of this study confirm the previous research findings, which states that the images associated with the rural areas are mostly positive and attractive for all generations. Also, to Baby Boomers, Generation X's and Millennials' residents, rural spaces are identified with their physical features. However, there are interesting differences when each characterizes those places. To Baby Boomers, Generation X's and Millennials, rural spaces are identified with their physical features. This demonstrates that those general elements like Countryside are the most important variables that characterize those territories. However, there are difference when each characterize those places. Millennials that decide to live on rural areas demonstrate that have ecological conscience of the territory they and they identify Nature, Countryside and Clean Air as their top-of-mind image to the place they live. They also find valuable elements like Animals, Farms and Agriculture, confirming the works of Taken et al. (2012). The Generation X's residents, have a similar ecological conscience, associating those areas where they live with Nature, Countryside and Landscape but also with Animals, Tranquillity and Calm. This demonstrates that besides having an eco-friendly image of those territories, they also value the tranquillity and calm. Surprisingly, family is not a top-of-mind element. Probably because the tangible elements of the environment are extremely important in the formation of that image and they always have a great proximity with their family. Baby Boomers, the oldest group of residents, including some of them that are retired, value the Countryside, the Tranquillity, the Landscape, but also those elements that could remember the old days like Traditions, the Mountains where they grew up, and the Green of those territories.

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## IMPLICATIONS

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This work could contribute to tourism literature development regarding rural destination image. Also, the findings could be an important instrument in rural areas' redefinition and reconfiguration processes within the promotion of rural tourism. Because rural residents are great ambassadors of their own territories and their inherent role in hospitality, they must be part of promotion campaigns and be part of the communication and marketing strategies to attract tourists of all generations to those territories. For future research and since place-attachment is an emotional bond that people have with some places, it could be interesting to cross these perceptions with residents' place attachment.

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## KEYWORDS

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Rural Tourism, Generations, Destination Image

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# A panel analysis of tourism entrepreneurship revitalisation

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## PURPOSE

Due to the COVID-19 pandemic tourism businesses experienced an unprecedented crisis. Small entrepreneurs were particularly affected as a result of lack of resources and resilience competences. Against this context, this research aims to evaluate which are the most suitable strategies to be adopted by Destination Management Offices (DMOs) to revitalise these small businesses. As such the research question is: which are the most adequate strategies to revitalize tourism entrepreneurship? The research objectives are (i) to identify the strategies to develop tourism entrepreneurship; and (ii) to establish an hierarchy and sequence of these strategies to propose an integrative model for the revitalisation of small tourism businesses in the post-pandemic context.

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## RESEARCH METHODS

To achieve the objective a 26-element expert panel was used to obtain a list of possible strategies for the recovery of these small businesses. More specifically, in this study the authors adopted the Delphi method with Q-sort technique to obtain a consensual hierarchical list of strategies. For the selection the expert panel participants, the focus was on obtaining a heterogeneous group to provide a wide range perspective. The panel was composed of 10 general directors of Portuguese DMOs, six leading academics, and ten decision-makers from industry stakeholders. All experts intervened in the three rounds. The first round took place in May 2020 and the second on June 2020, the starting list to be evaluated by the participants was composed of twelve strategies for developing entrepreneurship based on the literature review. In the first round, the participants were free to add other strategies.

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## RESULTS AND DISCUSSION

The key findings reveal that the five strategies selected as more important were: (i) simplify bureaucratic processes; (ii) capacitation and training; (iii) financial incentives for entrepreneurs; (iv) support business promotion/marketing in target markets; and (v) align communication strategies and value proposition to enhance the image of the destination. Findings reveal the priority indicated by the panel is the creation of a favourable environment that stimulates local entrepreneurship, which must be combined with financing tools for acquiring new resources and capacities. This is consistent with previous research that indicates the need for more adequate entrepreneurial ecosystems in tourism (Nicola et al., 2020).

However, previous research did not identify the content and order of this approach. Thus this constitutes an important contribution of this research. At a second level, the re-energised businesses must be helped by DMOs to develop communication capabilities, which are pointed as main weakness of tourism entrepreneurs. This provides the opportunity to reach niche markets more suited for small scale businesses. At a third level, DMOs should stimulate cooperation and networking, an essential step for innovation and competitiveness. This is essential to overcome the limitation of these entrepreneurs as argued by Dias et al. (2021a, 2021b). As such, the novelty of this article is to provide an integrative and sequential approach for entrepreneurship recovery in post pandemic context. Furthermore, past research has been focused on the preparation and planning phase. However, has this crisis revealed, the status of 'no tourism' showed no plan was suited for this task, enhancing the importance of our proposal, focused of post-pandemic recovery.

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## IMPLICATIONS

This article has important contributions both for academics and policy-makers. The hierarchy that results from this study makes it possible to see what sequence should be used to strengthen the fabric of small businesses. Specifically, the model presents as a starting point the need to provide entrepreneurs with material and financial resources and skills. It then points to the need to improve and align communication with the 'new' tourists that will emerge from the pandemic, targeting marketing strategies to specific niches. In a third phase, it is essential to provide these entrepreneurs with the innovative capacity to compete in international markets.

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## KEYWORDS

Lifestyle entrepreneurship; Pandemic; Covid-19; Competitiveness; Strategy; DMO

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# Thessaloniki DMO: A Business Model Approach.

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## PURPOSE

The purpose of this paper is twofold:

- I. To propose a way to transfer the data collected during several focus group interviews of Thessaloniki DMO's shareholders and actors to the Organization's strategy.
- II. To demonstrate how the business model approach can contribute to DMO research. The demonstration is based on two examples: The first one is based on previous research on previous research on DMO's business models, and the second one is a visualization of the implementation of a popular business model visualization technique. The examples are used as a base to present the prosperity of the business models method is a visualization of the implementation of a multidisciplinary and complex phenomenon such as DMO's.

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## RESEARCH METHODS

Based on 25 focus group panels whose purpose was to explore the intentions, views and possible contributions of various shareholders and actors who will contribute in transformation of Thessaloniki DMO, the study will present two examples of business models representations. However, as the second purpose of the study is mostly conceptual, recent business model's methodological issues will be discussed.

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## RESULTS AND DISCUSSION

Research findings are used to formulate the decisions associated with the formulation of Thessaloniki DMO strategy. To this end, research findings are used to illustrate two business model examples. The first example is based on a business model typology which is proposed by Reinhold, Beritelli and Grünig (2019) and is specifically addressed to DMO's business models. The second illustration is a popular representation of Thessaloniki DMO in accordance with the most popular business model representation, Osterwalder and Pigneur's (2004) business model canvas.

Besides their practical use, the above-mentioned examples are used to provide the groundwork for the second purpose of the presentation which is to start a discussion about the usefulness of the business model approach to complex, tourism research phenomena.

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## IMPLICATIONS

The actual results of the study will be used to formulate strategy of Thessaloniki DMO. Furthermore, the study outcomes will demonstrate how the tourism research can contribute to the promising research



stream that involves business models, and to the ways that the business Model construct can be beneficial to tourism phenomena research.

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## KEYWORDS

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DMO research, Business Models, Thessaloniki

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# Exploring the impacts of COVID-19 on tourists' behavioral patterns. The case of Pieria - Olympus Coastline

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## PURPOSE

The main objective of this paper is to record and analyse the effects of the first wave of the COVID-19 pandemic (2nd half of 2020) to the choices and preferences of tourists regarding the main aspects of a trip. The study focuses on Pieria, a destination in Greece that has a complex touristic product. Pieria combines a coastal zone developed following the model of mass tourism (sea and sun) and the mountain Olympus where rural and mountain tourism are developed. The study focused on the effects of the pandemic to the following: the decision of tourists to travel abroad, the choice of destination, the choice of accommodation and the means of transport used. Moreover, the study examined whether there were any changes regarding the attractiveness of the region of Pieria – Olympus Coast, as well as regarding the decision of tourists to choose it for their vacation

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## RESEARCH METHODS

The methodology selected for the quantitative research was purposive sampling on both domestic and foreign tourists that had chosen to visit the area in the previous years. With the cooperation of all hotel owners in Pieria, all customers' emails were gathered from the hotels in the area. 2,500 quota sampling questionnaires were sent to a sample representing all categories of accommodation. 6% of the questionnaires was sent to former 5\* hotel customers, 13% to 4\* customers, 19% to 3\* hotel customers, 30% to 2\* hotel customers and 32% to 1\* hotel customers. 116 tourists that had previously visited Pieria replied. The research was conducted during the last fifteen days of July 2020 and the first week of August 2020

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## RESULTS AND DISCUSSION

The results of the research were codified and presented compared to the research conducted in the international literature. The analysis of the research results showed that the first wave of the COVID-19 pandemic (2nd half of 2020) did not affect the wish of the questioned tourists to travel. A significant change is evident as to their means of transport with most tourists choosing the car over the airplane as their main transportation means. The literature argues that the pandemic affects the choice of the destination type when it comes to the main touristic product. However, such hypothesis was not confirmed in this study. More specifically, sea and sun lovers seem to remain faithful to their choices and they do not turn to destinations in the mainland. However, the study has shown that tourists prefer to go to less crowded destinations and to where there is a sufficient and complete healthcare system.

They also paid attention to whether safety and healthcare regulations were followed in hotels. As to the size of accommodation units, no significant changes were recorded in the preferences of those questioned.

As to Pieria – Olympus coastline, the research pointed out that it is necessary to focus on tourism services' quality, on upgrading the local infrastructure, on meeting healthcare standards, as well as on offering more activities to visitors in the area.

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## IMPLICATIONS

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The research was conducted during the first wave of the pandemic. The evolution of this phenomenon and of the 2nd wave of the pandemic, which is still in progress during the first half of 2021, causes a domino effect on the economy and on the consumer's sentiment. Repeating the research on the same sample would offer useful information on how tourists' preferences evolved in the medium term.

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## KEYWORDS

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Travel intention, tourist behavior, COVID-19 Impacts, Pieria - Olympus Coastline

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**ROOM 9 DESTINATION MARKETING, Session Chair: Alexandros Apostolakis**

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319 **Lachin Namaz**, City Brand Loyalty: How do in(out)siders experience it in Budapest?

# Destination loyalty behaviour of wellness tourists: The destination image perspective

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## PURPOSE

Wellness tourism is expected to meet the changing needs of future vacation of tourists as they prefer to travel to destinations which are perceived as safe and contribute to their well-being. This conceptual paper aims to elucidate the destination loyalty behaviour of international wellness tourists to Malaysia using the perspective of wellness destination image. The specific objectives are to describe the possible relationship between health related environment factors and wellness destination image and the relationship between wellness destination image and destination loyalty behaviour as well as describe the destination images of two potential wellness destinations in the State of Sarawak, Malaysia.

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## RESEARCH METHODS

The paper will present an integrative literature review to develop a research model elucidating the process of developing the destination loyalty behaviour of international wellness tourists to Malaysia using the perspective of wellness destination image. This paper will be guided by the most recent tourism literature proposing the direction of tourism research post pandemic such as Moreno-Gonzalez, Leon and Fernandez-Hernandez (2020) and Sigala (2020). This study will be carried out using both focus group discussions and survey method. This study will adopt the purposive sampling method whereby data will be obtained from international wellness tourists. The paper will also present the findings from two previous cross sectional quantitative studies conducted by the researchers of two tourist destinations in Malaysia which are known as healthy and liveable cities in Malaysia ie the cities of Kuching and Miri in Sarawak, Malaysia. Data for these empirical studies were collected from tourists who have visited Kuching and Miri and analysed using descriptive statistics. Measurement instruments used were adapted from established scales used in destination images studies.

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## RESULTS AND DISCUSSION

The study contributes to new theoretical knowledge as it will present a new destination loyalty behaviour model of wellness tourists using the perspective of wellness destination image. A model consisting of both cognitive and affective elements of destination image will be presented. The study will present the possible contributions of various factors such as health-related environmental factors, perceived destination restorative qualities (PDRQ) and well-being settings and situations on wellness destination

image. Miri was considered as a ‘shopping paradise’, friendly, beautiful, relaxing, and the gateway to Borneo’s national parks and experience (Lew, 2007). The tourists were generally satisfied with Kuching on dimensions such as accommodation, hygiene and cleanliness and hospitality of the local residents (Voon & Lew, 2009). Thus, these two cities have the potential to be new wellness destinations in Malaysia. This paper will discuss the destination images of Kuching and Miri cities in the context of wellness destination images as proposed by Moreno-Gonzalez, Leon and Fernandez-Hernandez (2020).

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## IMPLICATIONS

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The model and findings presented in the paper will be useful to policy makers and travel agencies in Malaysia and other wellness destinations around the world in developing and promoting wellness destinations to rejuvenate the industry post pandemic. The study is expected to contribute to the success of the tourism industry which is a key economic sector in Malaysia contributing to economic growth post pandemic. Further empirical studies using both qualitative and quantitative research methods will need to be conducted to validate and enrich the proposed model. This study is expected to suggest ways to develop and promote wellness destinations in Malaysia to ensure the resilience of the tourism industry as highlighted in the National Tourism Policy 2020-2030 and the Shared Prosperity Vision 2030.

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## KEYWORDS

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Wellness destination image, destination loyalty behaviour, wellness tourism

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# Comparative analysis of user-generated destination image and conventional destination image Sikkim (India) as Case Study

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## PURPOSE

Destination image is an important attribute, as tourism decision is finalized as a result of the overall evaluation of the information associated to it. The experience, views, opinions and perception of people regarding a destination leads to the development of destination image. The conventional image created out of it is a major trigger in the tourism decision making process. However, with the advancement of technology, user generated content (UGC) has become a very important source of information. User-generated content are perceived as realistic, practical and reliable and these are reflected in the form of feedback, interactive comments, shared experiences, pictures, videos, blogs among others. The study of conventional destination image and user-generated destination image are of prime importance in the design of marketing strategies. With this as foundation, this study proposes a comparative analysis between user-generated destination image and conventional destination image. The objective is to broaden understanding on both and put forward few recommendations which might help DMOs formulate their marketing strategies effectively. Comparison of destinations' images projected is not the main issue per se, rather it is to identify similarities and differences of opinion generated from information derived from conventional content and user-generated content.

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## RESEARCH METHODS

The geographical scope of this research is limited to Sikkim, a popular tourism destination situated in North East India. For this study data has been extracted from TripAdvisor regarding Sikkim. Tourists provided their reviews (user generated content) in TripAdvisor about their experiences. A total of 10, 178 travel reviews regarding 117 tourist attractions of Sikkim was analysed for this research. Manual content analysis was adopted to identify the destination attributes and the opinion of tourists regarding the same. This enabled to identify the components of destination image in user generated content. On the other hand, field survey was conducted using structured questionnaire to gather information from tourists in the destination about their opinions regarding various destination attributes. The opinion of 972 tourists were collected. The destination attributes and opinion of tourists gathered from field survey and user generated content were compared to identify the similarities and differences of opinion in the two platforms.

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## RESULTS AND DISCUSSION

The findings show that conventional destination image and user generated destination image do not differ very much, especially for positive opinion regarding a destination attribute. However, the difference can be seen if the opinion is either negative or neutral. For the affective and conative components the positive opinion doesn't vary much between the findings of travel reviews and field survey. The destination attributes that show similar pattern in terms of percentage of positive opinion in both field survey and travel review are flora & fauna, lifestyle of locals, surrounding, and entertainment. Detailed information on reasons behind the liking and the disliking of destinations are also revealed and this enables understanding of factors determining destination attributes from tourists' point of view.

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## IMPLICATIONS

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The motive of this research was not to find whether user-generated destination image is superior to conventional destination image, but rather to develop an understanding of the similarities and differences of opinions from both. To the body of knowledge this study supports the existence of all the components of destination image in user generated content. The possibility of comparing conventional destination image and user generated destination image is being projected in this study. The study also illustrates that the understanding of user generated destination image, together with conventional destination image provides more indepth information regarding a destination. Destination managers and marketers may design their marketing communications more effectively using information generated from this piece of study. Thus, the findings of this research provides deep insight about various destination attributes. This insight is helpful in understanding the strength and weaknesses of a destination. It also provides information regarding the expectations of tourists, fulfilling of which can increase the attractiveness of the destination. The destination marketing organizations and tourism policy makers can prioritize the development of tourism projects based on the findings of this research. As per the future scope of this research, there is a need to develop a scientific model to do a comparison between conventional and user-generated destination images. Future research can also integrate both the conventional and user generated destination image to understand the development of holistic destination image.

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## KEYWORDS

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Destination Image, Comparative Analysis, Marketing Strategies, India

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# Does Tourist's Engagement Influence Destination Loyalty? An Analysis of Turismo do Centro de Portugal

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## PURPOSE

Nowadays, the tourism market is facing several challenges and becoming an even more competitive environment. Destination competitiveness is flourishing not only because of the impact on destinations due to the tourism growth but also due to COVID -19 restrictions. The need to have a distinctive factor for destinations is now more critical than ever, and destinations should aim to create a relationship with tourists to ensure the experience is memorable and that tourists repeat the visit and make positive recommendations about the destination to others. This need suggests the usefulness of tourist engagement to achieve their goals ultimately. So, this study aims to understand how the engagement between tourists and the tourism destination can influence tourists' destination loyalty, namely their willingness to recommend the destination to friends and family and their intention to repeat the visit. This research explores Centro de Portugal (a relevant destination in Portugal) as the loyal destination.

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## RESEARCH METHODS

Researchers use a quantitative data collection method to tackle the hypotheses and deliver answers for the literature gaps using a self-administrated online questionnaire. We use previously validated scales to develop the questionnaire (Chen and Rahman, 2018; rather and Sharma, 2017; Yoon and Uysal, 2005), obtaining 256 valid responses. The proposed conceptual model is analysed using multiple linear regression analysis.

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## RESULTS AND DISCUSSION

Our results shed light on how tourists' engagement (Rather and Sharma, 2017) can positively influencing destination loyalty. Results suggest that enthusiasm and identification predict repeated visits (Yoon and Uysal, 2005), while absorption is negatively associated with it. Enthusiasm and interaction are predictors of willingness to recommend (Chen and Rahman, 2018), as enthusiasm ( $\beta= 0.443$ ) is the one that influences the most the willingness to recommend, and interaction ( $\beta= 0.269$ ) positively influences the dependent variables. Globally, tourist engagement has a higher association with willingness to recommend than with repetition of the visit.

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## IMPLICATIONS

The literature points out the need for further research in tourism engagement (Rasoolimanesh et al., 2019; Villamediana-Pedrosa et al., 2020) and its link influencing destination loyalty, and our research intends to address this concern. Our findings suggest that destination marketing should focus on specific tourist engagement dimensions, such as enthusiasm and interaction (So et al., 2016), and special attention to absorption since it has a negative influence. Managers can develop a specific and superior

offering to delight tourists and create a sense of belonging to the destination, increasing tourists' engagement and improving their positive brand image. Reward programs can help incentivize tourists to become engaged with the tourism destination, leading to recommendations and word-of-mouth. This study also provides suggestions for future research, namely the study of the impact of the COVID pandemic on the relationship between tourists and the tourism destination and why the dimension absorption is negatively associated with repetition of the visit.

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## KEYWORDS

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Customer Engagement; Willing to Recommend; Repetition of Visit; Destination Loyalty; Tourism Destination.

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# Destination Marketing decisions based on Online Visitor Survey data

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## PURPOSE

This paper presents key findings and destination marketing implications of an online survey that was assigned to our research team by the Tourism Board of the Municipality of Argostoli (Kefalonia island, Greece). Its main objective was to research and define the basic profiles of tourists who have visited Kefalonia or intend to in the near future. Additional research objectives included the recording of visitor travel and holiday habits before and during the COVID-19 pandemic and how tourists use and are influenced by technology and Social Media. Finally, visitor impressions of the destination were recorded and evaluated. Our findings, after appropriate analysis, led to destination marketing suggestions (short-term and long-term).

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## RESEARCH METHODS

The online survey attracted answers from people across 40 countries of permanent residence. The sample included considerably more answers from the three main tourist markets of Kefalonia (British, Italian and German). The sub-group of British repeaters was especially targeted. Due to the special circumstances imposed by the COVID-19 pandemic and the time period during which the research was conducted (December 2020-January 2021), the most convenient way to reach the sample was the internet (Social Media). The access plan was based on the design of a questionnaire entitled “International Visitor Online Survey- Kefalonia 2021” in Google Forms which was then distributed through Facebook groups with an interest in Kefalonia. Promotional Facebook ads about the survey that targeted specific audiences of interest were then launched. Using both methods (organic dissemination and targeted ads), it was possible to create a sample that was proportional (age and country of origin) to the arrivals of 2020 at the destination. The number of questionnaires processed was n=1032.

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## RESULTS AND DISCUSSION

A thorough visitor profile analysis of the destination is the main result of this work. Selected demographics, correlated with self-defining tourist typology questions, led to the formation of four prominent tourist personas (Beach Lover, Food Experience Lover, History & Culture Lover and Nature Lover). The basic correlated variables to the personas were gender, age, country of residence, pandemic perceptions, travel and holiday choices as well as social media use habits. The suggestions provided to the destination aim to serve the personalization of its online marketing strategy.

The fact that the destination has a significant number of repeaters was re-confirmed with a 64%. Some key findings were: 1) mandatory Covid testing upon arrival receives wide consensus, 2) use of Social

Media as a research tool for a holiday destination reaches 63,77%, 3) the identified “Nature Lover” persona holds a prominent position among past and prospective visitors.

The originality of this work is the creation of tourist personas through an online survey and their direct association to corresponding destination marketing decisions. This formatted an original methodology for defining a successful marketing strategy that can be adopted and adjusted to any destination.

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## IMPLICATIONS

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The marketing proposal report that was drafted, consisted of short and long-term proposals. Some of our short-term proposals immediately led to: 1) targeting users through online media and countries considered to be major tourism markets based on the personas identified by the survey 2) the quick completion and promotion of a walking path network of several kilometers at the destination in order to accommodate the rising “Nature lover” persona 3) the production and dissemination of online media based on the user preferences identified in the survey (short videos, quality images, short informational text).

Regarding long-term marketing proposals, the destination is already moving towards the implementation of a campaign to attract specific groups of “digital nomads” with the characteristics of the identified personas. Furthermore, the destination is designing a program intended to strengthen Word of Mouth. The program is called “Kefalonia ambassadors” and will enable visitors to become advocates and promoters of the destination.

Monitoring and measuring the performance of actions taken is the proposed follow-up of this research. We also aim to conduct similar research with local Greek tourists as the target group.

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## KEYWORDS

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destination marketing, online survey, travel attitudes, repeaters

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**ROOM 10 EXPERIENCE DESIGN AND MANAGEMENT, Session Chair: Aikaterini Stavrianea**

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# Will co-creation experiences increase the positive memory of tourists? The role of interactive quality

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## PURPOSE

The spirit of co-creation is focused on collaboration and engagement, and it can promote the core concepts of “participation” and “real experience” in creative tourism. The key to whether positive memory can be created is interaction quality. In this study, interaction quality with servers perceived by tourists was considered the key to improving the positive memory in the experience co-creation process. The major reason is that favorable co-creation is difficult to build with poor interaction quality between tourists and servers. In this state, it is difficult to evoke pleasant reactions in tourists and deepen their positive memory. Relevant research has mostly focused on the relationships between co-creation and other variables (Andrades & Dimanche, 2014; Ross & Saxena, 2019). The relationships between co-creation and positive memory in creative tourism as well as the moderator role of interaction quality have not been discussed. Thus, the purpose of this study was to verify the relationships between “co-creation with positive memory” and “interaction quality with positive memory” as well as the moderating role of interaction quality. The research hypotheses are as follows:

H1: Co-creation experiences is positively correlated with positive memory; H2: Interaction quality is positively correlated with positive memory; H3: Interactive quality regulates the relationship between co-creation experience and positive memory.

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## RESEARCH METHODS

In this study, tourists who had participated in co-creation experiences were recruited as survey participants (eg: Handmade leather, Handmade rings) and creative tourism destinations were chosen as the study field (Huashan 1914 Creative Park in Taipei, Taiwan). Purposive sampling was adopted. The tourists’ co-creation experience was confirmed to have ended, and a survey was conducted after their consent was obtained. The questionnaires were distributed by the researcher in a creative park and retrieved directly. A total of 500 questionnaires were distributed, and 430 valid questionnaires were retrieved for a valid response rate of 86%. The AMOS statistical program was used for the structural equation model analysis. In addition, k-means clustering was used to divide all samples of the moderator variables into two groups (high and low) for cluster analysis. The independent t test was further used to verify significant differences between the high and low groups. The full- and single-sample model goodness of fit tests and the path coefficient invariance test were used in the first and second stages, respectively, to understand if the level of interaction quality had a moderating effect in the original model.

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## RESULTS AND DISCUSSION

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First, co-creation experiences and positive memory were found to have a positive relationship. When tourists participate in the co-creation experience, they generate numerous interactions that resonate and are unforgettable in the process of discussing and practicing with instructors. Second, interaction quality and positive memory were also found to have a positive relationship. When instructors interact well with tourists, they make tourists feel respected and well-treated, making them unforgettable memories. Finally, in the co-creation experience process, tourists generate profound memories through extremely favorable interaction quality. Hence, interaction quality plays a crucial role in the process of tourism experience. Therefore, favorable interaction quality was proven to play a positive moderating role between co-creation and positive memory. This result fills the gap in past research and is the major contribution of this study.

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## IMPLICATIONS

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This study proposed several management implications. First, managers should cultivate servers' interaction abilities. Second, build a complete education and training system. Finally, tourist-oriented courses and products should be developed and designed; instructors should allow tourists to sign up online and understand their needs through interaction on social media. The suggestions for future research are as follows. First, natural disasters such as major outbreaks of infectious diseases should be included among the control variables to purify the model results. Second, multiple types of samples for activities in tourist destinations should be collected to examine the relationships between variables.

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## KEYWORDS

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Co-creation experiences; positive memory; Interaction quality

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# How Tourism Research uses sentiment analysis approach: a systematic, bibliometric and integrative review

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## PURPOSE

Sentiment analysis is built from the information provided through text (reviews), which identifies and extracts subjective information and data, such as opinions, feelings, and judgments, to help to understand the social sentiment toward their brand, product, or service (Kirilenko, Stepchenkova, Kim & Li, 2018; Mäntylä, Graziotin & Kuuttila, 2018). The main purpose of this paper is to draw an overview of the topics and the use of the sentiment analysis approach in tourism research.

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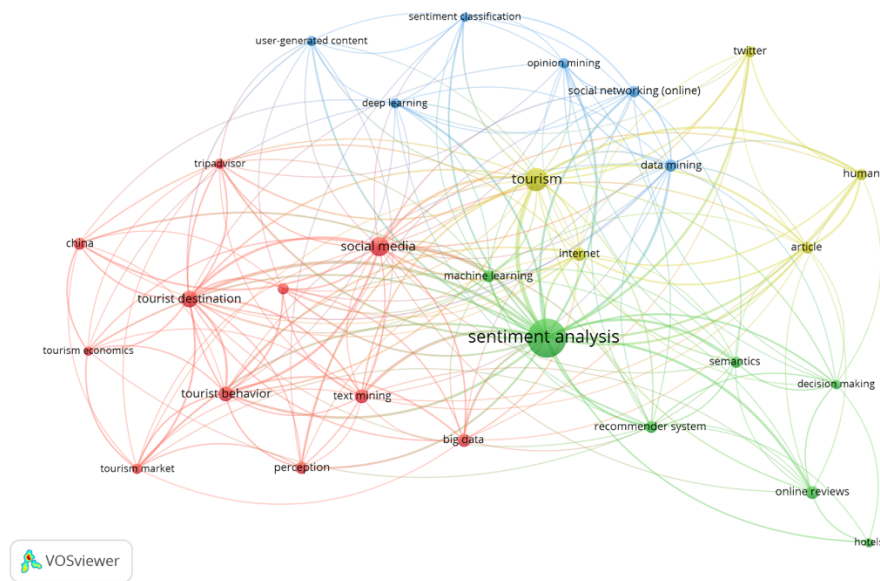
## RESEARCH METHODS

The study is a bibliometric analysis with the support of the software VOSviewer version 1.6.16 (Van Eck & Waltman, 2010). Besides, a systematic and integrative review is made to discuss in which topics researchers are employing the sentiment analysis methodological approach. The search occurred in March 2021 in Scopus by applying the search terms "sentiment analysis" and "tourism" in the title, abstract, or keywords. This search returned a total of 254 documents, resulting in 111 papers.

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## RESULTS AND DISCUSSION

This analysis pointed out that China (35), United States (24), Spain (15), Australia (11), and Italy (7) are the countries that are studying sentiment analysis with tourism. The first paper using sentiment analysis was published in 2012 (1), in 2016 (6), in 2018 (18), in 2019 and 2020 (32) each, finally, in 2021, there are already (13). They present qualitative and quantitative approaches. The systematic review with the bibliometric analysis identified four clusters. Cluster 1 discuss sentiment analysis and its application in tourism research, debating the concept to understand how online reviews can be used to draw the decision-making process (Hu & Chen, 2016; Luo & Zhai, 2017; Liu, Huang, Bao & Chen, 2019; Marcolin, Becker, Wild, Behr & Schiavi, 2021). Cluster 2 exams the resources used to make sentiment analysis, such as social media, which provides content that helps companies and destinations to comprehend tourist behaviour (Kim, Park, Yun & Yun, 2017; Cheng & Jin, 2019). Cluster 3 argues about how sentiment analysis could be performed in tourism research, deep learning, and sentiment classification to understand the user-generated content (Marrese-Taylor, Velásquez & Bravo-Marquez, 2014; Hussain & Cambria; 2017; Kirilenko et al., 2018). Finally, Cluster 4 highlights questions relating to the internet and tourism (Becken, Stantic, Chen, Alaei & Connoli, 2017; Yan, Zhou & Wu, 2018).



Source: VosViewer (2021).

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## IMPLICATIONS

The use of sentiment analysis in tourism research is relevant because it is possible to show the government and entrepreneurship how to draw communication strategies, enhance the decisions on marketing research, reducing cost and time, and mainly contribute to the decision-making process and comprehend consumer behaviour. The limitations of this study should be recognized. The findings could be extended by using other well-known databases such as Web of Science and considering other sources of information, such as articles in different languages other than English. As suggestions for future studies, other areas in the tourism sector could be more explored as food and beverage, transportation and communication crisis that have been identified in this research. The use of other software that could run more extensive samples is also an alternative to enhance the studies with SA.

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## KEYWORDS

Sentiment Analysis; Tourism; Bibliometrics; Systematic Review; Integrative Review; Vosviewer.

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# **A sustainable tourism developmental model focusing on the experience of the walking paths of Amani.**

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## **PURPOSE**

The purpose of this paper is to explore the possibility of shaping a model of sustainable tourism development in northern Chios, receiving as a starting point the paths of the Amani area. The trails form a network of 55 km and most of them are stone-built, a true monument of folk architecture. They provide the possibility of circular routes, while approaching places and heritage points of exceptional interest, such as abandoned stone-built villages, like Palia Potamia, Lardatos and Kamini, the settings and galleries of Antimoni mines, thermal baths, Byzantine churches, etc. The questions that arise are how the trails can be exploited for tourism, if there are resources for the design of a sustainable developmental model in the area, what obstacles must be overcome and how mature and willing the local community is, in order to work together to achieve such a goal.

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## **RESEARCH METHODS**

For the research a qualitative method was followed using the semi-structured interviews with open-ended questions. The key informants were persons who have taken initiatives and have played a very active and significant role in finding, «opening» and certifying the paths, for more than 10 years. Each of them has a special and representative position and involvement



in the issue, which is why their participation in the research is considered crucial. Most of them, live permanently in Amani, or in Chios town.

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## RESULTS AND DISCUSSION

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The research showed that undoubtedly the paths are regarded as a very important tourism resource, in fact it was stressed that sustainable tourism development may be the only way for tourism development of the region, because it could extend the tourist season and highlight the comparative advantages of the region, mostly the environmental and cultural uniqueness of the area. It was assumed that it is necessary, the authorities of local government to take actions and to include the paths in the strategic planning for tourism development of the island. The most important problems for the implementation of such a developmental goal are: 1. The lack of a managerial operator for keeping the trails open and accessible all the year and also for playing a coordinating role, between the local community, the businesses, the Municipality of Chios and the N. Aegean Prefecture. 2. The non-promotion of policies for sustainable tourism development, 3. The lack of human resources -the majority of the population is not of productive age, but consists of the elderly and retirees-, 4. The locals' doubts that paths and sustainable tourism have growth potential. Other problems that have been mentioned are the lack of accessibility of the area -there is no public transportation- and recently the problem of the spatial settlement of refugees. It was a common belief that the region must figure out its own developmental model and not seek to copy the developmental model of other destinations. The trails, the friendly behaviour of locals and the local food products and wine, can ensure a tourism product with unique characteristics that is expected to keep pace with international developments in tourism, as it becomes increasingly aware that the clean environment, the activities in nature, tranquility and relaxation away from huge hotels and crowded structures, is the future scenario of a successful tourism development.

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## IMPLICATIONS

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The impact of the study may be of value to local and regional authorities, especially to tourism development planners for Chios Island. Incorporating the views and perceptions of people who played the most important and voluntary role in opening the paths and certifying them, will enhance understanding and can lead to a synergy between different sectors, to eliminate disadvantages and increase the strengths of the area. To this end, local entrepreneurs may cooperate with authorities on dissemination of best practices, information provision, education and training. There is a need for more research on the subject, in order to shed light on the side of local government actors, as well as the academic world dealing with the issue of sustainable tourism development.

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## KEYWORDS

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tourism transformation, post-covid developmental models, tourism planning, walking paths, sustainable tourism.

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# Experiential marketing in a gastronomic attraction: the case of a teahouse

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## PURPOSE

This paper is a comprehensive research of teahouse visiting experience components and the position of teahouse visiting experience in the industry of gastronomic attractions. The main research questions are determining sources of positive and negative experience in a teahouse, highlighting significant distinctive features of teahouse visiting experience and defining the main differences from a restaurant visiting experience. With the young consumers showing interest in gourmet quality tea and sophisticated tea drinking environments [FAO, 2018], teahouse visiting experience becomes a relevant topic of research.

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## RESEARCH METHODS

The methodology is based on content analysis and online survey. First, teahouse visiting experience was analysed according to Pine&Gilmore's framework. Second, content analysis of 141 online reviews was carried out and customer journey map was built. Reviews were collected from the biggest Russian search engine for places Yandex.Maps. A well-known teahouse in Moscow called "Teaworks" was chosen for consideration as an example of a bright experience tea drinking place. Lastly, an online survey was conducted and 146 questionnaires were collected in January 2021. The survey was designed according to the customer journey map (CJM) and included paths for different scenarios of visiting for each customer profile. The questionnaire contained separate sections about restaurant experience, teahouse experience and socio-demographic data. Data analysis was conducted in SPSS using contingency tables. The survey was mostly conducted among young people from 18 to 35 years old. 28% of respondents

visited a teahouse in Moscow. Some respondents (teahouse visitors) were recruited via social media from teahouse communities.

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## RESULTS AND DISCUSSION

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According to the research the main purposes of teahouse visiting are to have a personal meeting or to enjoy drinks. In a teahouse visiting experience the focus is made on escapism (Pine&Gilmore's framework), however, other types of experience are not left aside. 5 experience design principles are properly used. Overall, teahouse visiting experience is significantly associated with the atmosphere, the interior and the quality of the tea and service.

As for the differences from restaurant visiting, teahouses are mostly visited with friends, while restaurants are also visited with lovers or relatives. Main teahouse choosing factor is an advice from relatives or friends, while for a restaurant previous experience and online resources are also important. Main visiting factors for both teahouses and restaurants are interior and service. Teahouse visitors pay less attention to taste of food and drinks and location but more to music. Positive experience predictors for teahouse are atmosphere, cosiness, interior and service, for restaurant it is less connected with atmosphere but more with deliciousness of food and drinks.

Teahouse visiting experience seems to be omitted in scientific research and lacks awareness in real life. This research fills the blank space and contributes to the current restaurant experience research. However, this research is limited to a certain city and behavioral patterns, so there is a lot more to discover in order to strengthen the basis for the teahouse visiting experience concept worldwide. Moreover, possibility to include teahouse experience elements into restaurant visiting and other possible business models for teahouses are yet to be discovered.

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## IMPLICATIONS

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This research clearly highlights the promising position of teahouse visiting as a significant part of gastronomic attractions industry. Although the overall awareness about this type of experience obtaining is low, it appears to be a powerful source of experience (all the teahouse visitors of different teahouses in Moscow proved the experience to have been extremely satisfying). The elements of teahouse experience might be considered for implementation in a gastronomic industry to enhance overall experience. As for the existing teahouses, they should focus on perfecting the customer experience approach and improving the awareness stage.

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## KEYWORDS

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Teahouse, customer experience, experiential marketing, restaurant, gastronomic attraction

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## FRIDAY 21 MAY 2021, 18.00-20.00 Parallel Sessions

### ROOM 1 COVID 19 AND TOURISM, Session Chair: Risto Rechkoski

10 **Mirela Tase** and **Manjola Xhaferri**, Covid 19: Challenges and Prospects for the Future in the Tourism Industry. Case Study Albania

13 **Risto Rechkoski**, Legal instruments for helping tourism sector in North Macedonia during COVID19

70 **Soultana Papantina** and **Nicholas Karachalis**, Exploring the main elements of a post Covid- 19 destination management and branding strategy for the city of Kastoria

105 **Loredana Dragomir**, **Adriana Gîrniceanu** and **Mirela Mazilu**, New metamorphosis of tourism in the pandemic

126 **Gozdegul Baser**, Impact of Covid-19 pandemic on tourism in Turkey

200 **Kumar Bhatta** and **Prakash Gautam**, Determinants of Nepalese tourists' decision making during COVID-19: A probit analysis

241 **Deniza Alieva**, Friend or professional contact? Impact of Covid-19 on professional networks in tourism industry

# COVID- 19: Challenges and Prospects for the Future in the Tourism Industry. Case Study Albania

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## PURPOSE

The outlook of this paper is for the tourism sector in Albania which remains highly uncertain. The (COVID-19) pandemic continues to hit hard, with international tourism expected to decrease by around 80% in 2020. Domestic tourism, despite times of crisis, has proven its resilience in some unfavorable cases. The current crisis provides an opportunity for countries to re-evaluate their domestic tourism and implement policies that encourage domestic travel. The contribution of tourism in the GDP of Albania together with the sectors that depend on it, has a value of 26.2% and over 291 thousand people are employed in this sector and the sectors that depend on it. Albania has a great advantage compared to other countries as a significant part of tourism is based on domestic tourism. It is also advantageous that the destination offers different tourism alternatives. Domestic tourism has restarted during the COVID and is helping to mitigate the impact on jobs and businesses in some destinations of Albania.

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## RESEARCH METHODS

For data collection, secondary data has been collected through extensive literature reviews. The statistical data from the renowned and authentic data sources have been collected to understand the impact of Covid-10 on hospitality and tourism industry. We have used quantitative and qualitative questions which have arisen during the interviews of the tourist agencies that are in Tirana and Durres

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## RESULT AND DISCUSSION

Last year our government used the slogan '*REST ALBANIAN*' and based on INSTAT the number of Albanian-speaking tourists coming across the borders was satisfactory. Even the data the tourism industry in Albanian should supported by the government because is one of the sector which contribute much more than others. However, a return to 'business as usual' is unlikely. We are trying to find the best strategy which is necessary to used in tourism and helping the industry .

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## IMPLICATIONS

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Policymakers should learn from the crisis to build a stronger, more resilient tourism economy for the future. Also they need to cooperate not only with the local and central government but and with the academic staff which are ready to help them in preparing the measurements how to pass this pandemic.

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## KEYWORDS

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Domestic tourism, mitigate, Covid-19

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# Legal instruments for helping tourism sector in N. Macedonia during COVID19

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## PURPOSE

Objectives and research questions in the research are related to analyze legal instruments which were undertaken in N. Macedonia during COVID 19 pandemic, in order to help tourism sector in better way, to “survive” very hard period of this situation. Analyses of key Macedonian tourism parameters in the period of COVID 19 will be done in the research, and appropriate conclusions and recommendations will be drafted. Also main legal instruments taken by the state in the past and future will be analyzed, because the state took four packages of measures for helping different subjects and legal entities affected by COVID 19.

This historic pandemic, that affects the entire world, shows that all states in the world must help each other in the battle with that kind of threat to the whole humanity, and it shows that there are no differences between people, or states, or continents, or religions, or color of skin, every human being itself and all humans in the world will be united when this happens to all of the people.

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## RESEARCH METHODS

Different methods will be used in the research, beginning with analysis of legal instruments, represented by passed bylaws of the Macedonian Government and Ministry of economy, then, analysis of the statistical data. In the research case-study method will be used, also statistical method and its characteristics, and of course different logical methods will be used, because this will be done from law and legal aspect. About methodological designing, the most appropriate, research instruments and analysis of significant and valorised data will be done and implemented.

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## RESULTS AND DISCUSSION

The key findings of the study are that beside other economic instruments and measures, also this legal instrument helps a lot to the tourism sector in the very tough period, and with that it impacts to other related segments of economy. Also this successful tool should be continued in the future, because beside health sector, economy and especially tourism sector, suffered a lot by COVID 19. The losses from the COVID 19 impacted tourism in the worst manner, because potential “tourist” unfortunately were locked down in their states, possibilities for touristic travels were reduced to a minimum, and this especially was the situation in the wider Balkan region. As it was mentioned, main legal instruments presented in past four packages, taken in the past period, and new fifth package that should be taken in the future will help to different subjects affected by COVID 19. This is very original paper because this approach is not done very often, for everyone this situation and period is new, and new approaches and suggestions need to be undertaken.

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## IMPLICATIONS

This research will help a lot to policy makers, Government, and also tourism stakeholders, for projection of next steps that should be undertaken in the future in order to help tourism sector, and to

adapt to different situations and scenarios which COVID 19 and all related to that, will affect also in the 2021. The Government in the past made some packages for helping different sectors, but, there is always possibilities for making more, and this paper is written in that direction, to show that also from scientifically point of view, law measures and instruments which were taken in the past and should be taken in the future, have its scientifically basis. With this kind of papers and researches, the main point is to encourage important stakeholders in Macedonian tourism policy to undertake more measures and with that for bigger help to everyone which suffers consequences from this pandemic. The state besides other functions, under the Constitution has to be social state, and state which will help its citizens, businesses and legal entities in some heavy periods.

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## KEYWORDS

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Legal instruments; Decrees; Tourism sector; COVID 19

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# Exploring the main elements of a post Covid- 19 destination management and branding strategy for the city of Kastoria

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## PURPOSE

The COVID-19 crisis has affected every aspect of economic and social life, still the effects are severe on cities that depend on tourism. The need to establish the image of a safe but yet attractive city or destination is more than evident and city officials try to combine destination management measures and placemaking practices with a city branding strategy (Richards and Duif 2018). The purpose of the paper is to analyse the potential development of tourism and destination branding, before and after the Covid-19 pandemic for the city of Kastoria, within this context. The main hypothesis is that if local stakeholders work on an destination management plan that will be effective, the negative effects of the pandemic can be minimised. Special reference is made on specific groups of tourists (city break tourists, tourists assessing Greece by car) before and after the pandemic based on previous research regarding the development of Kastoria as city break destination in 2018.

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## RESEARCH METHODS

Relevant literature is analysed drawing on destination management, urban planning and place branding as crucial ingredients for sustainable tourism development (Deffner et al. 2020). Crisis management is also seen as a main element of this discussion (Avraham and Ketter 2016).The paper, apart from a literature review, mainly draws on a field research which was conducted before and after the outbreak of COVID- 19 in Kastoria based on semi-structured interviews with key informants and a visitors' survey. The survey was conducted at Hotel Di Tania, in Thessaloniki and was distributed first on 20 participants to highlight any malfunctions or omissions in completing it. Having checked the questionnaire as mentioned above, the questionnaire was distributed and answered by 200 tourists.

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## RESULTS AND DISCUSSION

The visitor survey which was conducted just before the Covid- 19 outburst highlighted some of the shortcomings in terms of destination marketing, which are still evident. After the pandemic the need for a new strategy for the city, according to the respondents, is strong and will determine the resilience of the local economy the next years. The crisis of the traditional fur sector , the launching of new leisure activities in the lake and the easy access due to the new road network have been discussed as part of a rebranding strategy the last decade, but now the pandemic crisis offers the opportunity for a stronger relaunch. The paper reflects critically on the current developments regarding the city as an attractive destination, its potential focus on car tourism and the efforts to build a new reputation on the basis of an effective destination management and branding strategy.

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## IMPLICATIONS

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For many Greek cities the loss of tourist income is seen as a major threat and some first reactions have been announced towards this direction by city officials. The paper draws on this discussion while emphasizing on the particularities of Kasoria and the on going discussion on its branding strategy. The findings lead to some first policy recommendations which could lead to specific actions. Further research regarding the next steps in the context of the post-pandemic situation and the willingness of tourists to travel to Kastoria would shed more light into the potential tourism recovery of the city.

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## KEYWORDS

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Place branding, Destination management, car tourism, crisis, Covid 19, Kastoria

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# New metamorphosis of tourism in the pandemic

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## PURPOSE

This work is starting from the hypothesis: "Is tourism able to metamorphose over time and after the COVID-19 pandemic? ". In this regard, in this study a number of guidelines have been proposed on the basis of which the tourism revitalization process should be rethought, especially those cities where the impact of tourism was still in its infancy.

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## RESEARCH METHODS

The methods used were comparative history, which, through documentary analysis, links the common elements of a historical event, in connection with tourism and the influence of the current pandemic on destinations around the world, as well as actions to reactivate it after COVID-19. On the other hand, the analytical-synthetic one was also included, which includes "the decomposition of the object of study into its different elements or component parts in order to obtain new knowledge about the mentioned object" (Hurtado León and Toro Garrido, 2007) and therefore allowed the establishment of the basis for building the theoretical framework on which this research was based, as well as the generation of those results. Finally, the case study was applied, which aimed to characterize those destinations that were considered tourist territories or that, due to their tourist status, had a certain level of tourist gentrification, such as European states, Romania being taken as a reference. The data collection was obtained from various bibliographic sources, these being documents, archives, scientific articles, as well as electronic media and various web pages.

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## RESULTS AND DISCUSSION

The direct impact of the Covid-19 pandemic on the tourism industry is shaking the world economy, as tourism currently accounts for 10% of global GDP.

Starting with March - April, the number of tourists decreased sharply, their number being 20 times smaller in 2020, compared to the same period of the previous year.

Today, we are looking to return to normal. A limited normalcy that overshadows our entire existence and which, at least for a while, will be marked by the current pandemic. The road to recovery will be long, difficult and challenging, but tourism has always shown a great capacity to adapt, innovate and recover from adversity, but this unprecedented situation requires new strategies and a strong response and partnerships at various levels.

Such a transformation involves emphasizing the well-being of people in the development of the sector, involving all stakeholders to better plan and manage tourism and establishing measurement systems to assess the effects of the sector on the economy, society and the environment and properly guide policies and operations. In order to give an impetus to this process we have created a “Road map” for a more sustainable tourism sector which includes steps that could help revitalize the sector.

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## IMPLICATIONS

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In Romania, at the end of last year, an Emergency Ordinance was issued regarding the granting of financial support to tourism enterprises that were affected by the Covid pandemic 19. The measures refer to the granting of grants to ensure the survival and relaunch of this sector of activity, by saving from bankruptcy an important number of economic actors, but also of the jobs generated by them. According to the data provided by the National Institute of Statistics, the effects of the pandemic on the Romanian tourism the tourist bags registered big losses in 2020. Thus, the number of arrivals decreased by 50.6% in total in the first nine months of this year. At the same time, the number of arrivals of Romanian tourists decreased by 42.8%, and that of foreign tourists decreased by 81.3%, according to INS data. The paper is an informative, analytical starting point on the effects of Covid 19 on tourism, a subject with major implications and multiple psychological effects, which can be caused by the feeling of being in quarantine, travel and isolation restrictions. The study will delve into further research on other topics of interest related to new strategies for tourism recovery, reforming the tourism system based on resilience to crises that impact it (economic, social, political, health).

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## KEYWORDS

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metamorphosis, tourism, pandemic, challenges, perspectives

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# Impact of Covid-19 pandemic on Tourism in Turkey

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## PURPOSE

The rapid spread of Covid-19 pandemic has caused travel limitation resulting in the decline of tourism industry worldwide. World Tourism Organization reported that international tourist arrivals (overnight visitors) plunged by 74% in 2020 over the previous year due to widespread travel restrictions and a massive drop in demand and the collapse in international travel represents an estimated loss of USD 1.3 trillion in export revenues - more than 11 times the loss recorded during the 2009 global economic crisis (UNWTO,2021). Domestic tourism is helping to soften the blow, at least partially, and governments have taken impressive immediate action to restore and re-activate the sector, while protecting jobs and businesses (OECD,2021).Tourism in Turkey also had a serious decline. The objective of this research is to state the impact of Covid-19 on tourism in Turkey. Research questions are:

1. What are the statistical figures in 2020 and 2021 compared to 2019 ?
2. What are the changes in outbound Tourism and inbound Tourism ?
3. What are the changes in the Tourism labour market?
4. What are the changes in the turkish Tourism eco-system and value chain ?
5. How did Turkish Tourism professionals cope with the crisis management?
6. What are their expectations for the future ?

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## RESEARCH METHODS

The research methods involve quantitative and qualitative methods. Statistical reports are analysed, comparing 2019 and 2020 figures for tourism (Reports of Culture and Tourism Ministry, Turkish Statistical Institute, Tourism Associations, UNWTO, OECD etc.). In addition, the results of interviews with 5 tourism professionals are analysed by content analysis.

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## RESULTS AND DISCUSSION

The results of the analysis of tourism figures for Turkish Tourism point out some significant information. First of all, there is a loss of tourism income of – 69,4 % comparing January-September 2019 and 2020. There is a decline of 120.000 tourism employees in 2020. The number of inbound tourists decreased by %58,3 (Türsab, 2020).

The analysis of the interviews with tourism professionals imply three main themes as a result of the content analysis: crisis management, expectations after crisis and suggestions for the future.

Currently, tourism industry is trying to recover out of the Covid 19 pademic which requires a great coordination and cooperation involving all the stakeholders. UNWTO (2020) reports that the cooperation of the tourism sector will be vital in stopping the spread of the virus and limiting its impact on people and communities. Many countries are also now developing measures to build a more resilient tourism economy post COVID-19. These include preparing plans to support the sustainable recovery of tourism, promoting the digital transition and move to a greener tourism system, and rethinking tourism for the future (OECD,2021). Turkey has been progressing fastly in tourism and has rich historical,

natural and cultural touristic attractions as well as high quality lodging facilities. The tourism professionals are well experienced and ready to take any kind of precaution for a sustainable tourism.

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## IMPLICATIONS

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The research provides a summary for the impact of Covid 19 on Turkish tourism. The study has theoretical and managerial implications. Study findings may help managers to develop further strategies to cope with the pandemy crisis. Further studies could be the comparison of Turkish tourism with other destinations.

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## KEYWORDS

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Covid-19, Impact of Covid-19, Turkey, Tourism

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# Determinants of Nepalese tourists' decision making during COVID-19: A probit analysis

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## PURPOSE

The Nepalese tourism industry was also entirely down due to the COVID-19 pandemic. However, recently, the COVID-19 infection is lower in percentage as compared to other neighbouring countries, and already around 5% of the total population got the vaccination (as of March 20, 2021). In this regard, to revive the tourism industry, exploring tourist intentions is necessary. Therefore, this study aims to examine the determinants of tourists travel plan during COVID-19.

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## RESEARCH METHODS

A questionnaire survey of the Nepalese people was conducted from Jan 29-14 Feb 2021. The questions were developed in googles forms and sent through emails SNS and, posted in different Facebook groups and requested to participate in the survey. A total of 181 complete responses were received, and more than half respondents were between the 20-30 age group. The other attributes are presented in Table 1. In Stata 16.1, we analyzed data and used a probit regression model to investigate the travel plan determinants.

**Table 1: Attributes**

Item	Samples (n=181)
Gender	Male: 137, Female: 44
Age	>20=2, 21-30=92, 31-40=54, 41-50=22, 51<=11
Education background	>high school=47, university=81, graduate<=53
Travel during Pandemic	Yes=55, no=86, maybe=55
Profession	Private company worker=49, government company worker=16, students=40, enterprenuer=24, others=52

Source: Authors' survey, 2021

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## RESULTS AND DISCUSSION

We obtained adjusted R-square= 0.2690, Prob>F=0.0000, which means our model is fitted well. We supposed that a tourist's travel decision during the COVID-19 pandemic is affected by three vectors, i.e., attributes, means of transport and length of travel, and purpose and destination location (Table 2). Specifically, government employees and those who want to travel with friends are willing to travel more during COVID-19. Similarly, tourists prefer using the bike as a means of transport to travel and will spend around one week in the travel destination. The reasons behind this finding might be government employees have a fixed payment, and many young people ride a bike in Nepal. Using a bike to travel during the COVID-19 pandemic not only help to maintain the social distancing but also cheap and

convenient means of transport to travel the rural destinations where the public vehicle is not easily available. Since Nepal is famous for trekking and at the moment tourist like travelling for around one week, they may prefer trekking in rural areas. Further, concerning the purpose of travel, Nepalese tourists prefer travelling for health and wellness purposes. However, visiting agritourism farms is less favoured by the tourists during the pandemic. These results clarified that health is the tourists' major concern during the pandemic.

**Table 2: Estimation results of the travel during Covid-19 from a probit regression model**

Variables	Coefficient s	Z-values	
		Ordinary	Robust
<b>Attributes (Who)</b>			
Government employee (yes=1, no=0)	1.004***	2.59	2.64
Travel with friends (yes=1, no=0)	1.173***	4.49	4.46
<b>Means of transport (How, how long)</b>			
Use bike to travel (yes=1, no=0)	0.608*	1.95	1.71
Travel for around 1 week (yes=1, no=0)	0.844***	2.81	2.60
<b>Purpose and destination (Where, why)</b>			
Travel for health and wellness (yes=1, no=0)	1.304***	2.84	2.76
Agritourism as a tourism destination (yes=1, no=0)	-0.982**	-2.28	-2.07
Constant	-1.200***	-7.53	-8.05
Sample size	181		

Notes: \*\*\* p<0.01, \*\* p<0.05, \* p<0.1, n=181. Source: Authors' survey, 2021.

## IMPLICATIONS

The travel destination and tour operators need to develop tour packages focusing on government employees and groups. The trekking routes and yoga centres can be benefitted by introducing week-long health-conscious and adventure packages. However, the results on less willingness to agritourism farms suggest that agritourism and community-based homestays should work more on attracting tourists. The government should promote less favoured destinations by encouraging their employees to visit during the pandemic and post-pandemic.

## KEYWORDS

COVID-19 pandemic, decision making, destination selection, tourism industry, tourists

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# Friend or professional contact? Impact of Covid-19 on professional networks in tourism industry

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## PURPOSE

The main purpose of the study is to analyze the shifts that happened during and after the pandemic in professional networks of tourist agents operating in the city of Moscow and Moscow region (Russian Federation). On the other hand, the researcher measured the changes in quality of relationships between respondents and members of their professional networks .

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## RESEARCH METHODS

Social network analysis methods applied in the present research helped to determine the composition of professional networks of 28 travel agents operating in Moscow and Moscow region. The data was collected in four instances: in 2016, 2018, 2020, and 2021. In addition, during the last two data collection points the researcher conducted semi-structured interviews with respondents. The study measured the network characteristics, and the quality of professional contacts depending on the level of personal and professional support respondents are perceiving.

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## RESULTS AND DISCUSSION

Research conducted has demonstrated the changes in professional networks composition before and during the pandemic. If in 2016 and 2018 the networks were used more in order to get professional support in tourism sector, in 2020 and 2021 the inclinations towards personal one became more obvious. In addition, if previously the support helped to acquire new connections, accelerate the work and/or get any other benefits in the sector, currently the networks also provide support in finding side job or additional source of income (36.8%).

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## IMPLICATIONS

Personal and professional relationship play huge role in tourism sector, specifically during the periods of crises in the market. The research highlights the changes in quality of the relationships and shows the growing need and impact of trust and support during the pandemic. The results of the research can potentially impact HR approaches in the sector, as they create basis for reconsideration of importance of personal relationships in professional life. The research planned in the future will evaluate if the changes remain constant or when the situation in the market returns to normality, the priority will be given again to professional aspect of relationships.

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## KEYWORDS

Professional networks, social network analysis, Covid-19, trust, psychological support.

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## ROOM 2 CULTURE AND HERITAGE TOURISM, Session Chair: Dimitria Papadopoulou

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# The impact of socio-demographics on film tourism satisfaction of local residents: The case of Muğla

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## PURPOSE

This paper aims to reveal the local residents' film tourism satisfaction in an emerging film tourism destination, namely in Muğla, Turkey. Besides, it is aimed to examine whether some demographic features and film-related habits make a difference on film tourism satisfaction of local residents. In this respect two main hypotheses were developed within the study. The local residents' satisfaction from the film tourism in the destination was hypothesized to be significantly impacted by their (i) demographic characteristics and (ii) film-related habits.

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## RESEARCH METHODS

The quantitative data of the research were collected by survey technique to local residents in Muğla. Muğla which is located in south-western Anatolia is amongst the most popular tourism destination in terms of international and national tourist arrivals in Turkey. The province has a population of 1.000.773 in 2020. Muğla also attracts many TV and film producers to the destination with its impressive natural landscapes and scenes. In this context, Muğla seems to be a candidate for being one of the centres of film tourism as a destination where film and series shooting has gained importance in recent years, as well as its rich natural, cultural and historical attractions. In this study, 757 valid data were collected by convenience sampling, between July and September in 2020. Film tourism satisfaction of residents were measured by developed scale based on the relevant literature (Gursoy et al.,2002; Mendes et al., 2017; Kim et al., 2017). Reliability of the scale was tested by Cronbach Alpha. Confirmatory Factor Analysis was performed for the construct validity of the scale and the goodness of fit indices were examined. In addition to descriptive statistics conducted to determine the film tourism satisfaction, t test and variance analysis were used to test the hypothesis of the research.

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## RESULTS AND DISCUSSION

Confirmatory factor analysis result confirmed the uni-dimensionality of the satisfaction from film tourism scale. The results of the descriptive analysis indicated that local residents were satisfied with the film tourism in the destination. It was revealed that participants who had the habit of watching movies and/or TV series regularly were more satisfied than those who did not. Similarly, local residents who visited film stages in the destination were more satisfied from the film tourism. Besides, it was also determined that participants who watched film and/or TV series more than 11 hours per week were much more satisfied than residents spent 1-5 hours per week for watching film and/or TV series. However, it was seen that gender, marital status, education level, age, income, frequency of going to the cinema or participation of a film shooting in the destination didn't make a significant difference on film tourism satisfaction. This result indicated that not only the local residents' participation in film tourism,

but also their interest in movies or watching movies and/or TV series affected their satisfaction from film tourism at the destination.

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## IMPLICATIONS

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Exploring the perceptions and attitudes of local residents in a film tourism destination is important for the development of film tourism. For the sustainable development of film tourism in the destination, it is of great importance to ensure the active participation of local residents in the process as well as economic continuity and local development. In this context destination management organizations should be aware of the elements that effect local residents' satisfaction from film tourism. Consequently, it is suggested to develop some activities by the destination management organizations that lead local residents to visit the film stages and enable them to participate into film tourism more and thus increase their satisfaction. It is recommended to determine variables that may affect the satisfaction of local residents from film tourism and to investigate their effects in future studies.

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## KEYWORDS

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Film tourism, satisfaction, local residents, socio-demographic features

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# Switzerland and the Bollywood Film Industry: the changing relations between film production and tourism

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## PURPOSE

The topic of “fly-in fly-out production” or “runaway film production”, in other words, the outsourcing of production work to foreign locations, has seen an increased research attention in recent years (e.g. Frost, 2009; Chapain and Stryjakiewicz 2017). Switzerland has acted as a leading shooting destination in Bollywood cinema for decades (Frank, 2016; Gyimóthy 2018); resulting in promotion of tourism, country branding, employment opportunities as well as knowledge sharing. Half a decade later, the Alpine country is losing its appeal as Indian film producers are taking advantage of the increasing competition in attracting film-makers to new locations. A significant rise in a range of economic incentives, such as tax breaks and other services, have led to the emergence of a global production infrastructure (Curtin, 2016). Ideally, the role of the incentives is to spend the money on the local economy with the long-term goal to provide jobs and build a range of services. This research examines the specific infrastructure that allows easy mobility to the Swiss locations and subsequently leads to film-tourism business activities – a topic that has not received much scholarly attention. This study has two research objectives: a) to examine how Switzerland across different scales (country/region/city) attracts the Indian film industry, and; b) to explore how these strategies of attracting foreign film productions have evolved over the years.

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## RESEARCH METHODS

The study is based on in-depth interviews conducted in Switzerland with the film industry professionals as well as state and local authorities, including film commissions and tourism boards. The project participants were identified through feature films and accessed via multiple entry choices. Twelve interviews were conducted in English or German, either face-to-face or online. They were recorded and later transcribed. The data were analysed using thematic analysis.

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## RESULTS AND DISCUSSION

Our study findings demonstrate that Switzerland has become an over-used destination in the Bollywood film industry, leading to a decline of entrepreneurial film-tourism business activities. Next, our findings reveal that there is no common, country-wide approach in attracting film producers to Switzerland. Interestingly however, Switzerland Tourism is leveraging on the heritage of the Bollywood film industry by working closely with its celebrities; successfully attracting new tourism segments to underexplored Swiss locations. The provision of film incentives in one of the three existing regional film commissions seems to have a limited effect only on encouraging foreign productions. Yet, the long-term Indian-Swiss relationship makes the Alpine country continuously attractive for Indian filmmakers who either seek undiscovered unique locations or utilize the destination as a “fake location”. Specifically, there are three key factors that make Switzerland continuously appealing for (some) of the filmmakers. These are: a) ease of travel and smooth administration, b) the accessibility of creative labor, and, c) the availability of diverse natural setting. The latter factor also means that Switzerland can stand easily for other locations.

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## IMPLICATIONS

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By introducing new locations to the Indian viewers, there is a potential in reviving the film shooting activity after the COVID-19, leading to directing tourist traffic to less known Swiss locations as well as expanding long-term business tourism. Future research could look more closely on the economic impact of the foreign productions on the local population and the extent of the use of creative labour.

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## KEYWORDS

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Film-induced tourism; Film Production; Film incentives; Creative Labour, Business tourism

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# An Extended Attitudinal Loyalty Modeling of Roots Tourism in China: The Mediating Role of Sense of Sacredness and Belonging

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## PURPOSE

The main purpose of this study is to establish up and identify the structural model of attitudinal loyalty of Chinese root tourists with the extension of perceived existential authenticity, sense of sacredness and belonging among the root tourism destination. Base on the three stages of attitudinal loyalty framework which proposed by Oliver (1997) with cognitive, affective and conative aspects, this study further extended through adopting of root tourists' perceived existential authenticity as the antecedent. Besides, sense of sacredness and belonging are adapted into this framework as mediating variables to evaluate their potential indirect effects between root tourists' perceived existential authenticity and attitudinal loyalty.

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## RESEARCH METHODS

Data collection in this study is through structural questionnaire survey for root tourists visiting the Dahuaishu Ancestor Memorial Garden, Shanxi province.

Based on an extensive review of the literature, a four-section questionnaire was prepared to fit the roots tourism context. The first section attempts to assess perceived existential authenticity included perceive intrapersonal authenticity (4 items) and perceive interpersonal authenticity (3 items) (Wang, 1999; Fu, 2019). The second section attempts to assess sense of sacredness (4 items). The third section attempts to assess belonging (12 items). Base on the three stages of attitudinal loyalty framework which proposed by Oliver (1997) with cognitive, affective and conative aspects, while the four measures cognitive loyalty (2 items), affective loyalty (2 items), and conative loyalty (3 items). A five-point Likert scale was used for measuring each construct, ranging from 1 (completely disagree) to 5 (completely agree).

Researchers distributed the questionnaires in 10:00 (AM) - 5:00 (PM), and lasted 14 days. Purposive sampling was used to do this survey, and used the "root tourists" as the criteria. An initial screening showed that out of 600 distributed questionnaires, 501 were complete and valid questionnaires and thus used for analysis. SPSS 26.0 and AMOS 24.0 were used to test the hypotheses and theoretical models, included Reliability Analysis, Validity Analysis, EFA, CAF, and SEM analysis.

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## RESULTS AND DISCUSSION

The results revealed that both of the two dimensions of root tourists' perceived existential authenticity has significant influence on the three stages of attitudinal loyalty respectively. Sense of sacredness and belonging are also identified its significant effects on attitude loyalty as well and are effected by root tourists' perceive existential authenticity. Meanwhile, it is noteworthy that the effect of the sense of scaredness and belonging was significant as well in this framework between root tourists' perceive existential authenticity and their attitudinal loyalty.

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## IMPLICATIONS

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From a practical point of view, this study is based on the individual feelings of tourists searching for their roots, and takes individual feelings as the starting point for discussion. Tourists' pursuit of being real is the pursuit of subjective freedom. Tourists' perceived existential authenticity facilitate to attract root tourists.

Understanding the relationship between the perceived existential authenticity and attitude loyalty (cognitive, affective and conative loyalty) is of special significance to the management of root tourism. Managers should promote interaction between tourists and local residents.

Moreover, it has significance to the planning and activity organization of roots tourism to verify the influence of the sense of sacredness and belonging on the relationship between the perceived existential authenticity and attitude loyalty.

Dahuaishu Ancestor Memorial Garden (Shanxi province) as a typical tourist destination in the tourism industry, rich in root culture and the value of immigrants returning home tourism, has reference significance.

This study provides planning suggestions for Dahuaishu Ancestor Memorial Garden (Shanxi province). It has significance for the marketing and development of root tourists destinations to promote the tourism area to pay attention to the individual feelings of tourists, understand the forming process of the loyalty of root tourists, and enhance the loyalty of tourists.

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## KEYWORDS

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Roots Tourism (China); Perceived existence authenticity; Attitudinal Loyalty; Sense of Sacredness; Belonging.

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# Wine and cultural tourism as one of niche tourism opportunities in Canada and Slovakia

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## PURPOSE

The article will deal with new development in tourism, especially after the pandemic situation of COVID-19. In the period of economic crises and turmoil tourism places are able to benefit from the positive influence of so called soft and more sustainable values created by the improvement of image, reputation and the quality of destination services, using of local cultural resources and heritage.

The objective of this study is wine tourism, which has become one of the growing niche attractors in specific regions all over the world. In the combination with culinary tourism and cultural tourism offers a specific tourism product not only to the segment of cultural tourists, but tends to be more attractive to the segments of seniors, which is a growing group of tourists in the world. The study will be focused on two countries, Canada and the case of Brand Niagara Region and Slovakia.

Slovakia and Canada are countries, which were able to achieve success and improve their potential as tourist destinations with a rich cultural and heritage content. Several examples and case studies will be used to demonstrate this statement. Our study will be focused at the segment of culture interwoven especially into the wine tourism routes in both countries and their comparison how both countries were able to combine wine tourism and cultural heritage. The qualitative research has been prepared, especially focused on product development and the innovative promotion strategies. These two countries were chosen due to a personal experience, former research and interest in this topic.

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## RESEARCH METHODS

Several examples and case studies will be used to demonstrate this statement. In this research will be applied the qualitative methods and case studies will be based on the specific structure of multi-case studies advised by Yin (2003). The results of case studies have been collected in several cases research periods in the past during personal research (interviews, visits of wineries, interviews) as well as by collecting of secondary data sources in order to obtain rich data for cases and their interpretation.

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## RESULTS AND DISCUSSION

The existence of niche tourism opportunities, which can enhance tourism development and improve the total performance and competitiveness, can be presented in the form of wine tourism and cultural tourism. In niche tourism are wine and food main attractions for tourists and the if a destination tends to attract more visitors and create more loyal consumers, history and art might be excellent supplements to this product offer. “Terroir” of destination (place)

determines main attractions of the core products defining in the destination main cultural product. Terroir of Experience means linking of typical local products as for instance food and wine to the experiences of the visitors.

Mass tourism and a pressure on the environment in megacities and popular tourism destinations visited by an enormous amount of global tourists will due to new development and crisis situation decrease and destinations will have to approach to tourism development differently.

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## IMPLICATIONS

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The example of both discussed countries might be a good inspiration for tourism competitiveness increase. We compared two different countries, Canada and Slovakia, which try to achieve a positive image, reputation and offer an interesting tourism product as wine routes and culture, history, and heritage. By applying of this attempt, the brand identity and competitive identity of both countries will get a specific attention of visitors seeking this type of tourism product. Similarly, this example could be introduced in different countries in the world with the existing potential if they want to succeed. The topic of using some niche tourism attractiveness forms as wine tourism and cultural tourism in different forms and combinations might catch an interest of researchers, practitioners and government representatives who can learn from these sustainable approaches and see tourism as a form of symbiosis of nature and tourism development.

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## KEYWORDS

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cultural tourism, wine tourism, niche tourism

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# Instagram users survey research and data analysis anent adaptive reuse tourism potential.

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## PURPOSE

Focusing on the regeneration in Athens city, owing to the adaptive reuse of the old FIX Brewery to house the new Hellenic National Museum of Contemporary Art, this study aims to connect the dots between adaptive reuse projects and tourism. Adaptive reuse is seen as an urban sustainability tool giving rise to inter alia economic development, ecological efficiency, cultural heritage preservation, community engagement and social regeneration, as well as local visitors and international tourists attraction. Given that adaptive reuse projects are currently becoming extremely popular in urban environments, emphasis should be placed on the challenges and opportunities arising by using modern means available to preserve culture as well as to revitalize cities for tourism. Thus, this study attempts to address the rhetoric with regard to the benefits involved from a tourism perspective, and further support theoretical considerations or pilot findings based on quantitative evidence.



Figure 1 Hellenic National Museum of Contemporary Art Entrance (© www.athensvoice.gr)

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## RESEARCH METHODS

In an attempt to demonstrate the arising potential for tourism, medium-scale focused research was conducted on Instagram users' geotagging the Hellenic National Museum of Contemporary Art (EMST). The developed survey was based on closed-ended questions and included two key sections; one focusing on identifying the sample demographic elements, while the other included questions inviting respondents to answer how they feel, think, and define their point of view on projects in the field of adaptive reuse of industrial buildings of cultural heritage. The online questionnaire provided

replies from 110 individuals who have undoubtedly paid a visit to the adaptively reused FIX building. Although sample of a narrow dynamic, it can be considered representative and provide a solid basis for a lead-in study on the presumption set. The questionnaire prior to final distribution was first sent to the small-scale sample in order to conduct a pilot study, which only lead to minor changes.

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## RESULTS AND DISCUSSION

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While much of the literature emphasises on the adaptive reuse benefits involved from a mostly environmental and sustainability, or preservation for heritage assets point of view, this lead-in study paints a more complex picture. Findings of the current research, support that the prime example of an evolving cultural heritage conservation process, such as the adaptive reuse project of the FIX Brewery building to house the Hellenic National Museum of Contemporary Art has significantly positive impact on the overall urban surrounding and local development. This research outlines that the adaptive reuse of urban industrial buildings involves economic development, sustainable natural resources exploitation, community engagement, culture promotion, and can substantially promote tourism. Adaptive reuse, through safeguarding historical heritage, correlating with our reflecting contemporary understanding of authenticity concept, creates memorable and pleasing experiences, establishes a positive perception which clearly affects tourists' intention to visit, and provides or challenges the city brand, ultimately turning the city from a location into the best possible version tourist destination.

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## IMPLICATIONS

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Although findings derive from research on the specific case study, the methodology is broadly applicable, and hence can lead to wide observations to better framing investments in adaptive reuse of cultural heritage. Results are posited as of great practical significance, given that government or local leaders, urban planners, tourism scientists, as well as decision-makers and stakeholders involved, will be able to efficiently comprehend the complex aspects of the interactive relationship between adaptive reuse and urban or heritage tourism. In addition findings are also useful and promising for the Hellenic National Museum of Contemporary Art administration, calling for further actions towards driving the museum to be a fundamental part of the city identity. Furthermore, the study highlights the potential usefulness of social media and/ or the provided freely accessible data, which could provide a sound foundation upon which local development strategies could be based on. Nonetheless, delimitations were set for the scope of the methodology applied, and future research, for the most part, could further expand and widen the abovementioned methodology in terms of the survey sample and statistical analysis.

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## KEYWORDS

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Adaptive Reuse, Sustainable Urban Development, Cultural Heritage, Tourism, Instagram

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# Kyoto as “authentic” Japan: Overtourism, undertourism, and post-Covid opportunities

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## PURPOSE

Kyoto is one of the most popular destinations in Japan for foreign tourists, owing to its rich history and heritage. Although the city benefits from tourism, it also suffers from overtourism. However, as a consequence of the ongoing coronavirus pandemic, the city has become quiet, exposing its reliance on tourism trade. This research asks: why is Kyoto so popular with foreign tourists, and how can Kyoto benefit from tourism post-Covid, but also alleviate issues of overtourism? It is hypothesised that foreign tourists are attracted to Kyoto because of its reputation and perceived “authenticity”, with clustering around major sites.

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## RESEARCH METHODS

This case study research uses a multimodal analytical approach, drawing on three main sources of data: a small scale qualitative in-person survey conducted with foreign tourists visiting Kyoto pre-pandemic, designed to understand tourists’ motivations for visiting Kyoto and its appeal to foreign visitors; interviews with Kyoto’s tourism bodies; and official statistical data for tourism to Kyoto and Japan as a whole. For the analysis of the survey and interview data, the author uses grounded theory to categorise and synthesise data. Combined with statistics on foreign tourism activity in the region, the methods triangulates tourist behaviour and motivation.

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## RESULTS AND DISCUSSION

The study found that tourists are attracted to Kyoto as a destination because of its international fame and reputation for being an example of “real Japan”. This reputation and source of motivation is well-known. However, unique to this study is the finding that tourists have no specific knowledge of Kyoto prior to visiting beyond this understanding that it is authentic. Interviews with Kyoto’s tourism bodies pre-Covid found that tourism is disproportionately centred on Kyoto city, with few foreign tourists visiting the wider prefecture. While these associations want to see foreign tourism in these other areas, little is being done to leverage the potential of the areas. The research suggests that since tourists have no knowledge of Kyoto beyond its “authenticity”, post-Covid tourism bodies could promote destinations outside the city to alleviate the pressure on central Kyoto.

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## IMPLICATIONS

The findings are significant because they show that the motivation for visiting Kyoto is vague and not based on specific knowledge, rather the desire to see “Authentic Japan”, a term itself that is deserving of future research. Tourism bodies, DMOs and local governments would benefit from better leveraging of the term “authenticity”, and promote itineraries and destinations that are equally “authentic”. Future research should investigate whether foreign tourism in Kyoto prefecture increases, and whether it leads to a decline in overtourism in the city.

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## KEYWORDS

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Overtourism, sustainable tourism, diversification, authenticity, Japan

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### ROOM 3 DESTINATION MANAGEMENT, Georgia Zouni

395 **Fokiya Akhtar, Noela Michael and Ayesha Kalban**, Representation of Dubai – a case of Film Induced Tourism.

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# Representation of Dubai – a case of Film Induced Tourism.

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## PURPOSE

The purpose of this study is to explore film-induced tourism in Dubai by analysing scenes from two movies, *Mission Impossible: Ghost Protocol* (Hollywood movie) and *Happy New Year* (Bollywood movie), as well as the promotional campaign by the Destination Management Organization (DMO) #BeMyGuest advertisements. The researcher poses the following research questions to guide this study:

**RQ1:** How is Dubai represented in movies from a tourism perspective?

**RQ2:** How did Mission Impossible and Happy New Year film portray Dubai?

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## RESEARCH METHODS

The two films, as well as the advertisement, will be analyzed for tourism representation through Saussure's semiotics and Hall's representation to understand the importance of this inquiry and put forth the research questions worthy of consideration. Representation examines how the audience's active and emotional engagement with moving images provides meaning and connection to a place that can affect decision-making when they travel. A semiotic approach is used to move beyond the denotive surface layer of the contents and to interpret patterns of meaning at a deeper symbolic and connotative level.

The language of tourism promotion creates its own language and provides a detailed semiotic analysis of this language.

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## RESULTS AND DISCUSSION

Destinations shown in films and television (TV) series give rise to film-induced tourism. Film tourism manifests when the audience of a movie or TV series is motivated to visit a place because it is screened, thus leading to the destination's popularity. Research has confirmed that the audience visit a destination or place after seeing it in a film. The trend of film and television industries shooting in exotic places, is bringing in new locations to the big screen and thus creating opportunities for film-induced tourism. The city of Dubai (United Arab Emirates) has become a favorite place among filmmakers, and it has been a *mise-en-scene* in many films, increasing its tourism popularity. The use of semiotic analysis of the films shot in Dubai,



particularly in regard to tourism representation, has full potential to acquaint the reader with a promising yet underused tool of scientific inquiry in tourism research.

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## IMPLICATIONS

Review of the literature points out to the lack of research that has investigated film-induced tourism using a different type of methodological analysis i.e., Semiotics. Moreover, Dubai and the United Arab Emirates still remains an under researched area therefore this study will add more information to the existing literature through the lenses of semiotics and representation and the lack of studies from a contextual perspective.

Tourists today are more experienced and looking for new destinations. Destination Marketing Organizations (DMOs) have been competitively catering the tourists' needs to increase their market share although their resources are very limited. In the tourism industry, there has been a growing phenomenon that tourists visit destinations featured through films which are not directly related to DMOs' tourism promotion. This is a new form of cultural tourism called film-induced tourism which still receives little attention from both academia and practitioners due to the lack of knowledge and understanding on the benefits of film on tourism. Recent research suggests that films can have strong influence on tourist decision-making and films do not only provide short-term tourism revenue but long-term prosperity to the destination. This paper investigates the phenomenon by reviewing previous research and practices for two major aims. The first aim is to call for more empirical studies for film-induced tourism to advance the theory on tourist decision-making. The second aim is to highlight the benefits of film in creating a new vacation to a new location. Accordingly, this paper seeks to provide a road map of the exponential growth in social science literature associated with the cognate areas that study, or contribute to, film tourism.

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## KEYWORDS

Film-induced tourism, representation, semiotic analysis, Hollywood, Bollywood, Dubai.

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# Stewardship of Tourism Resources in Island Destinations: A Demand Perspective in Gallura

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## PURPOSE

Islands are major tourism attractions worldwide, often presenting fragile environmental conditions (Kerr, 2005), where negative impacts are more evident than in other types of destinations (Carlsen and Butler, 2011; Gossling, 2003).

This study was conducted in Santa Teresa di Gallura, a coastal tourism destination located in Sardinia (Italy), the second largest island in the Mediterranean. Specifically, it aims to investigate whether visitors' expectations in term of quality and preservation of tourism resources is met in the destination under analysis (R1), and to analyse the relationship between the stewardship of local tourism resources and the intention to return to the destination in the short term (R2).

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## RESEARCH METHODS

This study is conducted on a convenience sample of 343 complete questionnaires administered face-to-face in the period June-August 2019 intercepting visitors in different tourist areas around the selected tourism destination. For the purposes of the data collection, a survey instrument including a list of destination's attributes related to tourism services and local tourism resources was developed based on existing literature. Tourists were asked to rate the perceived importance and the performance of such attributes.

To answer RQ1, an Importance Performance Analysis was carried out following Martilla and James (1977). To answer RQ2, first a PCA was performed to reduce the number of variables onto a small number of components that were subsequently used as independent variables in an ordered logit model aimed at predicting the intention to return to Santa Teresa di Gallura in the following three years.

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## RESULTS AND DISCUSSION

The Importance-Performance Analysis shows that the preservation of the natural environment is one of the key features to be addressed, together with quality of the accommodation. Therefore, the destination Santa Teresa di Gallura should continue focusing on the high quality of the local products and the natural attractors. The ordered logit model reveals that not only the tourism facilities and resources affect visitors' intention to return in the short term, but also the preservation of the natural environment and of local culture.

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## IMPLICATIONS

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The growing tourism segment interested in landscape, natural resources, and authentic local heritage (4L tourism as identified by Franch et al., 2008) can offer also to mature coastal destinations an opportunity to innovate their products in a more sustainable way. These findings suggest that environmental and cultural preservation are major conditions for the survival of island destinations, in their efforts to adjust to a changing demand (Aguiló, et al., 2005).

This study provides both theoretical and managerial implications. From a theoretical perspective, this study contributes to the current body of knowledge by proposing a two-stage approach. This approach starts with a first step dealing with the evaluation of the importance of specific attributes of destination attractiveness, which are linked to the analysis of the destination's performance; hence, as a second step, the same attributes are used to analyse the determinants of tourists' intention to return.

From a managerial perspective, our findings provide policy makers, destination marketers and tourism businesses with updated and useful insights to be used to purposively plan and implement investments and actions contributing to guarantee the preservation and valorization of the sociocultural and environmental capital of the tourism destination, thus maintaining and boosting the destination attractiveness and competitiveness over time, and to create a competitive advantage over its competitors. In this direction, policy markers and destination marketers might certainly consider to continue offering tourism and hospitality businesses with training and financial incentives to further embrace sustainable managerial practices or green certifications.

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## KEYWORDS

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Island tourism; Environmental and cultural preservation; Resource stewardship.

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# The characteristics of small island states facing the COVID-19 crisis

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## PURPOSE

Tourism growth has been influenced by economic crises, terrorist attacks and natural disasters in the past. With the arrival of COVID-19, the world has experienced an unprecedented crisis in which tourism has been particularly susceptible (Gössling et al., 2021). Small island states are the type of destinations that most depend on tourism. According to UNWTO (2020), international tourism accounted for more than 80% of total exports of goods and services in destinations like Bahamas, Palau, Maldives or Aruba in 2018. These types of destinations show patterns which have been thoroughly analysed in previous academic research, claiming that small island states present a higher vulnerability due to features like their small size, lack of resources or remoteness (Briguglio, 1995; Hampton and Christensen, 2007; Pratt, 2015). However, Scheyvens and Momsen (2008) state that small island states tend to develop an unexpected resilience. Therefore, this study aims to understand the behaviour of small island states during the COVID-19 crisis to determine whether their characteristics could be relevant for the impact of the crisis and the recovery.

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## RESEARCH METHODS

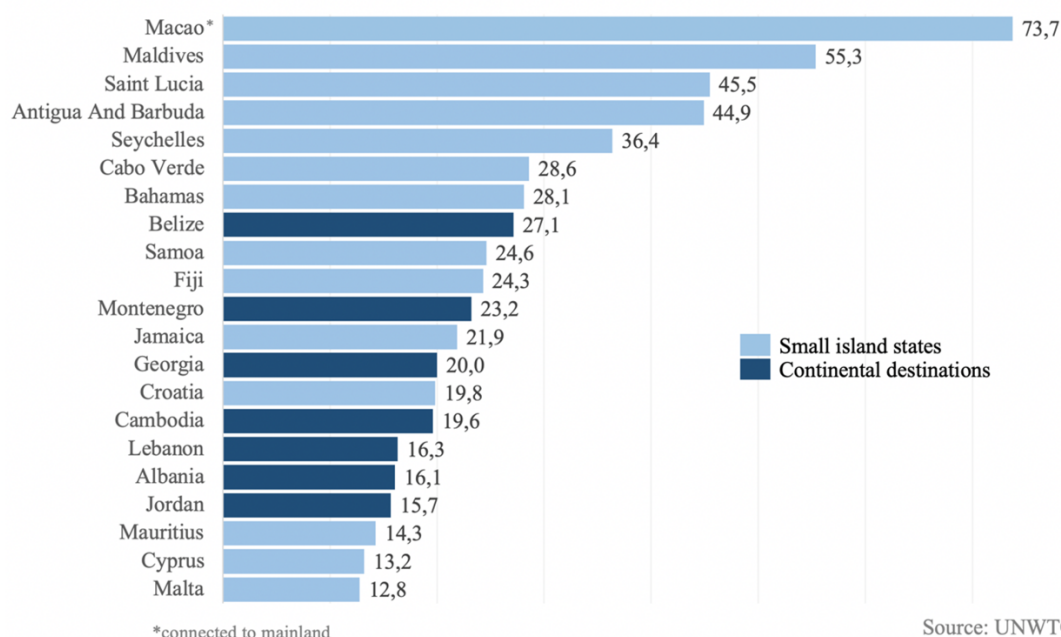
In this study, secondary sources of information have been used. A literature survey was made focusing on the patterns of economic performance of small island states and their particularities. Small island states from all over the world have been selected to analyse economic and tourism indicators that reflect the situation before and during the pandemic. UNWTO (2021) provide valuable information on macroeconomic and tourism indicators of small island states. It is important to highlight the lack of available data which has led to directly discard several island countries which have not enough information. In addition, small island states have been selected with a threshold of one million inhabitants. These data are compared to the international average to assess the point in which the economy of small island states is situated after the COVID-19 crisis.

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## RESULTS AND DISCUSSION

Three key characteristics of small island states which could be able to influence the impact of COVID-19 have been found. First, small island states are the countries which rely more heavily on tourism. In fact, among the 21 countries with the highest inbound tourism expenditure over GDP, 14 are islands (see Figure 1). Data reflect the importance of tourism economy on the islands, which is an essential source of export revenues, income, job creation, and therefore makes them particularly vulnerable to the impact of COVID-19.

Figure 1. International ranking of inbound tourism expenditure over GDP in 2019 (%)



Second, the dependence on international arrivals. Cook Islands, Fiji, Palau, Samoa, Vanuatu and Cyprus have been, among the analyzed islands, the ones that have suffered the most drastic losses on international arrivals with a decrease beyond -80% in 2020 (see Table 1), over the world average which is -73,1% (UNWTO, 2021). This may play a role because the recovery of outbound tourism countries could have a straightforward effect on these countries.

Third, islandness leads to a strong dependence on air transport. Several of these islands receive more than 90% of their tourists by air (see Table 1), reaching almost 100% in destinations as New Caledonia, St Vincent or Malta, while the world average was 58% in 2018 (UNWTO, 2019). This dependence on air transport could be a potential disadvantage for future tourist arrivals since the airline industry has been also severely affected by the COVID-19 crisis.

Table 1. Tourist arrivals on small island states

Small island state	Tourist arrivals 2019 (in thousands)	Change in international arrivals 2020	Arrivals by air 2019 (in thousands)	Arrivals by air / Tourist arrivals 2019
Anguilla	95	-73,4%	17	17,9%
Antigua and Barbuda	301	-58,4%	301	-
Aruba	1119	-67,1%	1119	100,0%
Bahamas	1806	-75,3%	1662	92,0%
British Virgin Islands	302	-72,7%	-	-
Cape Verde	758	-76,3%	-	-
Cayman Islands	503	-75,8%	503	100,0%
Cook Islands	172	-85,3%	-	-
Curaçao	464*	-62,3%	464	100,0%
Cyprus	3997*	-84,1%	3997	100,0%
Dominica	90	-75,8%	50	55,6%
Fiji Islands	894	83,6%	-	-
Kiribati	8	-	8	100,0%
Maldives	1703	-67,4%	1703	100,0%
Malta	2753	-76,1%	2702	98,1%
Montserrat	10	-56,3%	-	-
New Caledonia	130	-	130	100,0%
Palau	94	-80,5%	94	100,0%
Samoa	172*	-87,9%	172	100,0%
Seychelles	384	-70,1%	372	96,8%
St Kitts and Nevis	120	-75,3%	120	100,0%
St Lucia	424	-69,2%	378	89,2%
St Vincent and the Grenadines	73*	-69,3%	73	100,0%
Vanuatu	121	-81,8%	121	100,0%

\*estimated  
Source: UNWTO (2021)

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## IMPLICATIONS

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The dependence on tourism, air transport and international arrivals may be a disadvantage in the recovery of small island states. However, international dependence may be an advantage in the speed of crisis recovery, since the recuperation does not depend on the island themselves. For future research it is suggested to analyse the relation between external openness and crisis recovery in small island states.

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## KEYWORDS

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Island destination, economy, COVID-19, crisis recovery

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# Capacity development for Sustainable destinations: A Collaborative Approach

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*\*This work was supported by the University of Aveiro through a PhD grant awarded to Rogelio Flores, Jr. (BD/REIT/8010/2019).*

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## PURPOSE

Tourism provides multiple benefits to destinations but it also generates pressures especially in the context of sustainability. This research aims to present the best suitable approach in managing problems that confront capacity development in destination communities based from a literature review of selected articles published in SCOPUS from 2000 – 2018. Capacity development (CD) is considered the ‘means’ to sustainability however, establishing an effective approach that allows better understanding and implementation of CD programmes by destination managers and stakeholders is crucial, since our ultimate goal is to achieve sustainable development as enshrined in the United Nations 2030 Agenda.

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## RESEARCH METHODS

This research presents a literature review of CD concepts and practices, its linkage to sustainable tourism and destinations. Problems and challenges confronting CD were identified while two CD theories – ‘systems theory of capacity strengthening’ (Babu & Sengupta, 2005) and ‘theory of networks and social learning’ (Eade, 1997) were also emphasized. Preliminary and final reviews were executed that include data categorization and analysis. Articles which were published in SCOPUS database for the period 2000 – 2018 were taken from the selection and review conducted from July to September 2018, following a set of criteria. From the initial “search” of 186, articles which were irrelevant and without full access were eliminated until reaching to the final 36 articles. The 36 articles were reviewed and classified into three domain groups: networks & governance; community empowerment & development; and knowledge management. The content analysis performed in 2018 examined the concepts, issues and methodological approaches that resulted into one publication. Due to the significance of the findings, this research exclusively and contextually analyzed 17 articles that have discussed CD as a collaborative approach, for the period November 2020 to February 2021.

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## RESULTS AND DISCUSSION

Apart from destination problems or issues such as weak institutions (Babu & Sengupta, 2005; Koutra & Edwards, 2012), socio-political constraints (Caffyn & Jobbins, 2009), limited tourism understanding (World Bank, 2006) and inadequate capacity (Swaminathan, 2003), the success towards sustainability depends primarily on the capabilities and skills of the local people and stakeholders. Results suggest that the key success factor to CD implementation in any community is through the participation and collaboration of various stakeholders (Carlisle, Kunc, Jones & Tiffin, 2013; Hummel & van der Duim,



2016; Jiricka, Salak, Arnberger, Eder, & Pröbstl-Haider, 2014; Reggers, Grabowski, Wearing, Chatterton & Schweinsberg, 2016; Stone, 2015). CD can be managed successfully if done on a multi-sectoral basis - across public sector, political or administrative boundaries (Goeldner & Ritchie, 2009) and with support from various stakeholders (Aas, Ladkin & Fletcher, 2005; Gunn, 1988; Joppe, 1996). A destination shall not prosper unless CD programmes are effectively implemented to strengthen institutions and people, in order to better manage their tourism resources (Babu & Sengupta, 2005; Butler, 2017). Overall, collaboration through partnerships and networking is considered the most effective approach in managing capacities. This presents a direct message that sometimes the best solution to any CD problem or issue is not through the creation of a new system but through an effective application of an existing approach that must have been disregarded. Therefore, this research adds value to the study of destinations and contributes to the existing CD and tourism literature.

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## IMPLICATIONS

This research highlights the relevance of integrating CD as a collaborative approach by stakeholders involved in CD projects and programmes especially policy and decision-makers regardless of the nature, structure and type of destinations or organizations. It is crucial for the tourism industry to strengthen the capacity of individuals and organizations to develop and sustain the well-being of a community. A more integrated and sustainable approach is required in building better capacities to manage sectors, deliver services and provide appropriate tools to track, monitor and evaluate CD efforts (Babu & Sengupta, 2005; Otoo, Natalia & Behrens, 2009; World Bank, 2006), thus, governance is a relevant issue that must be considered for future studies, where local community ‘engagement’ and ‘empowerment’ are also taken into consideration.

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## KEYWORDS

capacity development, sustainable destinations, collaborative approach, review

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# Ups and downs of tourism in Ukraine: the Unobserved Component Model approach

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## PURPOSE

The paper examines factors that affect inbound tourist flows and tourism-based profits in Ukraine over the last decade. The present study sheds light on changes taking place in the tourism market of a developing country: Ukraine. Qualitative research by tourism experts at local levels gave mixed results concerning the impact of recent political instability in Ukraine (Tomczewska-Popowycz, Quirini-Popławski 2021). Analysis at the province level has not been examined in the literature so far. Empirical validation is necessary to identify trends at the regional level:

- (1) direction of trends (positive / negative) in individual provinces,
- (2) magnitude of the changes (small / large) to sustain or refute the impact of the current long-term conflict that has been ongoing since 2014 as negative.

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## RESEARCH METHODS

### *Data collection*

Secondary data collection occurred in February 2021. The study period lasted from the year 1995 to 2020. The present study uses data obtained from the State Statistics Service of Ukraine including its regional divisions as well as the National Border Guard Service of Ukraine.

### *Data analysis*

The statistical analysis was based on data for oblasts (Ukrainian provinces are referred to as oblasts) from the period 2006-2019 – data in the form of the number of tourists staying at hotels and other accommodation facilities. The unobserved component model (UCM) in SAS Studio was used to forecast trends in inbound tourism, excluding the current political conflict. UCM divides an array of responses into components such as trends, seasonality, cycles, and effects of regression caused by prediction arrays. These components capture the most important characteristics of an array that are useful in explaining and predicting its behavior in the case of a trend change (Witt et al. 1994; Kulendran, Shan 2002; Kathed et al. 2015; Pelagatti 2016; Rahardja 2020). UCM is an alternative to ARIMA models and provides a flexible and formal approach to smoothing and decomposition problems. The trend studied herein is based on foreign tourist volume data for Ukraine.

Differences in changes in the trendline (coefficient of determination) were used in the statistical analysis of variances between oblasts, with consideration given to mean squared error. This made it possible to create a typologic regionalization of Ukraine in terms of differences in the response of the tourism sector to political and economic changes in the study period.

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## RESULTS AND DISCUSSION

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The use of the UCM model enabled an analysis of fluctuations and identification of the year of change in the trendline for inbound tourism in Ukraine due to Russian aggression. The first factor led to a decline in almost all the studied regions, with dramatic declines in places such as Donetsk and Luhansk. Research has also shown that provinces with developed tourism sectors in areas away from the place of conflict are actually beneficiaries of political instability (e.g. provinces of Lviv and Ivano-Frankivsk). Disadvantaged are regions that had their tourist flows largely based on the citizens of the aggressor's country; in this case, the Russian Federation. Regions that were underdeveloped in terms of tourism to begin with did not experience a significant impact of the political instability in eastern Ukraine.

The year 2014 was a year of change in the trendline for the number of foreign tourists for a total of 11 provinces in Ukraine. In this context a typology was created separating homogeneous as well as dissimilar groups of regions.

The present results support previous findings that political instability reduces tourist traffic over the short term (Morakabati 2013; Tekin 2015; Liu, Pratt 2017; Webster et al. 2017; Ivanov et al. 2017). Moreover, the current pandemic has severely impacted the Ukrainian economy, devastating the inbound tourism industry. Other major events such as Ukraine's political "Orange Revolution," the global financial crisis of 2008, and EURO 2012 championships all had a low impact on foreign tourist arrivals. We use conclusions from Rittichainuwat & Chakraborty (2009) and Sönmez & Graefe (1998) to show that the continued perception of Ukraine as an unstable country will lead to a change in the travel plans of potential tourists who will choose to go elsewhere and inadvertently help deepen the crisis in the tourism sector in Ukraine.

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## IMPLICATIONS

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The unobserved component model approach allows to present the impact of various events on the tourism economy of Ukraine. The present study argues that the analysis of past and present trends ought to serve as an objective basis for the implementation of an action plan designed to manage crisis situations and help make it possible to predict likely scenarios, which is consistent with the results of research in Lebanon by Issa and Altinay (2006).

One limitation of the present study is the low quality of the raw data obtained for the Ukrainian tourism sector, which makes the overall analysis more difficult. Future research may utilize other models including more refined hybrid forecasting models and combinations of models.

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## KEYWORDS

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foreign tourism flows, Unobserved Component Model, political instability, Ukraine

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# Identifying Destination Vulnerability to Hazards: A Framework for DMO Involvement

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## PURPOSE

The purpose of this study is to provide a comprehensive theoretical framework of vulnerability for touristic destinations through the lens of the natural hazards literature. Additionally, the study touches upon the complexity of interlinkages between vulnerability and resilience, and on how their interrelations are critical to the long-term progress of tourism. Research questions underpinning this study include: why do some destinations suffer more acute impacts in the same or similar crises than others; what is the role of destination governance in shaping how destinations mitigate or adapt to their vulnerabilities; post-Covid-19, how may destinations re-evaluate the trade-off between economic benefit and more sustainable, resident-friendly and resilient forms of tourism within the broader framework of the hazards literature?

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## RESEARCH METHODS

Drawing from a critical, inter-disciplinary review of the literature, the dimensions of vulnerability for destinations are identified and discussed. Further, a conceptual framework that highlights these dimensions is proposed. In addition, an all-encompassing list of natural hazards threatening destinations is reported with their anticipated impact on destinations in all their forms outlined.

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## RESULTS AND DISCUSSION

This study presents a comprehensive conceptual framework that highlights the major dimensions of vulnerability for touristic destinations: physical, social-cultural, economic, environmental-ecological, and institutional vulnerability. Four possible pathways for the impact of hazards on a destination's vulnerability are revealed (i.e., bounce back better than before, bounce back to pre-hazard state, bounce back worse than before, and collapse), along with elaboration on the influencing factors for each pathway. The framework considers hazards in terms of their onset type and origin. In general, hazards can be considered as rapid onset "shocks" or slow onset "stressors", but in practice most real-world hazards can exhibit characteristics of both shock and stressor. Hazards can be more systematically classified according to their origin (i.e., geophysical, meteorological, hydrological, climatological,



biological, extra-terrestrial, and technological/man-made). The review shows that it is normal for touristic destinations to experience all the types of hazards considered. Rather than one-time or unique events, hazards are cyclical and recurrent. The impacts on destinations during and after hazards by hazard type are illustrated through evidence uncovered by prior studies. This study contributes to knowledge by introducing the natural hazards literature—specifically its conceptualization of vulnerability—to tourism scholars, and demonstrates how the inter-disciplinary perspective prevalent in the natural hazards literature contributes to a more holistic understanding of some of those chronic vulnerabilities whose root causes are either out of sight to those managing destinations, or more dangerously are simply ignored, to the detriment of the longer-term sustainability and resilience of tourist destinations.

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## IMPLICATIONS

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The conceptual framework suggested by this study is meant to serve as a practitioner's guide for destination vulnerability assessment. Also, this study is meant to help destination management and marketing organizations better understand the dimensions across which vulnerability manifests in destinations offering different types of tourism, while encouraging them to be influential stakeholders in the efforts towards mitigating their destination's vulnerability. Lastly, the discussion of vulnerability response pathways, along with the illustration of multiple hazard impacts, can help destination managers establish strategic mitigation initiatives.

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## KEYWORDS

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Destination; vulnerability; tourism; hazards; shocks and stressors

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# City cards, transport, and tourism: A study in developing countries cities

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## PURPOSE

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City cards allow their holders to enter tourist attractions and tourism-related services for free or with discounts. Research carried out by Leung (2021) points out five preferred benefits by city card users: free entry to main attractions, discount on wi-fi, skip-the-line admission, discounts on shopping and what will be considered in this work free access to the destination's public transport.

There are different degrees of development of public transport between cities; those located in so-called developed countries tend to have a broader range of transport modes. As some of the most visited places in the world are cities, one can ask: is free public transport available for tourists with a city card? If so, is this offer similar between cities in developed and developing countries?

This paper has as main goals to verify the existence of city cards in the world's most visited cities in developed and developing countries and verify the frequency in which free public transport can be found in these cards.

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## RESEARCH METHODS

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As WTO only ranks the most visited countries globally, we have assumed the world's 100 most visited cities list according to Euromonitor (Yasmeen, 2019). In connection with the United Nations criteria to rank countries according to their economy (2020), the most visited cities located in developed countries (43 in total) were separated from those in developing countries (55) and economies in transition (2).

The Google search engine was then used to identify city cards related to each of the 100 cities, using different search terms, such as "(city name) city card". At last, we have verified the availability of free public transport on each card, visiting its website. In many cities, one can buy two or more different cards, and in some cases, just one includes public transport (e.g. Barcelona). In this situation, we have considered that the city has a city card with free public transport.

It is important to note that transportation services as hop-on-hop-off buses and shuttle vehicles are widely offered on city cards, but they can not be called public transport.

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## RESULTS AND DISCUSSION

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Considering the 43 world's most visited cities located in developed countries, 36 offers at least one city card. In 22, free access to public transport is one of the benefits or option during the purchase process. However, in developing countries, the number of cities offering city cards is much smaller (16 out of 55), and only eight of them provide access to public transport at least as an option. The two cities located in transition economies offer city cards, with no public transport.

There is a remarkable difference between developed and developing countries' cities considering city cards and public transport as their offerings. This situation can be explained in several ways, but the main reason is that countries' economic development plays a fundamental role. Developed countries' cities in the list are, most of them, capitals and the most important financial centres, with a vast public transport network. On the other hand, many cities in developing countries are the starting point for beach



destinations (e.g. Phuket) or places of pilgrimage (e.g. Mecca and Medina), possibly subject to seasonality or with a low resident population, not justifying a broad public transport net.

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## IMPLICATIONS

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To our knowledge, this is the first paper to analyze public transport offer in city cards. Also, it is the first paper to raise data about the availability of city cards in different tourist destinations, according to their economies or even the characteristics of the destination.

There is a need to investigate why city cards in developing countries' cities do not offer public transport. Fostering public transport by tourists can be positive for the tourist experience and make destinations more sustainable by discouraging the use of the private car. Thus, destination management organizations should promote partnerships between tourism stakeholders and enhance local public transportation.

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## KEYWORDS

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City cards, public transport, tourism, developed countries, developing countries

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# Push and pull factors as determinants of destination loyalty

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## PURPOSE

In the tourism sector, according to the the *Theory of push and pull motivations* (Crompton, 1979; Su et al., 2020), it is possible to distinguish between *push* factors (or motivations) – tourist desires for rest, health, adventure, social interaction – and *pull* factors– attributes of the destination, such as parks, beaches, events, monuments, and cultural places. The main purpose of this study is to apply this theory in the specific sector of heritage tourism (Brida et al., 2012; González-Rodríguez et al., 2019). Therefore, the research try to identify possible *push* and *pull* factors that can determine tourists heritage destination loyalty, defined in terms of their revisit intention and word-of-mouth (WOM) (Fig. 1).



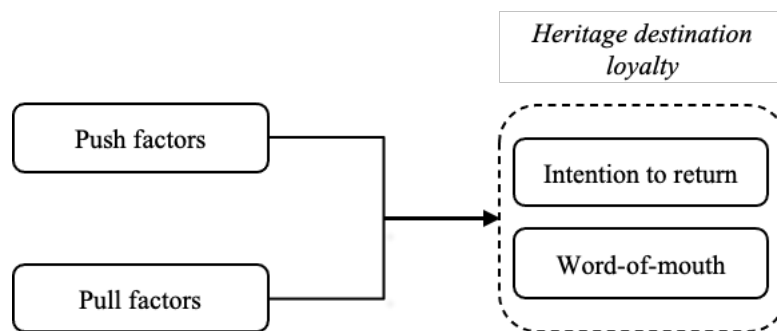


Fig. 1: The conceptual framework used in the study

## RESEARCH METHODS

To identify *push* and *pull* factors, a pilot study has been conducted considering as tourist heritage destination the *Carlo V Castle*, located in Lecce, a baroque city in Southern Italy. An open-ended questionnaire was administered to a sample of 20 subjects, aged between 20 and 59 years old ( $M = 28.9$ ). Intrinsic factors were identified by asking to enumerate the advantages/disadvantages of the fruition of cultural organizations. Extrinsic factors were identified by asking to enumerate facts/circumstances that could facilitate/impece the visit cultural organizations. Only items with a relative frequency greater than 25% were used for the main study.

A survey, which measures the relevance (importance and probability of occurrence) of *push* and *pull* factors, Revisit intention (Ajzen & Fishbein, 1980), and WOM, was conducted by selecting a convenience sample of 200 participants: 89 men and 111 women, aged between 18 and 69 years old ( $M = 36.8$ ), 58.1% were Italians. Considering these factors as independent variables and Revisit intention and WOM as dependent variables, two multiple regression models were carried out using SPSS.

## RESULTS AND DISCUSSION

The pilot study identified 5 positive and 5 negative *push* factors, and 4 positive and 4 negative *pull* factors. Multiplying the importance by the probability, the relevance of positive intrinsic factors is greater than the negative intrinsic ones ( $M_{PosPush} = 29.98$ ,  $M_{NegPull} = 9.32$ ;  $p < .001$ ). The same result was obtained for extrinsic factors ( $M_{PosPush} = 28.13$ ,  $M_{NegPull} = 16.05$ ;  $p < .001$ ). By comparing *push* and *pull* factors, there is a significant difference in the relevance attributed to negative factors ( $M_{NegPush} = 9.32$ ,  $M_{NegPull} = 16.05$ ;  $p < .001$ ) but not for that attributed to positive factors ( $M_{PosPush} = 29.98$ ,  $M_{PosPull} = 28.13$ ;  $p = .099$ ). Negative factors are less importance for tourists but are perceived with low probability of occurrence. The positive factors besides are perceived with greater importance and almost certain.

Results of the regression analysis show that *push* factors have a significant positive effect on Revisit intention ( $b = .261$ ,  $p < .001$ ) and WOM ( $b = .195$ ,  $p < .001$ ), while *pull* factors have no significative effect on Revisit intention ( $b = .033$ ,  $p = .535$ ) and WOM ( $b = .057$ ,  $p = .255$ ).

## IMPLICATIONS

The factors identified in the specific context of heritage tourism are different from those identified in other tourism sectors (Ryan & Deci, 2000; Su et al., 2020). Moreover, the choice of a destination is often the result of the tourist's will, instead of the destination manager's desire to attract.

Results could suggest to territorial manager and policy makers more effective tourism policy strategies as networks of economic incentives (to improve *push* factors) and international marketing campaigns on national cultural heritage (which leverage *pull* factors). Future research could investigate the model by evaluating the differences between the tourism sector in general and heritage tourism.

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## KEYWORDS

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*Push and Pull* factors, Destination Loyalty, WOM, Intention to return.

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# Marketing destinations with low rates of local Covid19 transmission: The case of the Azores islands, Portugal

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## PURPOSE

This study aims to understand how the pandemic has influenced the promotional efforts and message in destinations where not many community infection cases were registered. The low rate of transmission can be exploited as an appealing factor benefitting the destination's image and convey a message of safety and solace to potential visitors. Examining such adaptive processes in destination marketing allows for a better understanding of positioning strategies that can be useful for the marketing of destinations throughout and after the Covid19 pandemic.

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## RESEARCH METHODS

The study focuses on the Azores islands, in Portugal, a destination whose image is strongly based on natural landscape and outdoor activities. The archipelago has registered few cases of community transmission in localized hotspots that for the most part have been fairly contained. Furthermore, coronavirus has been virtually non-existent in eight of the nine islands of the archipelago. Applying a methodological approach drawing from discourse analysis, the study examines the marketing campaigns and promotional materials produced about the Azores destination (e.g. videos, social media) between March 2020 and April 2021. A number of similar island destinations are also considered to test validity of research findings.

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## RESULTS AND DISCUSSION

Preliminary findings indicate that, while initial marketing campaigns in Azores at the start of the pandemic urged travellers to postpone travel plans, later campaigns developed around messages emphasizing the safety of the destination. In the case of the Azores, promotional messages underline sanitation measures adopted locally (Safe and Clean certificate for tourism companies, mandatory mask use, negative PCR test required, etc). Initiatives such as Azores Safe Destination Voucher offered a monetary incentive to travellers who took a PCR test prior to travelling. Relatively Covid-safe attributes and activities key to the Azores tourism brand, e.g. outdoor activities, were also emphasized. Moreover, of the nine islands of the Azores, the lesser populated islands, which registered even fewer Covid19 local cases, took a more central role as an appealing environment for a safe and comfortable visit. This is viewed by marketers as providing competitive advantage to the destination, in the sense that tourists can choose between islands with the best epidemiological situation to spend their holiday. Even though the low rate of community transmission is not explicitly exploited, it is implied in the overall message. Particularly, a promotional campaign named #safebynature released in April 2021 focused its message

on promoting outdoor activities, focusing on a family (“a symbol of safety”) experiencing and contacting with nature elements together.

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## IMPLICATIONS

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The study highlights how certain destinations are adapting their marketing strategy in light of the Covid19 pandemic in their bid to market the appeal of the destination in a pandemic reality. At a broader level, the findings of this study contribute to the literature crossing crisis management and destination marketing (Avraham, 2015; He and Harris, 2020). The study provides insights into adaptive practices and opportunities as tourism slowly regains traction (Zenker and Kock, 2020), and are particularly relevant for destination marketing organizations of island destinations with low community infection rates aiming to revive tourism in a post-covid reality. Further research could assess the success of these campaigns in drawing potential tourists and how it has influenced visitor expectation and perception of the destination.

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## KEYWORDS

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Destination marketing; message; destination image; promotion; crisis management

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# Consumer Based Destination Branding in Small Sized Cities

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## PURPOSE

Tourism industry has emerged as the world's largest industry (Andreopoulou et al, 2013). The intense rhythms of life reduce the time of consumers for travel and leisure holidays. As a result, there is a reduction in demand for long-distance travel and a corresponding increase in demand for travel to nearby tourist destinations (Remoaldo et al., 2020). In this context, several small cities have emerged as popular tourist destinations while hotel units adopt principles of environmental responsibility (Tsekouropoulos, 2016). Consumers create an image for a tourist destination before they even visit it, as well as a set of expectations, based on past experiences, word of mouth information, media reports about the destination and advertisements (Danylyshyn et al., 2020). At the same time, it is argued that the feelings, ideas and behavior of consumers towards a brand essentially compose the image of this brand, in this case the brand of a tourist destination (Ruiz-Real, Uribe-Toril & Gazquez-Abad, 2020). Based on that the purpose of the current study is to investigate how destination branding affects the competitiveness of a tourism destination and especially small sized cities. Brand features and consumer related measures will be assessed regarding their impact on selecting a destination over another

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## RESEARCH METHODS

Quantitative research techniques were used in the current study, the recruitment of participants took place in January 2021 and a pilot questionnaire was tested in order to meet the requirements of the investigation. The questionnaires were completed by the participants online. The sample of the research consisted of 378 tourists who have visited at least one out of three small sized cities (<50.000 people) close to the second larger city of Greece, Thessaloniki. A non-probability judgmental/purposive sampling was used as a sampling method. Finally, the analysis of the data was made with descriptive and inferential statistics on SPSS.

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## RESULTS AND DISCUSSION

The findings suggest that the competitiveness of small sized cities is positively connected with brand image ( $r = .744$ ), brand associations ( $r = .691$ ) and awareness of tourism related characteristics. Additionally, consumers have positive cognitive and affective perceptions about a tourism destination when they have a relative positive perception of its brand ( $r = .803$ ) while at the same this fact also increases how competitive this destination is perceived in terms of attractiveness ( $r = .809$ ), preference ( $r = .503$ ) and intention of repeated visits ( $r = .872$ ).

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## IMPLICATIONS

Those findings could lead to practical implications in order to improve the brand name of small sized cities. The profound significance of brand related characteristics highlights the importance of a solid brand strategy that would be the cornerstone of the tourism strategy and development for a small sized city. Those correlations and brand characteristics can also be a differentiated point for any tourism developmental plan in the attempt of area managers to promote their location and attract more tourists.

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#### KEYWORDS

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Destination Branding, Consumer based strategy, Small sized cities, Tourism competitiveness

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# Components of a tourist destination in the perceived image and in intention of revisit and recommendation

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## PURPOSE

The topic of the image of tourist destinations has been taking an important place in the tourism sector, since it can be considered as a decisive factor in relation to the way individuals perceive the destination, influencing their behaviour at the level of revisiting and recommendation. Thus, the definition and analysis of the components that are part of a destination is a fundamental element regarding the attractiveness and competitiveness of a destination. In this context, the competitiveness models and the index of travel and tourism competitiveness provide relevant indicators for the understanding and analysis of the main components for a proper development and management of tourism. The relationship between the components of the destination with its perceived image and future intentions is a research topic less analysed in the literature, so this research work provides interesting contributions in this regard. This research has as main goal to understand and analyse the implications of the main components of the destination (natural resources, created resources, support factors and strategic areas) in the perceived image of a destination and in the future intentions of revisit and recommendation.

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## RESEARCH METHODS

This empirical study was based on two different main analyses: the perception of the residents and visitors from Santa Maria da Feira. In this research study, two investigation methods were applied, namely a questionnaire survey to the residents (111) and visitors (56). The questionnaire was applied online for six weeks (between May and July of 2020) and using the main social networks, in order to reach as many people as possible. The questionnaire was divided into five parts: characterization of the visit, characterization of the image of the tourist destination, components of the destination, intentions of revisiting and recommending and sociodemographic data.

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## RESULTS AND DISCUSSION

The questionnaire has shown important results, and it was possible to verify that Santa Maria da Feira has a group of relevant components. Moreover, there are certain subcomponents with greater influence on the global perceived image (entertainment, security and protection, environmental sustainability, special events, general and destination accessibility, communication and management and air transport infrastructure), explaining 47.8% of the variation of the dependent variable (perceived image); on future intentions of revisit (price competitiveness and health and hygiene), explaining 35.8% of the variation of the dependent variable (revisit, and it was only for visitors); and recommendation (entertainment, quality of service, international openness and natural resources, physiography and climate), explaining 44.0% of the variation of the dependent variable (recommendation). Furthermore, a positive global

perceived image has a moderate positive association (values between 0.4 and 0.7) with the intentions of recommendation (residents and visitors) and revisit (visitors).

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## IMPLICATIONS

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In general, it is concluded that the components of the destination are extremely important to create the image of a destination, reflecting it mainly in the formation and perception of the image of individuals and, consequently, in the attitudes generated at the level of revisit intentions and recommendation. For future research studies, an analysis of the effect of the components of the destination and the perceived image on global satisfaction would be relevant to understand whether there are differences or how the components and the perceived global image influence the global satisfaction of the tourist destination. It is also suggested the application of a questionnaire survey to residents and visitors at different times of the year, namely during the mega events in the destination, to obtain a higher rate of responses and observe possible differences in the responses obtained. Lastly, it would be also important to analyse the relationship between a specific component or a specific item such as, for example, major events held with the perceived image of the destination, to analyse the possible influence or trend between these two dimensions, which can positively contribute to a better management and planning of resources and all the potentialities associated with tourism in the territory.

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## KEYWORDS

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Perceived image; Destination components; Revisit intention; Recommendation; Santa Maria da Feira.

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# Role of Social Media and Influencer Marketing in the attractiveness of Tourism Destinations using Location Based Social Media Data

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## PURPOSE

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In the light of the global COVID-19 pandemic, intensive marketing efforts and low-cost strategies to bring back sustainable tourism will soon become important. Social media offers various tools to reach a global audience with limited resources. With the influencers' tendencies to share moments about their lives and especially about their travels, influencer marketing through the social media networks has become one of the most powerful weapons that National Tourism Organisations (NTOs), Destination Management Organizations (DMOs), travel agencies, hotels etc. use to attract as many customers as possible. At the same time, a major problem in tourism sector is the lack of knowledge in respect to the users' preferences and motives for selecting to visit a destination. Many enterprises and local/national authorities are still using traditional methods for acquiring knowledge to make strategic decisions, by collecting data from questionnaires.

This research aims at identifying the role of influencer marketing through social media as strategic tools in the attractiveness and selection of a tourism destination, using location based social media data. These data have emerged as new data sources for studying travel demand and they refer to check-in at venues and shared content that is linked to users' geolocations. By testing them under the scope of influencer marketing through social media platforms and its impact on inbound/incoming tourism, they can help on supporting the promotion of destinations by guaranteeing an appropriate number and type of tourists offering low-cost and high value results.

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## RESEARCH METHODS

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This study is trying to examine the relationship between the users'/ travelers' preferences (using geo-location check-ins on posts) through social media platforms and its impact on the attractiveness and selection of a tourism destination during travel planning process.

The main research questions of this study consist of:

- Are social media data based on the posts' location of users' dynamic tools for the estimation and creation of travel demand for destinations?
- Does the popularity and likeability of an influencer (no. of followers & likes) have an impact on the relationship between tourists' preferences in social media and the attractiveness/selection of a destination?

For testing the presented topic of this research, a proposed research model is created including an independent variable (IV), a dependent variable (DV) and a moderator variable (MV), which are analyzed as follows:

- Independent variable (IV) is described as the preferences of users' for a destination through geo-location check-ins of destination on social media platforms
- Dependent variable (DV) consist of the data presenting the selection of destination on country level (inbound tourism/ international arrivals per country)
- Moderator Variable (MV) is represented by the influencers that present high popularity (followers) and likeability (likes) on social media platforms.

As a result, the main hypotheses of the research are:

H1: Users' preferences presented by geo-location check-ins through social media platforms are positively related with the selection of a tourism destination at country level.

H2: The popularity of an influencer (no. of followers) have a moderating impact on the relationship between tourists' preferences in social media and the attractiveness/selection of a destination.

In order to test the proposed hypotheses of this research model, a multiple hierarchical analysis using SPSS is implemented. This type of analysis consists a valid way to examine and predict the impact of an independent variable to a dependent variable. A panel data model for organizing the data of sample from countries and a regression model are used to establish the relationship between LBSM data and the selection of tourism destinations.

Finally, the research is implemented by a quantitative approach, adopting a survey strategy and the data collection is based on a sample of 35 tourism destinations with inbound overnight tourists that are using social media marketing as tools for the selection of a tourism destination and key influencers by geo-location focus. Findings present that tourism destinations take advantage of social media capabilities and influencers' geo-location data. Finally, this study provides managerial implications for both tourism organizations, firms etc. that may benefit through the use of the social media and influencers using geo-location data.

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## RESULTS AND DISCUSSION

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The findings provide insight into how tourist destinations promote and present their image through the use of social media and influencers. Social media was found to be a strategic platform for enhancing brand image and achieving tourist engagement. At the same time, the role of mega influencers and travellers as microinfluencers with the presentation of their posts' geo-location is crucial to the formation of brand image and selection of a destination by future travelers. Furthermore, the trust in social media for tourism information makes people become more interested in them and to consider it more useful as tool for prepare their travel. Finally, the role of influencers and social media marketing seems as a critical tool for the attractiveness of inbound tourists in country level and the selection of a tourism destination.

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## IMPLICATIONS

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Research findings thoroughly demonstrate the strategic importance of social media and influencer marketing for the attractiveness of inbound tourism in the countries using location based social media data. This study also contributes to the academia and industry by identifying some research voids in extant research and providing an agenda for future research. Finally, this research helps to a better understanding of how National Tourism Organisations (NTOs), Destination Management Organizations (DMOs), travel agencies, hotels etc. can use location based social media data for promoting the brand image of a destination around the globe.

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## KEYWORDS

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## **ROOM 5 EXPERIENCE DESIGN AND MANAGEMENT, Panagiota Dionysopoulou**

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# Escape Zoom: Does the Remote Format of Escape Rooms Change Visitors' Experience?

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## PURPOSE

This study aims to assess the attractiveness of the remote escape rooms emerging during the COVID-19 pandemic based on visitors' attitudes and experiences. The study focus on the following research questions: RQ1) How does the remote format of escape rooms change visitors' experience, emotions and intentions compared to classic real-life escape rooms? RQ2) What prevents players of offline escape rooms from participating in remote formats?

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## RESEARCH METHODS

The study's methodology is based on a survey of escape rooms' visitors in Russia. The survey questionnaire included measurements of visitors' experience, emotions, and intentions of both offline and online (remote) escape rooms. The respondents answered questions only for those escape room formats that they played during the last year. Respondents who did not visit online rooms were asked about the reasons for not playing.

The questionnaire was distributed through several thematic escape communities in VK.com, the leading Russian online social networking service. The final sample includes 194 real-life escape room players primarily from Moscow and Moscow region, 29 of whom also tried playing in a remote room at least once. Data analysis was based on frequency and contingency analysis using the Student's t-test and Chi-square test.

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## RESULTS AND DISCUSSION

The COVID-19 pandemic, lockdowns, and travel restrictions have forced many tourist attractions to use online channels to interact with their visitors (Agostino et al., 2020; Vanderberg, 2020). Real-life escape rooms which have become popular tourist attractions (Kolar, 2017) were forced to close or use remote formats such as avatar-driven games via Zoom or other similar services (Spira, 2021). Nevertheless, some experts express doubts about remote escape rooms and their prospects in the post-pandemic world (Bass, 2020).

The present study is the first attempt to measure the experience of remote entertainment escape rooms' visitors. The evidence from the study shows that in remote format participants tend to note less emotional involvement, satisfaction, and loyalty intentions compared to offline escape rooms. Moreover, remote escape rooms provide a poorer level of participation, excluding participation in solving tasks. However, puzzles and tasks which becoming a less significant source of experience in offline escape rooms (Pakhalov and Rozhkova, 2020) are still commonly mentioned as the most memorable part of remote rooms.

The results indicate that the key factor preventing people from attending remote escape rooms is a perception of this attraction as entertainment with a lacking of atmosphere and physical interaction. A quarter of the respondents have heard of remote escape rooms for the first time, thus, lack of awareness might be also a significant barrier to the development of this format.

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## IMPLICATIONS

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This study provides some useful insights for experience design strategy at the remote escape rooms. In particular, they could pay special attention to puzzles, and try to enhance the atmosphere using extended reality technologies (Kwok and Koh, 2020). Further research may focus on a deeper understanding of the remote escape experience through the use of neuromarketing methods. In particular, eye tracking or EEG (electroencephalography) studies, which were difficult to carry out in the offline escape rooms, may be easily implemented in the remote format.

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## KEYWORDS

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Escape rooms, visitors' experience, experience design, remote game

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# Let's Eat Dinner Apart: Physical Distancing and Restaurant Experience

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## PURPOSE

This study aims to discuss the relationship between physical distancing and the experience of restaurant guests during the re-opening phase after COVID-19 lockdowns. The following two research questions were used in this study: 1) Do restaurant guests find it important to maintain physical distance during a pandemic? 2) Can restaurants improve their guests' experience using creative (non-standard) ways to indicate physical distance?

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## RESEARCH METHODS

The study's methodology includes online and offline surveys conducted in Moscow, Russia during the re-opening phase after the severe COVID-19 restrictions (December 2020 - February 2021). The online sample includes 232 respondents (65% women, 34% men) mainly from Moscow and the Moscow region. The offline sample includes 59 respondents (50.8% women, 47.3% men) who visited the "Gusi-Lebedi" restaurant located in Izmailovo, one of the largest hotel complexes in Moscow. The online sample was formed using the "snowball" approach, while the offline questionnaire was offered to guests by the restaurant staff. Frequency analysis and contingency tables were used to analyze the obtained data. The significance of differences was assessed using the Student's t-test and Chi-square test.

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## RESULTS AND DISCUSSION

The re-opening phase after COVID-19 lockdowns challenged restaurants and other tourist attractions to find a balance between following strict safety regulations and creating a positive customer experience (Bonfanti et al., 2021; Fusté-Forné and Hussain, 2021). Physical (social) distance may be one of the key reasons for changing customer experience in a restaurant (Taylor, 2020), as pre-pandemic research has shown the importance of the social context of the restaurant experience (Martin, 1997; Wall and Berry, 2007).

The results of the present study show that restaurant customers find it important to maintain physical distancing during a pandemic. Respondents rate the importance of physical distance in a restaurant significantly higher than the importance of wearing masks. The results support the hypothesis of a significant positive correlation between pandemic concern and the estimated importance of physical distance. Gender and age differences were also found in the perception of physical distance in a restaurant: men and middle-aged people were less agree with its importance.

This study contributes to the discussion on ways to indicate physical distance in the restaurant. The results indicate that visitors perceive various "distance approaches" differently. The safest and most attractive for respondents way is to use separate houses ("igloos") around each table. The use of teddy bears is the second-best option in terms of perceived safety. "Teddy distance" gives the highest level of



positive experiences. The distancing method, which people consider to be very safe, can create a negative experience for visitors. This can be seen in the case of ensuring physical distance using plastic face shields.

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## IMPLICATIONS

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The research findings provide some practical insights for restaurant owners and managers. While restaurants need to maintain physical distance during a pandemic, they must do it creatively to enhance their guests' experience. Both failure to maintain distance and unattractive marking of distance can reduce visitors' satisfaction and their intention to visit. A more accurate assessment of the perception of physical distance by restaurant visitors can be obtained in an experimental study, which is one of the directions for further research.

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## KEYWORDS

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Restaurant experience, social context, physical distance, COVID-19 pandemic.

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# Investigating the dynamics of emotional value co-creation in a guided tour experience

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## PURPOSE

Guided tours are one of the key activities undertaken by tourists during a destination visit. While extant research has acknowledged the cognitive outcomes of face-to-face interpretation (Huang et al., 2015; Weng et al., 2020), the understanding of the emotional facet of tour guide-tour member interactions is still scarce (Weiler & Walker, 2014). Importantly, current experience economy era demands guides who are not only information providers but are able to offer a meaningful tour experience by actively engaging tourists in its co-creation (Teng & Tsai, 2020; Weiler & Black, 2015). A key, but underexplored resource for value co-creation from the perspective of customer-dominant logic, are emotions (Malone et al., 2018). Drawing on emotional contagion theory (Hatfield et al., 1994), this study aims to delineate the co-creation of emotional value in a guided tour experience from a customer-dominant logic (CDL) perspective by testing the interaction among tour guides' emotional labour, emotional value and the mediating effect of tourists' emotional participation.

The research posits the following four hypotheses regarding the emotional interactions taking place during a guided tour from a tour member's perspective:

Hypothesis 1: Tour guide's emotional labour is positively related to emotional participation.

Hypothesis 2: Tour guide's emotional labour is positively related to emotional value.

Hypothesis 3: Emotional participation is positively related to emotional value.

Hypothesis 4: Emotional participation mediates the relationship between tour guide's emotional labour and emotional value

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## RESEARCH METHODS

Data was collected via a questionnaire survey implemented with multiple groups of visitors on guided tours in a major Spanish Mediterranean destination. The final dataset comprised 270 valid questionnaires. The characteristics of the sample were as follows: 59% women, average age 59 years, main countries of residence were USA, UK, Germany, 78% had university degrees and 55% were

retired. All latent constructs were evaluated on a 7-point Likert scale using previously established measures: emotional labour (van Dijk et al., 2011); emotional participation (Li & Hsu, 2017), emotional value (Song et al., 2015). To test the hypothesized relationship partial least square equation modelling (PLS-SEM) was used.

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## RESULTS AND DISCUSSION

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The study revealed that the emotional labour performed by the tour guide acts a driver of perceived emotional value of the guided tour experience. Importantly, tourists' emotional participation in the tour played a partial mediating role on the link between tour guide's emotional labour and emotional value. In other words, when tourists perceive that a guide invests authentic emotions in delivering the tour service, the perceived emotional value of the guiding service is enhanced, especially when tourists participate emotionally in the interaction.

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## IMPLICATIONS

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The study fulfils demands for research on understanding the emotional facet of a guided tour experience, highlighted as the least developed domain of tour guiding (Weiler & Black, 2014). Furthermore, motivated by Malone et al.'s (2018) proposition about the role of emotions in co-creating tourism experiences through the lens of customer-dominant logic, the research provides quantitative evidence for the creation of emotional value in a guided tour experience. Lastly, the study is original in assessing tourists' emotional response, in contrast to past research, which has been focused on tour guide's emotional performance solely. Thus, the study addresses calls for research on tourists' emotion management (Io, 2013). Overall, the study offers both theoretical insights about the mechanism underlying the creation of emotional value in a guided tour experience and practical implications for tour guiding businesses. In view of the findings, touring businesses need to cultivate the emotional skills of their employees. The emotional labour of the guide should be particularly focused on encouraging tour members' participation in the co-creation of the emotions derived from the tour. Thus, when designing tour experiences not only the quality of the interpretation should be considered, but also the emotional domain of the experience. In this regard, tour guide companies are advised to implement staff training programs in which guides can learn and improve emotional labour skills.

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## KEYWORDS

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Tour guiding, emotional value co-creation, emotional labour, emotional participation

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# Fuelling the restart of tourism through transformational academic tourism: a conceptual model

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## PURPOSE

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This study aims to propose a conceptual model on academic tourism, focused on the effect of transformative travel experiences, tourist perceived safety and place attachment on international students' behavioural intentions (revisit or recommend intentions), in order to enhance strong emotional ties and increase the competitiveness and attractiveness of the tourism destinations, after Covid-19 pandemic.

Despite the growing interest in transformative travel experience, its relationship with tourist perceived safety, place attachment and behavioural intentions, are yet to be disclosed in the context of international academic tourism.

Even with a large growth potential (OCDE, 2019), academic tourism is still an under-researched market segment, key for fuelling this sector in the coming years. With a huge impact on tourism (UNWTO, 2020), the Covid-19 pandemic highlighted the need to rethink the sector by promoting less massified destinations, reducing the seasonality index, encouraging digital transformation, and fostering innovative solutions that facilitate more meaningful and safer tourist experiences. On the second-generation experience economy (Pine & Gilmore, 1998), transformative travel will place a premium on experiences that meaningfully transform a consumer (Kirillova et al., 2017) and impact the behaviour of travellers by encouraging them to become agents of change in the community (Lean, 2009). Substantial changes in mobility, socialization and consumption patterns, leisure and work are also likely to remain (Romagosa, 2020). Still looking for a destination to study abroad despite this pandemic (StudyPortal, 2020), young people are expected to start travelling sooner, with less frequent severe coronavirus disease than adults (Felsenstein & Hedrich, 2020) and less likely to be deterred from travelling by risk factors as a disease (UNWTO & WYSE Travel Confederation, 2011).

Based on the transformative travel experiences (Soulard et al., 2020), tourist perceived safety (Xie et al., 2020) and Place Attachment (Wang et al., 2019) scales on international students' behavioural intentions, this conceptual model aims not only to fill those research gaps but also to contribute to fuelling the tourism after Covid-19 pandemic.

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## RESEARCH METHODS

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Based on an extensive literature review, a conceptual model will be proposed for future empirical validation in the sphere of international academic tourism, considering antecedents and consequences of transformative experiences in this context.

Regarding the future empirical research testing the model here proposed, given the scarcity of studies, qualitative methods will be firstly suggested (e.g.: interviewing international students via focus groups), followed by quantitative methods (e.g.: questionnaire surveys distributed to students, institutions, and other relevant stakeholders).

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## RESULTS AND DISCUSSION

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Faced with a new context marked by the Covid-19 pandemic, tourist destinations should focus on providing meaningful and safe experiences, capable to encourage personal growth and transformation, as well as encouraging emotional and lasting connections with a place. The model proposed is expected to allow for theoretical advancements in this domain and serve empirical studies. Data collection and analysis for the model validation will be suggested.

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## IMPLICATIONS

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This study addresses a research gap by reviewing tourist perceived safety, transformative travel experiences, and place attachment specifically in the academic tourism context, providing a conceptual model for future research. In the post-pandemic context, this new focus is key to design marketing strategies that trigger experience enhancement and destination competitiveness and to provide a set of strategic recommendations for tourist destination stakeholders. The proposed model should be tested in future empirical research considering different education institutions and countries contexts, as well as different segments of tourism in order to help tourism stakeholders and marketers understand which services can promote safe and transformative tourist experiences.

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## KEYWORDS

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Academic Tourism; Transformative Travel Experiences; Perceived Safety; Place Attachment; Future Behavioral Intentions

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# Memorable Tourism Experiences dimensions: Assessing their effects on revisit intentions

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## PURPOSE

There is a growing recognition that Memorable Tourism Experiences play a considerable role in enhancing the competitiveness of a destination. Experiences that can be recalled are identified as an important step in the tourist information search and selection process. Even though, it is a topic that is increasingly researched, there are still understudied areas, especially in regard to the consequences of Memorable Tourism Experiences. The objective of the research is to examine the influence of each one of the seven dimensions of Memorable Tourism Experiences on tourists' intention to visit again a destination. The research questions concern the relevant importance of each dimension (namely: hedonism, refreshment, novelty, knowledge, local culture, involvement and meaningfulness) on patronage intentions. More specifically, hypothesis of the research state that each of the above-mentioned dimensions have a positive influence on tourists' revisit intentions.

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## RESEARCH METHODS

The study employed a non- probability sampling method and the questionnaire was distributed online. A convenience sample of 720 individuals who visited Santorini island in Greece was used for the quantitative research. Descriptive statistics, reliability analysis, Confirmatory analysis (CFA) and Structural Equation Modelling (SEM) using SPSS AMOS 23 were performed.

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## RESULTS AND DISCUSSION

The study identified Memorable Tourism Experiences for the visitors of Santorini island. The findings of the study underly the importance of Memorable Tourism Experiences and reveal the direct effects of hedonism, refreshment, novelty, knowledge, local culture, involvement and meaningfulness dimension on tourist revisit intention. Accordingly, the significance of each dimension is assessed and important aspects of Memorable Tourism Experiences for the destination are identified. The results of the study contributed to the knowledge regarding Memorable Tourism Experiences, and indicated that hedonism, involvement, novelty and meaningfulness have positive effects on tourists' revisit intention. Refreshment, local culture and knowledge did not have significant effects to tourists' intention to visit again the destination. These findings denote the importance of Memorable Tourism Experiences on revisit intention, and the great importance of certain elements that relate to the pleasure (hedonism) and novelty of the experience. Moreover, the results show that enhancing participation and involvement will further reinforce tourists' revisit intentions.

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## IMPLICATIONS

The research has important implications both at a theoretical and at a practical level. Theoretically, it contributes to the relevant literature by providing new insights into the underexplored issue of the effects of specific elements of Memorable Tourism Experiences on revisit intentions. At a practical level, it has a significant contribution to the managers of destination organizations and tourism businesses, since it provides practical guidelines and suggestions for budget allocation and the improvement of different



aspects of Memorable Tourism Experiences. In such way, innovation concerning new products and services can be achieved and strategies and programs can be planned and implemented in a more targeted way, so as to effectively strengthen the destination's advantage and competitiveness. As results showed, providing tourists' programs that give emphasis on delivering pleasurable, experiences that focus on the destination's uniqueness and novelty and meaningfulness can have a significant positive influence on loyalty. Moreover, when tourists participate in activities that are relevant to their interests, they feel more involved, an element that also contributes to higher revisit intentions. Furthermore, monitoring Memorable Tourism Experiences' dimensions is crucial for the constant betterment of tourists' experiences and programs. Finally, limitations of the research are discussed. Suggestions for future studies include the use of a probability sampling procedure, as well as the examination of the influence of Memorable Tourism Experiences' dimensions in the context of other destinations and visitors from different regions and cultures.

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## KEYWORDS

Memorable Tourism Experiences (MTEs), revisit intentions, behavioral intention, marketing communications

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# Future Food Tourism: Instagram, Top Chefs and Food Experiences

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## PURPOSE

The purpose of this research is to explore how top Italian chefs used Instagram during the pandemic to stimulate discussions on future food tourism. Prior research shows that social media platforms influence the future of food tourism and that shared content ought purposefully provide value to audiences (Yeoman and McMahon-Beattie, 2015). Instagram has become one of the platforms of ‘digital culinary adventurism’ (Patterson, Kozinet and Ashman, 2019) and during the Covid-19 pandemic many users turned to Instagram for cooking inspiration. This study has a twofold aim: (a) explore to what extent have top chefs adopted Instagram to foster transformative food experiences; and (b) identify the contribution of Instagram visuals to future on-site food tourism experiences.

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## RESEARCH METHODS

Instagram has been recognised as a *valid space* to analyse in-depth touristic representations and cultural discourses (de Jong and Varley, 2017; Conti and Lexhagen, 2020). Instagram is a dynamic platform and its content allows to study evidences of societal changes in tourism behaviour (Volo and Irimiás, 2020). For this exploratory study, Instagram videos of top chefs were analyzed. The listing of top-celebrity chefs available on *Elit Traveler*, a luxury lifestyle magazine ([www.elitetraveler.com](http://www.elitetraveler.com)), was used to identify the most followed chefs on Instagram during the pandemic. Three Italians out of the 12 celebrity chefs were selected for scrutiny: Massimo Bottura, a three-Michelin-starred chef at Osteria Francescana in Modena (Italy); Simone Zanoni the executive chef at the Four Seasons Hotel George V in Paris (France); and Francesco Mazzei the chef patron at London’s Sartoria (UK). Data was collected between November 2020 and January 2021, 30 videos shared by each chef were gathered and five videos per chef were analyzed.

Three different categories of videos related to future food tourism experiences were identified: food preparation videos with a focus on (1) authentic tastes; (2) storytelling; (3) memorable experiences. Drawing on Goffman’s (1959) performance theory, visual analysis (Volo and Irimiás, 2020) and multimodal discourse analysis (Kress and Van Leeuwen, 2006) were applied. The live-streaming videos shared on Instagram were watched and coded by both researchers. Applying the multimodal discourse analysis the size of frame - close-up, medium or long shot -; social distance between chefs and viewers; subjective and objective perspectives of chefs were under scrutiny.

The captions of the Instagram videos were coded together with the videos to determine the overall theme of the post and were analysed alongside with the discourses and the videos’ metadata following Barthes’ criterion (Barthes, 1977).

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## RESULTS AND DISCUSSION

The analysed videos show the relevance of Instagram as a platform to share visually stimulating food preparations and build interest towards food experiences and food tourism endeavours. The multimodal analysis revealed that celebrity chefs used live-streaming videos on food preparation to praise local and seasonal ingredients, to create dishes that mirror cultural identity and to become ambassadors of the Italian future food experiences. Live-streaming on Instagram let both viewers from different parts of the world enter virtually the kitchen in Michelin-starred restaurants and allowed chefs to be close to people during lockdown. Moreover, the chefs revealed their culinary knowledge, passion for art, and a sophisticated use of Instagram visuals and videos which are able to stimulate all senses of viewers. Food tourism providers can leverage on Instagram transformative experiences to design unique culinary offers. In conclusion, findings reveal that top chefs are popular on social media, they share their cooking secrets (Lee and Tao, 2021), provide 'real-time, behind-the-scenes access' to their followers (Yeoman and McMahon-Beattie, 2015:38), and create a performative stage to facilitate experiential future food tourism.

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## IMPLICATIONS

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This study offers insights to food tourism marketers and hospitality managers on how: (a) to harvest Instagram potential to provide online transformative food experiences, and (b) to design effective visuals to stimulate future tourism food explorers. Instagram live-streaming videos were crafted by chefs with a unique vision on future food experiences, tourism marketers could foster a collaboration with them to strategically create content for social media.

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## KEYWORDS

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Instagram visuals, social media, chefs, food tourism experiences.

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## **ROOM 6 HOSPITALITY MANAGEMENT, Spyridon Avdimiotis**

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# Customer acceptance of self service technology in five-star hotels in Egypt

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## PURPOSE

Self-service technology (SST) is constantly evolving to make many tasks easier, faster or more convenient. The main objective of this study was to explore the acceptance and intention to use SST in five-star hotels in Egypt by looking at its perceived usefulness as well as its perceived ease of use. Accordingly, four aspects of SST; technology acceptance, technology readiness, technology characteristics and intention to use are investigated in this research, and nine hypotheses were formulated as a result.

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## RESEARCH METHODS

Stratified random sampling was proposed to survey the Egyptian five-star hotel sector. The sampling technique was based on two stages. The first stage employed stratified random sampling technique to select hotels from five regions. The second stage employed a simple random sampling technique where a relatively small sample of respondents/tourists was randomly selected. The researcher utilized a sample of 46 five star hotels representing 30 percent of the 153- hotels population. A total of 940 respondents from 46 hotels answered a survey questionnaire.

A field study using self-administered questionnaire was utilized in order to investigate guests' acceptance and intention to use SST. It was divided into two sections: the first section collected demographic information such as age, gender, experience, professional status, marital status, and so on; the second section included items to measure the study variables; technology readiness , technology characteristics , Technology acceptance and intention to use SST. Survey questions were based on a Likert 5-point scale where “1” was strongly disagree and “5” was strongly agree. Data was collected from customers who had been administered the questionnaire. Of the 1380 questionnaires distributed, 1050 were collected. Only 940 questionnaires were valid, counting for 68% of the total sample which represented a satisfactory response rate. Statistical Package for Social Sciences (SPSS) was used in this study to conduct tests that describe variable of the study as well as test its hypotheses.

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## RESULTS AND DISCUSSION

The results indicated that technology readiness and technology characteristics correlate significantly with customers' acceptance to use SST in hotels. The study also pointed to a strong significant

correlation between customers' acceptance to use SST and their intention to use it. Although the study stated that innovativeness and optimism correlated significantly and positively with the perceived ease of use SST. However, discomfort and insecurity were seen to have no significant correlation. There was a significant positive impact of perceived ease of use on customers' perceived usefulness of SST. In addition, the study supported that perceived ease of use had a significant positive impact on a customers' intention to use. Moreover, perceived usefulness had a significant positive impact on a customers' intention to use,

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## **IMPLICATIONS**

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This study presents a comprehensive insight into SST practices in Egyptian five-star hotels, which would enable hotel managers and decision-makers to understand the great benefits SST would provide to the hotel industry in particular, and all entities including the government in general. Also, this study can be helpful for Egyptian and foreign investors who seek to expand their businesses and investments into the five-star hotel industry by allowing them to understand the benefits of using SST.

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## **KEYWORDS**

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Self-service technologies, technology readiness, technology acceptance, Egypt

# Transpersonal Research: Consciousness in a Rite de Passage

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## PURPOSE

This paper calls for attention on to transformational changes taking place in the research consciousness and perspective(s) during academic journey of the neophyte's who wants to become a scholar, and the potential relation between research attitudes and behaviors and the state of consciousness.

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## RESEARCH METHODS

This paper takes a heuristic approach instead of a coercive, atomist and nomothetic methodology, characterizing the mainstream research and uses the organic inquiry perspective (i.e., growing out of the researcher's own story with own words) (Anderson and Braud, 2011).

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## RESULTS AND DISCUSSION

Researchers in the field of social sciences have analyzed a myriad of different subject matters but they have seldom considered themselves as a matter of research subject (Harvey, 2013). Only recently aspects in relation to faculty profession, academic development and academia itself, which dates back to the middle ages, have started to receive a growing attraction as a distinct area of research (see Bourdieu 1990; Collins and Cooper, 2014; Musselin, 2007; Maxwell 2007, 2008; Strike, 2000; Polen-Petit, 2018). Previously, much of the research attention has been placed particularly on PhD. A great number of research has explored its specific aspects to illuminate how the system works and how the candidate progresses and struggles through successive stages (Kiley 2009; Lopes and Lourenço, 2019; Lovitts, 2005). However, challenges and struggles of academia never end with the completion of the Ph.D. The process of developing from a novice researcher to an expert is a thorny but "awakening" process (Parry 2007) whereby researchers acquire new knowledge and skills, identities, perceptions, as well as, research ethos, perspectives, norms and ideologies necessary for differentiating between pseudoscience and real science. A plexus of encounters not only with different academic context (e.g., *fields, habitus, doxas, nomos, illusio*) but also with "self", sets forth the researcher to pass through a series of states necessary for practising more influential, rewarding and ground-breaking research.



Following the qualification of PhD, education of the neophyte resumes in the “*invisible college of academia*”, whose members share a particular research tradition and culture (*memes*). Any neophyte, aiming to become a scholar, either voluntarily or compulsorily, attend the invisible college. The neophyte needs to locate herself or himself in one of the established disciplines of the college, delineated by a variety of intangible but effective social and research practices. The invisible college consists of several epistemic colonies, classes, hierarchies and structures. Each colony lives out its particular version of the scientific habits and culture (Ziman, 2000). That is, each colony is dominated by common research topics, questions, theories and methods, as well as, beliefs about how research should be undertaken and research results interpreted (Wall et al., 2015). The epistemic colony is unnelegible as it *provides “each of its members with a career base, a social identity, a public stage on which to perform as a researcher”* (Ziman, 200, p. 47). The neophyte, volunteered for hegemonic participation in a colony (Wall et al., 2005), can only earn membership by a laborious apprenticeship and commitment to its academic habitus (i.e., the pattern of scholarly thought, behavior and pleasure which is acquired unnoticeably). Habitus places itself in the newcomer and it ensures the researcher a practical sense and a tunnel vision by which s/he perceives research, feels, thinks and acts. That is to say that following securing a full-time position in the invisible college, transformative learning to be a researcher continues in a *rite de passage* (Mezirow, 1997; Turner, 1979). The newcomer undergoes a form of transformation through crossing several thresholds of self-perception, awakenings and ah-ha moments (Harrison, 2009; Kiley, 2009; Land, Meyer & Smith, 2008; Meyer and Land, 2006). As “*no one is born fully-formed*” (Proust, 1987), the newcomer acquires the knowledge and skills, norms and ideologies necessary to survive within a specific discipline (Parry, 2007). The neophyte gains new identities (Ponterotto and Grieger, 1999), as well as, takes different perspectives with new eyes “*...in seeing the universe with the eyes of another*” (Proust, 1987). Identities (i.e., researcher self) are important since “*scientific processes more are shaped by virtue of whom and what researchers claim they are, and what they do*” (Simon and Mosalev, 2011). They are the lens of perspectives through which researchers “*... view, approach, and manage the process of research, which impacts how individuals conceptualize, conduct and interpret result(s)*” (Limberg, 2020, p. 489.)

Based on our own personal experiences, we can frankly say that whatever the research identity is initially emulated, the dreamed academic freedom after the PhD and the wished collegial coordination cannot always be upheld for a number of reasons. The work-life balance cannot be maintained due to long work hours and juggling of too many responsibilities, ranging from finding research grants, teaching, undertaking research to administrative responsibilities. Unprecedented scale of pressure for efficiency results in social isolation. The thorny process of “awakening” in academia comes from too many decisions and regrets, disappointment and accomplishments, unmet expectations, shattered academic dreams, and dejections. Many pitfalls and efforts for maintaining resilience against a backdrop of stress, uncertainty and struggles bring depression and emotional strains of anxiety. *Inter-alia*, frustrations with publishing and incidents in the form of organized anarchy, discrimination, institutionalized peer-editor-reviewer contempt, and cloudy research and career prospects are more than demoralising. Hence, the feeling that one does not deserve or stand the academia tolls on the psyche of the newcomer. As Yoo (2020, p. 2) eloquently puts it “*...after achieving tenure, I thought I had finally ‘arrived’ at my destination, but when the dust settled, I realized that my journey had only begun. This was troubling as I had come to equate ‘arriving’ with a sense of wholeness and satisfaction.*”

Naturally, the neophyte may experience “*otherness, alienations, inner turmoils*”, feel that s/he does not belong in the colony and find himself or herself in continuous contradictions with self and the rest. S/he may realize that in addition to information, a research inquiry should provide

opportunities for transformation as well (Anderson 2015). She may embark on a new way of thinking (i.e., beyond the patterns instead of through the patterns). She may become more and more aware of the fact that research inquiry cannot be separated from the life itself (Netzer, 2012). S/he encounters many “ah-ha” moments and thresholds of self-perception in terms of research perspectives, consciousness and egoic states during the *rites of passage* before reaching overall sagacity and *qualia* in research. A persistent, pervasive and profound shift in his or her research view may subtly occur. As life itself is transformative, one’s perspective, understanding, attitudes, ways of knowing and doing research inevitably changes. “*Under certain conditions, planning, conducting, participating in, or learning about a research project can be accompanied by increased self-awareness, enhanced psycho-spiritual growth and development, and other personal changes of great consequence to the individuals involved*” (Anderson & Braud, 2011, p. xvi). As research evolves so does the researcher. “There is no linear evolution; there is only circumbulation of the self” (Jung, 1965, p. 196)

Applying Braud (1998), Faw (2009) and Anderson and Braud (2011) studies, we propose that “*research consciousness (RC)*” (i.e., introspective state of awareness about the real meaning and value of science) is responsible for what one does, and why s/he does what s/he does. RC, an experience, a process with consequences, consists of different states. The RC itself is in a natural progression in alteration, from deep sleep state to drowsiness to alert wakefulness state, or ordinary, altered, nonordinary and pure (Forman, 1997). The state is a coherent system of feelings, attitudes and overarching research *ethos, perspectives and awareness that motivate* a related set of behaviors toward a given subject. It is “*a pattern of consistent pattern of feelings and experience directly related to a corresponding consistent pattern of behavior*” (Berne, 1966, ego states). State is a “*relatively fixed or stable conditions’ and the rite of passage describes the transition, even a transformation from one state to another*” (Turner, 1979, p. 234).

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## IMPLICATIONS

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States of research consciousness may hold an imperative function in research purposes, processes and outcomes as they retain a dynamic influence on researchers’ inclinations, predispositions, biases, intentions, motives, processes and interpretations. In other words, states determine “which way a researcher will go” and “how s/he will or will not behave.” Research consciousness state takes many forms, based on personality, worldview, as well as, experience-based self-perception, awareness, and espousals, resulting from encountering several thresholds and confrontations with infirmities and weaknesses. The researcher’s ability to think and act (in) dependently, as well as, his or her research experience depends on the operative and actual state of consciousness that s/he is in. Although educated to follow “rationalized, homogenized, structuralized and compliant” hegemonic research practices taught in Phd., the researchers are expected to grow and reorient their intellectual focus as a result of their state of research consciousness. This is because each state enables a more refined and a senior system of reasoning, thinking, inferring, etc. As Table 1 outlines, the first state can be called “noctambulist state” in which the RC, like a drowsy and inexperienced toddler, fumbles in the dark passages of epistemology and follows and mimics “the sounds and tracks of others.” The second state relates to the situation of “awakening” for independence and freeing oneself from chains of the hegemonic rules and regulations of epistemic colony. The RC engages itself with the ideal of “inspiring others” as in the case of considerate parents. The third state is the state of “wisdom” in which “igniting and instilling passion” becomes the main research goal as in the case of gnostic beacons that ignites, disseminates and illuminates the light of wisdom.

Transformative changes sometimes occur as spontaneous, unintended effects or aftereffects of a research experience. That is, not all researchers experience all of the three states consecutively and not all researchers experience the states consciously and in the same way. Engaging in transformative approaches, or having a world-centric personality, may accelerate the likelihood of transformation (Anderson and Braud, 2011). Under the influence of several contextual and personal factors (preparedness, adequateness, sensitivities), some researchers are more willing and eager, others unable to let go of their accustomed understandings, perspectives and practices (Cousin, 2006). The states are concomitant and the duration of stay in each state can vary from person to person. Moreover, the amount of time and energy spent in a state may affect the amount of time and energy to be spent in the next state. That is, if one increases the amount of energy in, say in noctambulist state, the amount of energy in the next state will be reduced (Egogram). That is, one can be infinitely trapped at the initial state, become hemorrhagic, or descends from one state to another one, as well as, it gets stuck constantly and go round in vicious circles within the same state (Kiley 2014). Because of “*opening up a new and previously inaccessible way of thinking about research*” (Land, 2008) and “*coming to new consciousness*” in cognizance, agency and volition, moving from one state to another involves three more mini-states of “*separation, liminality and aggregation*” (Turner, 1979). With the separation the researcher leaves the state that s/he knows, a stable state that is accustomed, known and understood, with a stereotyped research philosophy and practices. Following the separation, the researcher is not in the state once s/he was in, and “nor in the state to which s/he is to become but rather in a state of “liminality.” The liminal state involves where the new individual sees himself as a researcher, what status s/he seeks, and how much stamina and resilience s/he needs to scope with the oscillations in the process of transition (e.g., two steps forward and one step backwards). The third state, “the transition is consummated, that the learner is in the new state” (Kiley, 2009, p. 294).

Only a few studies have explored whether differing states can affect researcher’s actual research intentions and actions, particularly after gaining the degree of Ph. D (see for exceptions; Yoo, 2017, 2020; Akerlind, 2009). During the process and upon completion of largely monolithic, thorny, isolated and militarist Ph.D. education for becoming a fully equipped researcher, the researcher’s consciousness continues to pass through different states. Based on personality, learning and socialization processes of the epistemic context, and a result of “...specific *dialectical relationships between... (life) experiences, encounters, learning*” different research perspectives and identities emerge (Omanovic, 2019). The research focus and underlying research intentions change from becoming competent to become a recognized researcher, or from being productive to becoming a sophisticated researcher (Akerlind 2008; Omanovic, 2019). Different perspectives and research intentions, along with contextual factors and personality, cause researchers to perceive research differently at different states. That is, depending on the state, a research inquiry can be experienced either as an academic task or a personal achievement, or a personal development or as an impetus for change to benefit a larger community (Akerlind, 2008). If research focus, priorities and intentions change during the early or later cycles of academic career (Fremaeux et al., 2020), then it is imperative to understand the underlying mechanism of consciousness in scaffolding for the alteration in research intentions, research practices, research experiences and knowledge production.

To sum it up, we conceive that regardless of the provisional academic titles (assistantship, associateship, professorship etc.) “to be gained” after completion of the Ph. D., “which way a researcher will go” and “how s/he will or will not behave” may, among other external things, depend on the state of research consciousness. The reason, logic, understanding, purposes and research outcome are to be affected by research perspective, contextual factors, as well as, the

changing focus of consciousness from production of utilitarian knowledge to wisdom knowledge, particularly after the Covid-19 pandemic.

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# The post Covid-19 hotel rebound and the current landscape: Lessons from the Midwest

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## PURPOSE

This paper will highlight competitive strategies that hotels can use to rebound from the Covid-19 virus and its political repercussions.

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## RESEARCH METHODS

The study uses hotel performance secondary data collected on a weekly basis from Smith Travel Research (STR) focusing on the metropolitan statistical area of Indianapolis (USA) and its five major competitors for convention tourism (Chicago, Nashville, St. Louis, San Antonio and Kansas City). The data include detailed market share analyses including occupancy, average daily rate (ADR), and revenue per available room (RevPar) for all major hospitality firms and brands operating in the USA. This research utilizes performance data from STR, spanning the first nine months of 2019 and the same period in 2020.

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## RESULTS AND DISCUSSION

Performance matrices from the six cities (Indianapolis and its major competitors) for 2019 and 2020 illustrate the overall hotel business performance during that period. The data show a general view of the impact of COVID-19 on the hotel business in Indianapolis and its competitors. The data also highlight that there is a stark contrast between the two years and identifiable trends in the transient, group, and contract business utilization of hotels. The authors investigate the patterns to illustrate that contract and group businesses stabilized some businesses but that the transients will have to be enticed to reinvigorate hotels. The authors discuss attracting transient visitors by communicating the precautions taken to ensure the health and safety of guests.

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## IMPLICATIONS

The study shows that the hotel industry in the USA continues to suffer from the COVID-19 pandemic. The latest U.S. hotel forecast from STR projects a 57.5% decline in revenue per available room in 2020, then a 48.0% increase in the metric in 2021 (STR 2021). The hotel industry will have to look into its different segments to identify segment specific strategies to survive in the short term and rebound as the pandemic is behind us (Market Watch, 2021) and communicate new messages to guests to encourage them to return to hotels. These strategies will illustrate how data benchmarking and analytics can give insight into strategic market responses that should meet with success. Future research should assess the value of using such data tools to measure the effectiveness of recommended strategies.

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## KEYWORDS

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Hotel recovery, Hotel metrics, Hotel trends, Covid-19

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# Establishment of the first gaming hotel concept in Greece

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## PURPOSE

The topic investigated falls under the subject matter of alternative/special forms of tourism. The main objective of the research is to investigate the existence of the appropriate conditions for the establishment of the first gaming hotel in Greece. Four research questions are examined: a) Do Greek gamers find interesting the idea of the establishment of a gaming hotel in Greece? b) In the occasion of a travel (for holidays, for business or for gaming tournaments) what kind of hotel (Resort-City or a gaming hotel) would the Greek gamers choose? c) Which factors would attract the Greek gamers to a gaming hotel? d) How often would the Greek gamers choose to stay in a gaming hotel?

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## RESEARCH METHODS

A quantitative research methodology was adopted in the specific study. In order to collect all necessary data, a structured questionnaire was constructed and distributed electronically. The target group of the study was the Greek community of gamers belonging to the generations Y, Z and A (BBC.co, 2021) who travel either on holiday, on business or for participating in gaming tournaments and leave their gaming equipment at home.

The population of the Greek community of gamers is dynamic, constantly changing and not easily defined. Due to the difficult definition of the specific population, the sample size of the study was formulated and selected in order to meet certain criteria, e.g. representation of all three generations (Y, Z and A), geographical location, frequency of gaming activity, ease of access, etc. The sample size was consisted of 117 Greek gamers, the gender distribution was 71% males and 29% females, the majority of the respondents were in the 18-25 age range group and the geographical distribution was Athens 5%, Thessaloniki 26%, urban areas 57% and rural areas 12%.

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## RESULTS AND DISCUSSION

The key findings of the specific study are the following:

1. In relation to the 1<sup>st</sup> research question, 83% of Greek gamers that participated in the study, have evaluated the idea of the creation of a gaming hotel in Greece either as extremely interesting (52%) or as interesting (31%).



2. In the occasion of a trip (2<sup>nd</sup> research question), 70% of Greek gamers would prefer a gaming hotel concept while the rest 30% would choose a classic type hotel (Resort/City).
3. In terms of the factors that would attract Greek gamers to a gaming hotel (3<sup>rd</sup> research question), 79% of the respondents stated that they would be attracted by the existence of high-specs personal computers, 59% by the existence of gaming consoles, 59% by VR equipment and another 59% by the range of price/night.
4. Regarding the frequency that Greek gamers would choose to stay in a gaming hotel (4<sup>th</sup> research question), 40% revealed that they would visit the gaming hotel 2-3 times/semester, while another 24% more than 4 times/semester.

The fact that there are only 5 gaming hotels worldwide (none in Greece), a fact that has not gone unnoticed by companies such as Atari which intends to create a hotel gaming chain across America (Shelly, 2020), combined with the results of the specific research study, highlight on one hand the originality of the proposed idea and on the other hand the existence of unexploited opportunities.

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## IMPLICATIONS

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The aforementioned results are of highly importance since they will provide the base and a large percentage of all necessary data needed for the creation of a business plan regarding the establishment of the first gaming hotel in Greece. Some suggestions for future research are the following: a) Similar studies should be conducted targeting gamers from western European countries in order to acquire more specific data regarding Greece as the home country of a gaming hotel, b) a comparison between western European, American and Asian gamers could be of great importance in order to acquire more solid conclusions regarding their cultural preferences, and c) future studies with larger and more representative target groups will shed light on important practical information needed for the creation of a business plan.

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## KEYWORDS

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Keywords: Tourism – Gaming – Hotel – Hospitality - Greece

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# SECI Model Questionnaire Validation for Hospitality Establishments

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### **PURPOSE**

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“We know more that we can tell” said Polanyi in 1962, pointing out that knowledge management is a research field seamlessly bonded with personality traits and cultural elements. Taking the stand from Polanyi, Nonaka and Takeuchi, who have been broadly acknowledged as two of the most distinguished theorists in Knowledge Management, postulate that conscious (explicit) and subconscious (tacit) knowledge are constantly flipping through a four- staged spiral concept. They argued that knowledge is perpetually conversed and develop through the stages of Socialization, Externalization, Combination and Internalization, building the SECI model. In fact, the SECI model sets the framework across the dynamic process of knowledge conglomeration within and amongst peers, shaping knowledge management into a model of evaluation and improvement. The primary research objective and aim of this paper was to validate the SECI Model Knowledge Management questionnaire in the tourism sector, which will facilitate future researchers to associate and compare SECI model with other knowledge transfer parameters such as emotional intelligence, conflict management, innovation techniques etc.

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### **RESEARCH METHODS**

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A survey was administered amongst a convenient sample of 365 employees in the tourism sector in Greece, with a questionnaire of 48 items based on the methodology of SECI model, distributed and corresponded, specifically, by Greek tourism companies. Methodologically, validation was performed using Cronbach’s Alpha test to check internal consistency and reliability, Exploratory Factor Analysis (EFA) to verify the extracted factor ad their loading, and finally Confirmatory Factor Analysis (CFA) to check uni- dimensionality and correlation between extracted factors. For this reason, the SPSS v.26 and AMOS v20 software were employed.

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### **RESULTS AND DISCUSSION**

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The research output indicated that the proposed questionnaire is reliable and valid. The actual contribution of the present paper is to offer researchers the opportunity to associate SECI model with

factors that could be important to knowledge transfer factor. The inclusive traits of the four stages of the model are also confirmed, through CFA and EFA, which underlined the strong association and the cohesion of the factors and the development of the Socialization stage. Externalization extracted the factors that also sufficiently explain the notion core meaning of the stage which is the realization of knowledge, the interpretation in terms of understanding the meaning of provided knowledge, connecting consciously at the same time the source and the meaning, which allows the user to remember and take notes. On the same direction Combination revealed explicit to explicit character of the stage which signifies knowledge and allows the efficient organization and classification of acquired knowledge. Internalization extracted two significant factors that are also in alignment with Nonaka's and Takeuchi's model. Confirmatory factor analysis indicates the strong bond between the factors and the composition of the "Internalization" variable.

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## IMPLICATIONS

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Despite the critical contribution of knowledge to the economic evolution, it was only the last few decades where knowledge started to grow as an autonomous scientific field. In the framework of further research on intraorganizational knowledge transfer in the Tourism and Hospitality Industry, the aim of this paper was to validate a questionnaire and provide a solid research tool to researchers to conduct further research on the correlational relation of SECI model with several other organizational elements, as well as, employee behaviours. Findings indicate not merely the factors associated with tacit and explicit knowledge acquisition and transfer, but also determine the framework of managerial guidelines for effective administration, leadership and motivation of employees. It could be argued that the validation of SECI model questionnaire sets a reference point of knowledge transfer research in the tourism sector. Further research on team cohesion practices, conflict management, innovation and open/participatory leadership will also add value on human Resources management in hospitality establishments.

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## KEYWORDS

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SECI model, Validation, Socialization, Externalization, Combination, Internalization

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# Switching from Hotels to Peer-to-Peer Accommodation: A Push-Pull-Mooring Model Perspective

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## PURPOSE

Peer-to-Peer (P2P) accommodation sharing is the new global phenomenon that has had considerable implications for the hospitality and accommodation sector (Tiamiyu et al., 2020). However, very few studies have investigated as to what makes tourists switch to P2P accommodation platforms like Airbnb. Therefore, the present study aims to shed light on the factors that drive tourists to switch from traditional hotels to P2P accommodations. More specifically, the paper examines three categories of antecedents for tourists' switching intention: push (satiation), pull (perceived benefits) and mooring (situational variables) factors using push-pull-mooring (PPM) model. The objectives of this study are to examine the direct impact of push, pull and mooring factors on tourists' switching intention in the Indian context considering the world wide spread of Covid-19 pandemic.

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## RESEARCH METHODS

By considering the Push-Pull-Mooring Model, this study developed and tested a novel framework to examine tourists' switching intentions. The data has been collected from 380 participants through an online and offline self-administered pan India survey using simple random sampling technique to gather a representative sample. The respondents were adult Indian residents who had either experienced P2P accommodation prior or were willing to do so in the future. In total, the sample was collected from 26 cities which can be classified as 11 Indian states three union territories. All the items in the questionnaire were developed based on previously validated instruments and were measured using five-point Likert Scale. The hypotheses were tested through Partial least square technique using smartPLS. For analysis, both convergent and discriminant validity of the constructs was examined along with the reliability of all the measurement scales.

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## RESULTS AND DISCUSSION

The results reveal that the three categories of factors have significant impact on tourists' switching intention. All push, pull and mooring factors are shown to be crucial in explaining tourists' switching intention from hotels to P2P accommodation. Interestingly, authentic experience came out to be the strongest pull factor followed by perceived cost benefit where as among the dimensions of push factors, satiation appears to be the most important one. Moreover, habit as a mooring factor has a negatively significant impact on tourists' to shift from hotels to P2P accommodation. However, trust was determined to have a positive and significant effect on switching intentions. Therefore, with such robust findings this study is among the pioneers to highlight the tourists' switching intention from hotels towards P2P accommodation and the first in the Indian context.

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## IMPLICATIONS

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Theoretically, this study provides a comprehensive understanding of tourists' switching behavior from hotels to P2P accommodation using the PPM model to establish the research framework. Practically, the results offer guidance to not only the hotel operators regarding how to retain guests but also provides suggestions for P2P accommodation hosts regarding how to attract tourists to stay with them in the light of Covid-19 pandemic. Also, the findings imply that P2P accommodation users not only seek for cost benefits but also novel experience with host and locals. Moreover, hoteliers will be able to better understand the impact of satiation and perceived health risk that provokes tourists to shift to P2P accommodation. Therefore, hotel managers, to prevent guests from switching to P2P accommodation, may take up initiatives like giving attractive discounts and integrating local experiences during the tourists' stay (Yan et al., 2019). Lastly, hotels need to religiously follow the hygiene and cleanliness measures to ensure the safety of the tourists during and after the pandemic. Future research can conduct a cross-cultural comparison between India and other countries to get a deeper understanding of tourists' switching intention in the present context.

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## KEYWORDS

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Peer-to-Peer accommodation, switching intentions, Push-Pull-Mooring model, hotel industry

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# The concept of dark tourism, visitors' motivation and the entailed dissonance in sites representation

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## PURPOSE

The purpose of the particular research is to explore the concept of dark tourism, focusing on the conceptual approach of dark tourism, the different terms stated for its nature, the review of its historical background as well as its main categories. The study focuses on the visitors' level of familiarity with this particular tourism type and the importance of its contribution to the overall Greek tourism development. Emphasis is placed on the identification of the tourists' general beliefs regarding the concept of dark tourism, their emotions related to visits to specific dark tourism monuments and the internal motives that serve as driving forces for visits to dark tourism spots of interest. In addition, the study investigates whether the nowadays representation of the dark tourism monuments in Greece demonstrates accurately the historical background and the horrific events that took place in the past. Finally, the research aims at examining whether there is a statistically significant correlation among the variables of dissonance in sites representation, tourists' motives and emotions, and if there is any statistical difference in dissonance, emotions and motives based on the demographic findings.

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## RESEARCH METHODS

The type of the research implemented is the primary quantitative research, using a fully structured questionnaire with closed-ended questions that was created via the Google form Online Platform. The research sample consists of 181 Greek and foreign tourists that were chosen through a convenience sampling. The statistical analysis was performed with the SPSS statistical program and includes descriptive statistics (e.g. frequencies, percentages, cumulative percentage, means and standard deviations) as well as inferential statistics (e.g. Spearman correlation test and Kruskal-Wallis differentiation test).

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## RESULTS AND DISCUSSION

Dark tourism is considered to a moderate rate as the same with the other types of tourism and as an alternative type of tourism, while it provides an average boost to the flourishing of the tourism sector in Greece. The nowadays representation of the Greek monuments of dark tourism is moderately effective based on their historical gravity and their tragic dimension. There is an average level on the motives chosen by the participants. The overall picture of emotions is placed on an average level, while dark



tourism triggers both positive and negative emotions to the tourism audience. The variable of dissonance has a positive and statistically significant correlation with tourists' emotions and their overall motives, indicating that when the dissonance is moderate, the emotions and motives will be moderate as well. The variable in which there is a statistically significant differentiation in the answers of the participants based on their marital status, is that of the emotions. As a result, the negative incidents in peoples' personal lives exert an impact on the tension of their emotions, as the widowed and the divorced tourists tend to experience the most intense feelings while visiting dark tourism spots of interest. Overall, it is a fact that limited research has been made so far on the topic of dark tourism in the area of Greece, underlying the importance of the current research as it is characterized both by significance and originality. Taking under consideration the determining role of the tourism sector in the Greek economy, this current study is perceived as necessary as well.

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## IMPLICATIONS

Based on the findings provided, dark tourism affects the overall development of the tourism sector in Greece on a moderate level, while there is an average level on the effectiveness of the nowadays monuments' representation, on tourists' motives and emotions. The research proposes the maximization of the quality of the content provided and the creation of a more emblematic representation. The study also suggests the conduction of a corresponding research with a larger research sample, the implementation of effective marketing strategies that emphasize the tragic historical element and the investigation on the effect that tourists' life changing personal experiences exert on their tourism preferences, motives, emotions.

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## KEYWORDS

Dark Tourism, Dissonance, Emotions, Motives.

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## **ROOM 7 MARKETING IN TOURISM AND HOSPITALITY, Session Chair: Erdogan Ekiz**

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# Travel motivation and willingness to pay in the era of COVID-19: Profiling the South African domestic tourist

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## PURPOSE

Tourism is in a state of COVID-19 crisis-induced flux. From generating an estimated USD8 trillion (10.3% of global GDP) and employing at least one in ten individuals globally in 2019 (World Travel and Tourism Council - WTTC, 2020), international tourism demand contracted by 74% in 2020. This contraction translated to direct tourism receipt losses upwards of USD1.3 trillion while compromising millions of jobs (United Nations World Tourism Organisation - UNWTO, 2021). The severity and duration of the COVID-19 pandemic have induced a paradigm shift in tourists' behaviour (Bae & Chang, 2021; Wen, Kozak, Yang and Liu, 2020). Thus, it has become critical to profile tourists and explore their behavioural intentions within the context of the COVID-19 pandemic crisis. The purpose of the study was to provide tourism practitioners and policymakers with contemporary and evidence-based insights into domestic tourist behaviour as the global tourism industry transitions into the domestic tourism-driven pandemic response and recovery phases (Organisation for Economic Cooperation and Development, OECD - 2020). With this in mind, the study aimed to profile the South African domestic tourist and predict tourists' behavioural and demand responses post the pandemic.

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## RESEARCH METHODS

A quantitative study was conducted during the South African peak holiday season (18<sup>th</sup> December 2020 and 6<sup>th</sup> January 2021) while the country was on a less restrictive national lockdown, which allowed domestic travel and tourism. Data were generated online via a survey of  $n=427$  potential domestic tourists originating from a pre-recruited panel of South African consumers facilitated by a reputable research firm – iFeedback. The Statistical Package for Social Sciences (SPSS) was utilised to analyse the data. Exploratory Factor Analysis and Two-step Cluster Analysis [Schwarz's Bayesian Information Criterion] were applied to the data (Norusis, 2008). A two-step cluster analysis was considered the most appropriate technique for this study, as the only type of cluster analysis that forms clusters based on continuous and categorical data without a priori basis for specifying the number of clusters required to segment the sample.

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## RESULTS AND DISCUSSION

Two intrinsic (*Relaxation seeking* and *Self-fulfilment*) and two extrinsic (*Nature* and *adventure activity* and *Entertainment and cultural activity*) domestic travel motives were established, along with the willingness to pay and constraints (intrinsic and extrinsic) dimensions as behavioural and demand units of analysis. A three-cluster solution emerged from the analyses, with age and marital status having the highest predictive importance amongst all the socio-demographic variables in defining differences amongst the three clusters. As a result, the three domestic tourist typologies emerged: *Independent*

*budget-conscious Gen Z, Lingerlusting Gen Y and Wealthy wanderlusting Baby boomers.* While there is anecdotal evidence (Carvache-Franco, Carvache-Franco, Carvache-Franco, Hernández-Lara & Buele, 2020; Lwoga & Maturo, 2020) of the heterogeneity in tourist behaviour and its utility in market segmentation, the domestic tourist typologies established in this study are novel in terms of both *profile* (the contemporary South African domestic tourist) and *context* (post-crisis tourist behaviour).

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## IMPLICATIONS

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Practically, predictive tourist behavioural research has become critical in catalysing tourism crisis resilience and the formulation of domestic tourism recovery marketing strategies. The results indicate that the South African domestic tourism marketplace can be segmented into discernible markets for differentiated tourism marketing. The results also indicate heterogeneity amongst the segments in terms of travel motivation, willingness to pay and domestic tourism constraints, implying that a one-size-fits-all policy and strategy approach will not be viable for tourism recovery-oriented marketing and promotion. Thus, the findings support a multi-pronged approach to promoting domestic tourism to resuscitate the South African tourism sector in the short-to-medium term. Theoretically, despite the heightened risks associated with the COVID-19 pandemic, potential domestic tourists in South Africa are still motivated to travel for leisure purposes, thus extending motivation and constraint-driven theory to domestic tourism in the era of COVID-19. The findings suggest that the '*home is safer than abroad*' phenomenon may hold in South Africa. Thus, future research is recommended to explore the potential effect of COVID-19-induced risk perceptions in mediating the relationship between domestic tourists' intrinsic and extrinsic travel motivations in South Africa. Furthermore, a broader study to explore the potential heterogeneity in risk perceptions across the spectrum of tourist segments may provide additional important insights into tourist behaviour.

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## KEYWORDS

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COVID-19, domestic tourism, travel motivation, willingness to pay, South Africa

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# Veganism and tourism from the perspective of consumer culture theory

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## PURPOSE

The research aims to investigate the relationship between veganism, as a social movement, and the tourist phenomenon. In order to discuss how vegans participate and what they really expect from tourism, the research will answer questions such as (a) How do the vegan lifestyle deal with the consumption restrictions during leisure tourist trips? (b) Do the self-named vegan tourist experiences and services fully commit to a politicized or alternative veganism? According to the found answers, the study will be able to define and/or suggest how the tourist trade can successfully reach sustainable practices and maintain vegan tourists according to their identity.

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## RESEARCH METHODS

The study consists of a qualitative research with a grounded theory method. For the sake of its purpose, the paper intends to identify and analyse tourist experiences associated with veganism in Brazil, specifically in the cities of Rio de Janeiro and São Paulo in the southeast part of the country. After theoretically demonstrating the vegan population identity and their consumption practices from a consumer culture theory perspective, the study will evaluate the tourist offers to these individuals. Since Brazil is still in lockdown, the author will perform non-directive interviews remotely by videocall. Those interviews will be held with the representatives of the selected vegan tourist experiences, moreover their aim is finding how deeply the experiences are immersed in the vegan movement in a subjective way. Besides the gastronomic and hospitable aspects, the interviews will focus on demonstrating the awareness about the socioenvironmental causes that veganism defends, such as social inclusion and environmental protection. The selection of those experiences consists of the analyses of relevance and demand in the website Tripadvisor, considering its free available data, evaluative purpose and importance as a tourist guide. The selected experiences summarize as alternative daytours, hotel accommodations and restaurants.

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## RESULTS AND DISCUSSION

After collecting the data, the paper will correlate the vegan consumer and its demands, beyond its eating practices, with the available vegan tourist experiences and what they are offering to this public in the cities of Rio de Janeiro and São Paulo, Brazil. Differently from the vegetarians, vegans refuse to consume not only animal-based food, but any product or service that contains animal resources or work as far as is possible and practicable. Taking this fact into account, the discussion will happen around the socioenvironmental issues that veganism fight for while its practioners strive to enjoy tourism. Some of those issues are social inclusion, food security, world hunger or, in a brief, sustainability in all its features. The study is still in development as a master's degree dissertation. Up to now, it brings up a literature systematic review about the vegan focus on animal freedom while it helps solve those current matters. The originality of the study will be provided by the alignment between veganism and the tourist phenomom outside gastronomy or tourist itineraries.

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## IMPLICATIONS

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Considering veganism is proven the most sustainable lifestyle and that it keeps growing in numbers of practitioners, it becomes crucial that tourism takes advantage of this promising new market niche while it provides sustainability for the society as a whole. As main considerations of the study so far, it is suggested the reduction and/or possible abolition of animal-based products in order to achieve sustainability and eco-attention from the public. Furthermore, higher education and participation of local community should be promoted by the government as fundamental key for success of this recent tourist style. Taking into account the numerous restrictions in vegan consumption and the benefits of the movement, it is suggested that studies about veganism tied to hospitality and socioenvironmental impacts in tourism, respectively, also take place in order to fully include and satisfy the vegan tourists and society.

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## KEYWORDS

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Veganism, tourism, consumer culture theory, experience, Brazil

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# Predecessors of C2C Marketing for Accommodation Services in an Islamic Society: Case of Sidi Bouzid Key Shakers

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## PURPOSE

This paper will discuss the unique service offered by the Key shakers in the context of Consumer to Consumer (C2C) services marketing in Sidi Bouzid, Morocco. We intend to shed light on an unknown culture and tradition based aspect of tourism marketing that has similar practices in other countries. Tourism plays significant role in most, if not all, developing countries as a revenue generator. This is not very different in the case of Morocco where tourism and hospitality have the second highest contributor to GDP with 11%, only after mining (Hatim, 2020). North-African nation of Morocco ranked first among the African countries with the most international tourist arrivals, accounting for 12.93 million arrivals in 2019 (Statista, 2020) and generated around 10 billion US Dollars in the tourism sector alone (Worlddata, 2020). However, the ongoing COVID-19 pandemic brought the Moroccan tourism sector to its heels, as it impacted the global tourism. As a result, 87% of tourist accommodation establishments are closed (520 out of 3989) due to the COVID-19. Morocco will lose over MAD 138 billion (\$13.85 billion) between 2020-2022 (ONMT, 2020). The accommodation establishments that are allowed to operate and can effort to be open have to follow strict healthcare rules and government procedures. However, there is a portion of the accommodation service providers who are not bound by these rules and procedures.

In the absence of international travellers, many locals turn to 'key shakers' or rental agents, as the local newspapers label them (Senhaji, 2019), to rent out their apartments, houses and even villas. These key shakers practically stand by the roads, traffic lights and/or parking areas and shake a bunch of keys in their hands. Long before AirBnB there were key shakers. In collectivist Islamic societies family ties are deeply rooted, widely spread and sometimes the moral structure might be overwhelming. Every culture finds ways to offer some personal time for hard working individuals. In Islamic societies mostly it is not considered healthy and normal to spend time alone (Holy, 1988). That kind of behavior is usually considered depressive and out of hopelessness. If the personal time includes some close friends, eating, drinking and fun the individual is supposed to include the family members. In such a cultural setting mostly the male members of the society demand some privacy and seclusion for short periods of time (Britton, 2019). That demand historically gave way to short term property rentals in Islamic societies. This C2C tourism activity has no records and no payment methods other than cash. House or apartment owners make their property suitable and available for daily rentals and promote, sell and manage through these key shakers.

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## RESEARCH METHODS

The present portion of the exploratory research will utilize observational first-hand data in the form of field research as well as secondary data in the forms of analyses of government statistics, and news



paper articles. The content analysis will be used to extract significant points regarding the current state of marketing of accommodation services.

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## RESULTS AND DISCUSSION

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The discussion and resulting conclusions will potentially benefit to better understand C2C marketing of accommodation services in general and in the context of Islamic societies. Our initial observations and verbal research indicated a hidden but also well known and widely used segment of tourism economy in the Eastern world.

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## IMPLICATIONS

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Given the COVID-19 pandemic has been crippling the accommodation industry globally and many locals in Morocco are facing a halt in the demand for their properties, key shakers are seen as the best alternative to remedy, to at least a degree, the current situation. In the absence of international travellers and restrictions of living in an Islamic society (not being able to consume alcohol in public outlets, and/or interacting with opposite gender in registered accommodation establishments, so on) rental services provided by the key shakers are not only popular but significant for many locals in Morocco.

The next stage of this research will include indepth interviews with different stakeholders. For instance, the guests that used these services will be interviewed to better understand their motivation, usage frequency and overall perceptions. Property owners will be asked about how effective their key shakers are and any problems they face with them and their guests. Also, the key shakers will be interviewed on their motivations and operations, anecdotal experiences, and perhaps the secrets of their trade. Finally, government officials and traditional hoteliers will be approached to share their takes on this on going key shaking services and the impact it has on their business and operations.

The findings of this research will benefit first to understand the inner works of this services, as well as the importance and impact on the Moroccan accommodation industry. The results may shade light on similar locations in the country, region and societies with similar conditions.

This portion of the research will present limitations and further research directions in order not only draw the boundaries in which the findings and conclusions should be considered but to invite researchers with similar research interests and expertise to consider replicating this study in different geographical settings. Perhaps at a later stage the results from Morocco can be combined and/or compared to similar Islamic societies where the conditions are same and/or dissimilar.

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## KEYWORDS

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Key shakers, C2C marketing, Islamic societies, accommodation services, Morocco

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# Is destination image instagrammable? Co-creating value through Social Media Content

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## PURPOSE

The purpose of this study is to investigate the effect of digital communication generated on social media (Bruhn et al., 2012), regarding the intention of tourists to visit a destination through the notion of online co-creation in the tourism ecosystem (Giannopoulos et al., 2020). In this work-in-progress, the online visitors' profile was examined against their perceptions about the content shared on social media - i.e. user-generated and destination-generated content (Schivinski and Dabrowski, 2016), their willingness to co-create value online (Jiménez-Barreto and Campo-Martínez, 2018), perceived destination image (Andarabi and Uygur, 2017) and intention to visit the destination (Chung et al., 2015).

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## RESEARCH METHODS

To draw relevant conclusions, the opinions of visitors of the page "This is Athens" on Instagram (Casaló et al., 2020) were evaluated through a primary survey using a questionnaire, which was distributed online and answered by 118 participants. The factors that were studied displayed high reliability (Cronbach's alphas > 0,87). In line with previous studies demonstrating the role of women in tourism (Dedeoğlu et al., 2016; Basurto-Barcia and Ricaurte-Quijano, 2017), the sample demographics are shown below.

Table 1: Sample Demographics

	Frequency	%
<b>Gender</b>		
Male	43	36,44%
Female	75	63,56%
<b>Age group</b>		
18 - 30 years	42	35,59%
31 - 40 years	49	41,53%
41 + years	27	22,88%
<b>Marital status</b>		
Single	72	61,02%
Married or Divorced	46	38,98%
<b>Educational level</b>		

Secondary	13	11,02%
Undergraduate	40	33,90%
Postgraduate	65	55,08%
<b>Nationality</b>		
Greek	112	94,92%
Other	6	5,08%

Note: n = 118

Table 2: Occupation and Income

<i>Occupation</i>	<b>Frequency</b>	<b>%</b>
Employee	64	54,24%
Freelancer	25	21,19%
Civil servant	13	11,02%
Unemployed	16	13,56%
<b>Monthly Income</b>		
Up to 500 euro	20	16,95%
501-1000 euro	46	38,98%
1001-1500 euro	34	28,81%
1501 euro +	18	15,25%

Note: n = 118

On average, respondents positively evaluated destination generated content and user generated content of the selected destination. They also demonstrated an increased willingness to co-create value after engaging with the destination's official Instagram account. Finally, after viewing the destination's Instagram account, participants were highly satisfied with all aspects of its image and demonstrated a substantial intention to visit.

Table 3: Descriptive Statistics of Metric Variables

<i>Variable</i>	<b>Alpha (<math>\alpha</math>)</b>	<b>Min</b>	<b>Max</b>	<b>Mean</b>	<b>One- sample t-test</b>	<b>Std. Dev.</b>	<b>Variance</b>	<b>Skewness</b>	<b>Kurtosis</b>
Evaluation of Destination Generated Content (5-items)	0,88	1,00	7,00	4,94	t=8,120; p<0,05	1,25	1,57	-0,88	0,78
Evaluation of User Generated Content (4-items)	0,91	1,00	7,00	4,92	t=8,749; p<0,05	1,14	1,30	-0,74	0,91
Willingness to Co-create Value (3-items)	0,89	1,00	7,00	4,98	t=7,602; p<0,05	1,40	1,97	-0,91	0,50
Satisfaction with Destination's Attractions (6-items)	0,90	1,00	7,00	5,28	t=11,497; p<0,05	1,21	1,47	-1,00	1,34
Satisfaction with Basics	0,89	1,17	7,00	4,98	t=9,122; p<0,05	1,17	1,37	-0,44	-0,10

(6-items)									
Satisfaction with Comfort (5-items)	0,87	1,40	7,00	5,31	t=13,290; p<0,05	1,07	1,15	-0,86	0,64
Satisfaction with Culture (3-items)	0,87	2,67	7,00	5,84	t=18,340; p<0,05	1,09	1,18	-1,05	0,56
Intention to Visit (4-items)	0,95	1,00	7,00	5,26	t=9,947; p<0,05	1,38	1,90	-0,88	0,80

**Notes:** (1) standard error of Skewness = 0,22; (2) standard error of Kurtosis = 0,44; (3) Test value for one-sample t-test = 4; (4) All variables are not normally distributed according to both Kolmogorov-Smirnov and Shapiro-Wilk tests.

## RESULTS AND DISCUSSION

Educational level is significantly negatively correlated with destination and user-generated content, all destination image variables and intention to visit. It appears that higher educational attainment is associated with lower evaluations of DGC and UGC, less willingness to co-create value on social media, lower satisfaction with destination image and lower intention to visit. Monthly income is significantly positively associated with age and significantly negatively associated with intention to visit.

Table 4: Correlation Matrix

	Age group		Educational level		Monthly income	
	Rho	p	Rho	p	Rho	p
Age group	1,00		-0,07	0,449	<b>0,54</b>	<b>0,000</b>
Educational level	-0,07	0,449	1,00		0,11	0,216
Monthly income	<b>0,54</b>	<b>0,000</b>	0,11	0,216	1,00	
Evaluation of Destination Generated Content (DGC)	-0,07	0,424	<b>-0,25</b>	<b>0,006</b>	-0,09	0,309
Evaluation of User Generated Content (UGC)	-0,15	0,117	<b>-0,23</b>	<b>0,012</b>	-0,08	0,374
Willingness to Co-create Value (CC)	-0,04	0,656	<b>-0,19</b>	<b>0,037</b>	-0,09	0,324
Satisfaction with Destination's Attractions (DIa)	-0,08	0,388	<b>-0,24</b>	<b>0,008</b>	-0,08	0,379
Satisfaction with Basics (DIb)	0,02	0,868	<b>-0,23</b>	<b>0,014</b>	0,01	0,912
Satisfaction with Comfort (DIc)	-0,13	0,164	<b>-0,26</b>	<b>0,004</b>	0,00	0,978
Satisfaction with Culture (DIId)	-0,12	0,200	<b>-0,29</b>	<b>0,001</b>	-0,09	0,337
Intention to Visit (IV)	-0,16	0,090	<b>-0,21</b>	<b>0,021</b>	<b>-0,19</b>	<b>0,040</b>

**Note:** Statistically significant relationships (p<0,05) appear in bold.

A one-way ANOVA was conducted to further examine the statistically significant relationships identified with Spearman's correlation analysis, involving participants' educational level. As per Figure 1, the ANOVA confirmed the existence of statistically significant differences among participants of different educational levels, with respect to their evaluations of DGC and UGC, and satisfaction with all four aspects of DI. However, unlike Spearman's correlation, the analysis did not confirm the existence of statistically significant differences for CC and IV, among participants of different educational backgrounds. Such findings provide further support to the notion that educational level is an important factor affecting tourists' attitudes and preferences.

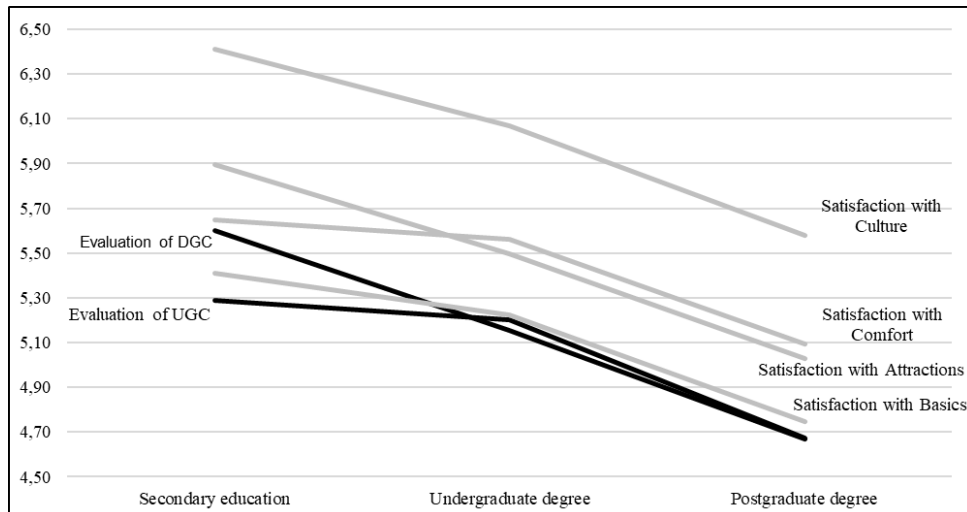


Figure 2: ANOVA means plots of variables with statistically significant differences ( $p < 0,05$ )

## IMPLICATIONS

Considering that technology enhanced destination experiences (Neuhofer et al., 2012) dominate the customer journey (pre-, post- and during the trip), DMOs can offer numerous opportunities to stimulate online co-creation with visitors through social media. For digital communications to unfold, DMOs targeting efforts should take into consideration the particularities of diverse market segments. Potential visitors employed in better paying jobs are older (but not necessarily more educated) and demonstrate lower intention to visit. Consistent with previous research for Athens as a destination, tourists with higher discretionary income tend to be “lowly motivated” (Assiouras et al., 2015), since they usually have greater travel experience.

The research also showed that educated consumers appear to be more critical of social media content. In accordance with previous studies referring to an emerging highly-educated and increasingly skeptical market segment (Mangold and Faulds, 2009), it seems that tourists with stronger educational background may be harder to impress. Seeking to draw knowledge through their engagement and active involvement (Kempiak et al, 2017), they may delve into the very essence of the information generated, adopting a critical stance against the content shared.

Additional analysis will reveal whether UGC and DGC have a positive effect on CC and DI as well as whether CC and DI have a positive effect on IV. In this vein, further elaboration on the proposed conceptualisation may lead to two separate multiple parallel mediation analyses, examining the direct and indirect impact of UGC and DGC on IV. Apart from explaining how social media content affects tourists’ behavioral intentions, such an approach may suggest ways to leverage user-generated and firm-generated communications to handle brand reputation (Colicev et al., 2019; Tunçel and Yılmaz, 2020) in the tourism destination context (Hernández-Ortega et al., 2020).

## KEYWORDS

Value Co-creation, Destination Image, User-Generated Content, Destination-Generated Content, Digital Marketing

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# Perceived Physical Hazards and Urban Tourism Consumption: A Theoretical Approach

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## PURPOSE

Physical risks may include violence, crime, illness, or accident perceptions which could be exacerbated due to the intangible and unpredictable nature of tourism. The individual characteristics of tourists may influence these subjective notions and their consumer behaviour. Considering these aspects, this theoretical study is framed on the following question: How physical risk perceptions affect future urban consumption intentions? In this sense, the present work aims to conceptually demonstrate the relationship between different antecedents: sociodemographic and travel characteristics, sensation-seeking personality and tourists' emotions, their influence on physical risks perceived in cities and future purchase intentions. The pertinence is justified by current emerging needs associated with tourists' physical hazards and safety in cities. The study design is grounded on Ajzen's Theory of Planned Behaviour (1985), adapted to the present work to conceptually link physical risks perceived by tourists and future purchase intentions in urban destinations.

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## RESEARCH METHODS

The conceptual study is conducted through an extensive literature review on the primary constructs to ascertain possible influencing factors taking in to account previous studies in the field. Based on state-of-art development, the theoretical model is presented to represent the relationship between the different constructs. The research focused on the causal relationships between the identified antecedents, the perceived physical risks and future purchase intentions on urban destinations.

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## RESULTS AND DISCUSSION

Through state-of-the-art development, the importance of safety for tourist activities is evident. Despite the subjectivity inherent in tourism risk perceptions, the need to specialize in different segments is relevant to theorize the relationship between the perceived risk and the future intentions of urban consumption. Given this, the main output of the present work is the theoretical model presented. The discussion focus on the preliminary findings from the literature review and the specific objectives

outlined. The study originality is justified by emerging needs linked to the current pandemic crisis and the possible long-term effects of urban tourist consumption, being pertinent to update tourists risk perceptions research. Through the literature review, it is possible to observe the relationship between the different antecedents and tourists risk perceptions and how these may impact future purchase intentions.

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## IMPLICATIONS

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Risk perception is a broad research topic addressed extensively in social sciences, with developed research on multidimensional perceived threats. Considering that safety is one of the most valued attributes of tourist destinations (Seabra et al., 2020; Sharifpour et al., 2014), identifying physical risk perceptions and their influence on future purchase intentions could be a relevant starting point to predict patterns of urban consumption on-site.

Regarding theoretical implications, the study seeks to conceptually contribute to studies on tourism consumer behaviour using an adapted approach grounded on Ajzen's Theory of Planned Behaviour (1985), being one of the most frequently used models for the study of consumer behaviour. This theoretical approach could be a baseline for the characterization of different urban tourist segments and a better understanding of the tourist demand.

As for managerial implications, the study on future purchase intentions in urban tourist destinations may be an actual output to public-private organizations linked to tourism. Also, the study may foster a deeper understanding of the typology of tourist goods and services that tourists chose to consume regarding their perceived physical threats.

Future research suggests the validation of the theoretical model presented through quantitative analysis to verify how the antecedents outlined can influence the perceived physical risk in cities. Also, it would be essential to confirm the level of risk perception for each attribute of urban consumption, namely, tourist activities, visited spaces, types of restaurants and accommodation, among others.

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## KEYWORDS

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Risk Perception, Urban Tourism, Sensation-Seeking, Emotions, Tourism Consumption On-Site

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# Branding in the hotel industry...belonging or not? The both sides of the 'coin'

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## PURPOSE

The concept of branding continues to demonstrate a strong presence in the minds of the hotel industry executives. In the international hotel industry, major hotel chains place great emphasis and investment on branding (O'Neill & Mattila, 2010). Success in brand management results from the right understanding of consumers' expectations and the ability of managers to reply accordingly to generate profitability (Atwal & Williams, 2009; Kim & Kim, 2005).

Given the importance of brand loyalty in the luxury market, many hotel groups are providing better and more tailored services for soliciting and maintaining their loyal customers, attempting to build long-term relationships through the adoption of personalized services (Lo et al., 2017).

Having a strong brand enables hotel groups to not only facilitate distinguishing their offer from the competition but to create customer confidence and loyalty in their performance, exert greater control over promotion and distribution of the brand, as well as commanding a premium price over the competitors, all while impacting the valuation of the business (Pass et al, 1995; Holverson & Revaz, 2006).

This study aims to examine the brand effect observed in Pestana Pousadas de Portugal group from the managers' point of view, identifying its main characteristics, and develop the best strategies to a unit be considered individually and at the same time as belonging to a hotel brand.

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## RESEARCH METHODS

This is a qualitative exploratory study conducted to hotel manager's of Pestana Pousadas de Portugal, a luxury group of hotel units in Portugal. This study performed 19 personal interviews with regional directors and unit managers at Pestana Pousadas de Portugal, during March and April 2020. The interviews had two main objectives: (1) try to identify the main characteristics of Pousadas de Portugal units that are influenced or derive from the fact of belonging to the Pestana brand; and (2) propose measures that could be implemented in Pousadas de Portugal units to be considered individually but, simultaneously, recognized as belonging to Pestana hotel brand. A content analysis was performed based on the results obtained from the interviews through WebQDA, a software of content analysis.

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## RESULTS AND DISCUSSION

Having a strong brand enables hotel groups to create customer confidence and loyalty in their performance. However, the fact that an individual hotel belongs to a brand can bring some constraints. The control and shared management of the brand can result in the scarcity of individual tools and strategies, which allow a specific and differentiated approach for the different units. Therefore, it is necessary to highlight the uniqueness and add value to each individual unit so that it will be possible to

manage customer expectations effectively. Contrary to traditional branding theory, unit managers indicated that they have not been able to charge higher rates as a direct result of branding. Through this exploratory study it was found that an appropriate branding strategy appears to be critical for Pestana Pousadas de Portugal, which will contribute for a higher performance and survival in a highly competitive environment.

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## IMPLICATIONS

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The brand is an increasingly popular marketing and development method for hotels as it communicates a consistent and clarifying message to the prospective guest. A strong brand positioning will create a noticeable distinction in the competitive environment that currently exists.

Thus, investing in an appropriate brand strategy can be highly critical for the survival and success of a hotel.

The results obtained bring important inputs for the brand management of a hotel group and for supporting the decision-making of the individual units belonging to that group. The next step will be to conduct a study with substantial quantitative data in order to validate the significance of the results obtained in this exploratory study.

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## KEYWORDS

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Branding; Hotel Industry; Hotels' managers; Pousadas Portugal

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## **ROOM 8 OPERATIONS MANAGEMENT IN TOURISM, Ioannis Valachis**

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# A comparative study of the impact of Covid-19 on luxury hotels in Greece and Cyprus.

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## PURPOSE

This study explores the impact of COVID-19 pandemic in luxury Greek and Cypriot hotels. The objectives of this study were to identify the impact of the pandemic on the primary functions of operations management, people management, sales & revenue management, and customer expectations in luxury hotels through a comparative perspective. It also seeks to explore any differences among general managers in the two countries in mitigating the effects of the pandemic.

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## RESEARCH METHODS

As no studies have been conducted to explore the impact of the pandemic on GMs roles, a qualitative inductive approach was used. Fifty-two (n=52) qualitative structured interviews were conducted online via Online Surveys with GMs from Greece and Cyprus. Convenience sampling was used due to the enforced shutdown of the accommodation sector as an impact of the pandemic. GMs were approached through LinkedIn with individualised messages that explained the purpose of this study. Subjects were chosen based on their suitability, accessibility and willingness to participate in the study (Etikan et al., 2016). Personal contacts were also used to ensure high matching of participants as required in comparative studies (Teagarden et al., 1995). The data collected were used to explore the pandemic's impact on the industry's operational norms, and the role of managers in both managing the crisis and planning contingencies for recovery. Thematic analysis was done in a way to compare the findings from the two countries.

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## RESULTS AND DISCUSSION

This study revealed that GMs play a significant role in dealing with crisis in luxury hotels. GMs were found to be prepared and resilient as they demonstrated flexibility and operated as change agents. Sigala (2020) states that the hospitality and tourism industry is faced with constant changes and challenges, hence GMs learn to deal with such events. The results revealed that corporate structured hotels (multinational and national chains) demonstrated readiness in all four functions under investigation. In particular, such establishments adequately responded to the pandemic with actions relevant to: crisis management; new Health and Safety regulations and protocols; innovative HRM practices related to both employee training and support; optimal use of technology; online bookings that minimize the over dependence on tour operators; and service quality initiatives that meet or exceed customers' expectations. Our findings with regards to corporate structured hotels are consistent with the conclusions

of a recently conducted study which investigated pertinent topics at a global level (Giousmpasoglou et al., 2021). In contrast, family businesses and local chains were found to be unprepared to respond in the COVID-19 crisis. Noteworthy challenges, such as, the absence of contingency planning and leadership, reactive management styles, lack of vision, redundant managers and staff, lack of support from the company's head office, inability to access new markets during the pandemic, and the failure to implement changes in a timely fashion due to lack of resources, surfaced as the primary impediments.

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## IMPLICATIONS

This study generates empirical data that inform contemporary debates about managing operational contingencies and recovery in hospitality organizations at a micro-level perspective. From an industry perspective, the study identifies the importance of support from the parent company during crisis. The existence of resources and 'know-how' enables managers working at the unit level to respond faster to volatile market needs. Recovery action plans should be well communicated to unit GMs, with detailed information and relevant training available to enhance their crisis preparedness. Future studies should explore the effectiveness of such practices and GMs' preparedness and resilience after the pandemic is over.

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## KEYWORDS

Luxury Hotels; Hospitality Operations; Contingency Management; COVID-19; Greece; Cyprus

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# Gender Nuances in Tourism Entrepreneurship: Traditional Societal Perceptions and Access to Capital

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## PURPOSE

TOURISM IS EARMARKED AS THE FASTEST GROWING INDUSTRY, WHICH OPENS OPPORTUNITIES FOR BUSINESS DEVELOPMENT AND GROWTH. AS A BUOYANT INCOME-GENERATING SECTOR OF ANY NATION, MANY ENTREPRENEURS HAVE ALSO KEYED INTO TOURISM. PREVIOUS STUDIES HAVE SHOWN THAT THE NUMBER OF WOMEN ENTREPRENEURS IS INCREASING, HOWEVER, MANY OF THEM FAIL TO SUSTAIN THEIR BUSINESSES COMPARED TO MEN WHO OWN BUSINESSES. THE PURPOSE OF THIS STUDY THEREFORE IS TO EXPLORE GENDER NUANCES IN THE PERFORMANCES OF TOURISM-RELATED BUSINESSES IN THE DURBAN CENTRAL BUSINESS DISTRICT, KWAZULU-NATAL, WITH PARTICULAR EMPHASES ON TRADITIONAL SOCIETAL PERCEPTIONS AND ACCESS TO CAPITAL. [RESEARCH METHODS](#)

This study used questionnaire survey, a quantitative research method to collect data from 150 tourism-related business owners and managers in Durban Central Business District, KwaZulu-Natal using purposive sampling method. The participants were those who have specific knowledge in tourism-related business operations (managers and owners) and are willing to participate. Data was analysed using IBM's SPSS version 25 software. Descriptive (frequency, mean), bivariate (Spearman's Rank Correlation (two-tailed) test, Pearson's Chi-Square test, Mann-Whitney U test) and multivariate (Reliability test using Cronbach's Alpha) data analyses were applied in this study.

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## RESULTS AND DISCUSSION

Results shows that entrepreneurial performance is determined by the belief system of the society and the entrepreneur background. Hence, there may be the influence of African traditional societal perceptions on African women entrepreneurs to be more contented than men with the small size of their businesses (because society expects them not to manage large businesses). This study did not make a conclusive finding that gender plays a strong role in differentiating business success or performance. However, the study found that it is somewhat easier for female entrepreneurs to find business start-up capital.

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## IMPLICATIONS

Previous studies indicate that business success or performance can be determined by the nature of demographic attributes of an individual entrepreneur. Based on this study results, authors recommend



that entrepreneurial training and mentorship programmes should emphasise that gender has no role in determining entrepreneurial success, and also increase the awareness level of entrepreneurs regarding business funding

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## KEYWORDS

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Gender Nuances, Business Operations, Business Performance, Traditional Societal Perception, Sub-Saharan Africa.

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# Anthropomorphic Robots in Restaurant; the Opinion of Gen-Z

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## PURPOSE

The study aims to provide an insight of the opinion and expected purchase behavior of Gen-Z towards the restaurants where Anthropomorphic Robots are engaged for food and beverage services, production, and other services. The Generation under study is Generation-Z born between 1995 and 2012 are redefining political movements, religion, culture, and much more. Gen-Z is India's first generation of digital natives and the oldest of its members would be 25 (Verma, 2020). Gen-Z's characteristics, traits, values, and trends are already being tracked to develop in-depth statistics facts, and marketing strategies targeting what will soon become the largest cohort of consumers (Businessinsider.com,2020). Another reason is that Gen-Z will soon outstrip Millennials in terms of their population on the earth and the representatives of Gen-Z are ready to enter the workforce and start spending money. This makes the understanding of the perception of this generation very important.

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## RESEARCH METHODS

Though the use of robots in restaurants will have an influence on the initial purchase behaviour of diners of all age groups. The present study is conducted on Senior members of Gen-Z (9 years to 26 years) to have mature/reliable responses from the targeted group. Only the students above the age of 17 years were interviewed. The younger ones are left out, with assumption that the children below the age of 17 have an indirect influence on their parents for selection of the restaurants. 25 (Twenty-five) willing to participate students with engineering or hospitality background were shortlisted. In view of Covid-19 all interviews were conducted through Zoom Application and were recorded. To conduct the structured interview a predesigned protocol comprising of 10 questions was used, additionally, random questions were asked in between for gathering elaborate information. All recordings were converted into transcripts for further analysis. Grounded theory approach was adopted to comprehend the perceptions of Gen-Z. All the manuscripts were coded and analysed; QDA Miner and Nvivo software were used for analysis.

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## RESULTS AND DISCUSSION

Findings divulge that Gen-Z looks forward to experiencing the services of robots (Monahan Caroline, 2019), at least for one time. There is mixed response from all on the sustainability and long-term use of robots in restaurants. Where few of the respondents expressed their concern for the absence of human touch from the service, some have expressed to experience a feeling of privacy with robots. Most of the respondents were of the view that, not in all segments of a food service operation should be handled by robots. Where the use of utility robots was acceptable in the non-interactive areas, the anthropomorphic robots are more acceptable in the interactive areas. After the analysis of the patterns in the data the five themes that emerged were:

1. Human Touch
2. Technological benefits
3. Quality of service and food
4. Anthropomorphism and social bonding
5. Safety and privacy

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## IMPLICATIONS

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The results of the study are throwing light on the perception of the Gen-Z and eventually their expected purchase behavior. These would be helpful for the restauraners' in the development of new business models with anthropomorphic robots as the protagonists. Since deploying robots is an expensive affair and would be sustainable only if adopted for a prolonged use and not as a solution for an immediate problem at hand. More studies are needed for the study of perception of different age groups for development of sustainable business models and engagement of robots in food service industry. This is suggested that more studies may be conducted on Millennials and Gen-X for more clarity.

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## KEYWORDS

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Robots      Gen-Z      Anthropomorphism      Smart Machines      Covid-19

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# A two-sided analysis of the effects of technological changes in the hospitality service experience

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## PURPOSE

Given the changes introduced because of Covid – 19, many service providers are changing to touch-free options in areas where they usually have personal encounter moments with their customers. We analyzed the attitude of both hotel employees as well as guests towards new technology. The goal is to identify the different generations' reaction to technological changes, employees' attitude towards work, and the guest's attitude towards the hotel after new technology was introduced.

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## RESEARCH METHODS

After identifying critical factors of inclusion in the chosen location, (Lake Balaton, Hungary) 13 hotels fit our requirements, from which nine were ready to cooperate. Data from the receptionist were then collected via online survey (N=20). The second stage was a narrative interview with two general managers in the region, where the findings were introduced and discussed. Finally, an online questionnaire was sent out to the general public via a social media platform to investigate the potential guest's reaction to new technology. (N=457) We created Likert scales to identify positive and negative attitudes when using new technology based on guest experiences with self check in and self ordering technology and also measured the attitude based on anticipation of change influenced by the pandemic.

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## RESULTS AND DISCUSSION

We found that younger employees who use more technological devices are quicker to adapt to new technology at the workplace. In contrast, employees who use fewer devices in their personal life (tend to be members of the older generation) will need more time to adapt to technological changes. There is a significant correlation between the employee's age and how competent they felt after introducing new technical equipment. In case of the guests, older generations were showing negative attitude towards technological changes. Our research shows that those who previously had positive experience with new technology previously are more likely to think that future encounter will be positive however we couldn't find any correlation between positive attitude and generations. This means that Hungarian Gen Z is not necessarily seeking technology in their service experience.

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## IMPLICATIONS

The touch-free technology brought on by Covid - 19 regulations will affect the employee's attitude towards their work. Hotels have to be careful when implementing new technologies and consider their employees' competencies to adapt to sudden changes as it can effect performance. Besides being mindful of the employee's adaptability, hotels with an older generation of clientele have to be readily aware of

their consumer's needs and prepare for conflicts or dissatisfaction brought by unwanted technologicalisation.

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#### KEYWORDS

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Technology, Adaptation, Employee, Guest, Attitude

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# Evaluating the relationship within the value chain of Small Micro Medium Enterprises in Pretoria, South Africa

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## PURPOSE

We argue that there is no association of business size between Small Micro Medium Tourism Enterprises (SMMTEs) with their Supply Chain Management (SCM) practices in the City of Tshwane. The overall purpose is to find out if there is a relationship between the size of SMMTEs (independent variables) and their sustainable supply chain practices (the dependent variable).

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## RESEARCH METHODS

Several studies were conducted relating to the effects of tourism supply chain management practices on tourism operations in Pretoria. A study by Molefe, Tauoatsoala, Sifolo, Manavhela and Henama (2018) explored the characteristics of tourism supply chain management practices implemented by tourism operations within the City of Tshwane. There was a follow up study which presented the supply chain drivers (customer relationship management) and barriers for tourism operation in Pretoria (insensitive to the environment, not developing environmental-friendly SCs and logistics practices and not being able to assess the performance against criteria defined in the organisation's policy) (Sifolo, Molefe, Henama, Tauoatsoala & Manavhela, 2019). From the previous studies conducted, there is no evidence if there is a relationship between the business size of Small Micro Medium Tourism Enterprises (SMMTEs) in the CoT and their Supply Chain Management (SCM) practices. This study fills that gap. Hence, the variables assessed are business sizes of the SMMTE in the City of Tshwane against the sustainable supply chain practices that emerged from an exploratory study conducted by Molefe, et al, 2018. The Pearson's chi-square test was used to test for association as follows:

Null Hypothesis:  $H_0$  = There is no association between the size of a business and supply chain practices in the City of Tshwane

In pursuit of presenting cogent interpretation of the data, it was deemed fit to establish statistically whether there is an association between the size of a business and supply chain practices in the City of Tshwane or not using a Chi-square test on retained factors from the study conducted by Molefe et al, (2018). An alpha level of 0.05 was used, where a significance p-value of less than 0.05 will be accepted as significant and those greater than 0.5 will be non-significant (Field, 2005:27). The variables were tested against the size of the organisation as well the chi square test Probability values.

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## RESULTS AND DISCUSSION

The Chi-square results revealed a non-significant result for dependent variables (sustainable supply chain practices) except for one (the organisation deals with only registered or affiliated to tourism



bodies' suppliers). The study revealed that tourism development practitioners should consider sustainability in the industry to enhance supply chain practices among tourism businesses in the City of Tshwane, particularly during and post Volatility, Uncertainty, Complexity and Ambiguity (VUCA) era like Covid-19 (DeVilliers, Cerbone & Zijl, 2020).

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## IMPLICATIONS

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SMMTE in the City of Tshwane have key roles to play in South Africa's transformation and development. Moreover, regardless of a business size, SMMTE's must be better prepared for the next VUCA period era like Covid-19 for sustainable supply chain benefits within the tourism value chain to promote social entrepreneurship.

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## KEYWORDS

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Small Medium and Micro Enterprises, Tourism, Sustainable Supply Chain Practices, Value Chain.

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## ROOM 9 INFORMATION AND COMMUNICATION TECHNOLOGIES IN TOURISM, Session

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# Supporting smart tourism through smart mobility schemes: UK Coventry City of Culture

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## PURPOSE

The concept of smart tourism has emerged as a result of the need for sustainability through the introduction of the Information and Communication Technologies in the field ( ICT). (Dabeedooal et al, 2019; Gajdošík, 2018; Gretzel, 2015). These technologies are also important in improving transport and mobility infrastructures along with human security, safety and sustainability status of the city (Priscila et al, 2017)

The purpose of this article is to present an approach to supporting smart tourism through the provision of smart urban mobility solutions portraying the smart mobility components contributing the most in sustainable tourism using as case study Coventry City of Culture event .

The specific research questions are:

- What are the most important smart mobility solutions that can support smart tourism?
- What are the main enablers and barriers in implementing a smart mobility solutions?
- What are the key directions on how to build urban smart mobility interventions that can be implemented as the basis for competitive , resource – efficient and low carbon oriented smart tourism sector?

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## RESEARCH METHODS

A literature review was conducted to define the connection between smart tourism and smart mobility. The literature was comprehensive using the term ‘smart tourism’ and ‘smart mobility’ and the timeframe of the selected literature review was articles published the last 15 years. Meta-synthesis analysis was implemented to interpret the findings based on non-statistical data to enable a better understanding on the smart mobility’s enablers and barriers. The UK Coventry City Culture project was used as a case study in implementing smart mobility. Primary research was also conducted through ten semi-structured interviews with key stakeholders following a protocol focused on providing input for best practice interventions that can support the smart tourism sector.

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## RESULTS AND DISCUSSION

The results demonstrated the enormous potential use of various modes of transport such as micro mobility e-bikes and e-scooters. The implementation of 5G as the main enabler of smart mobility, offers the opportunity to the destination/city to provide a fully integrated mobility system by delivering massive simultaneous connections and ubiquity of the network even high mobility situations such as the City of Culture events. For the implementation of such solutions, collaboration barriers should be

overcome between the main stakeholders involved in delivering the solutions. Legislation to amend Traffic Regulation Orders, Red tape with service providers and adapting to new Technology were defined as the main barriers in implementing and delivery process.

The key policy directions should also be on the side of the people with protected characteristics. Under the Public Sector Equality Duty, policy makers need to consider how these people may be affected by any temporary or permanent changes. Changes must not discriminate against blind and partially sighted people by, for example, placing them at a substantial disadvantage when accessing local amenities. Consulting with disabled people in an accessible way and considering steps to mitigate against any negative impacts or making alternative proposals.

With this in mind, and to overcome the barriers, Coventry has developed and implemented a network of way finding totems which are capable of giving the users a location guidance using a location beacon advising them of their position and what attractions are within the area they are in and how they can progress to the next location using a bread crumb trail synergy.

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## IMPLICATIONS

Academia can benefit from identifying potential new subjects in an under-researched theme (smart tourism) with high potential for growth. Especially for the policy makers, this research can provide useful input for policy design in terms of useful interventions to achieve transformation of their cities into smart destinations with reduced congestion and pollution while enhancing tourists' experience by increasing convenience and accessibility of the different sites.

This research is limited on the findings of one main case study though and therefore further investigation of more smart mobility solutions implemented in various other cases would add a better understanding of the potential impact on smart tourism.

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## KEYWORDS

Smart tourism, smart mobility, sustainability

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## ACKNOWLEDGEMENTS

The results presented in this paper have received funding from the European Regional Development Fund under the Interreg Europe programmes PGI06099 (e-SMARTEC) and PGI05275 (RECREATE)



# Piloting A Digital Maturity Model for Smart Destinations

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## PURPOSE

The purpose of this paper is to present the pilot phase of a digital maturity model designed to support lesser-known tourism destinations to become smart destinations. The main objective is the analysis of the relevancy and usability of the maturity model in order to prepare its further application to a larger sample and various types of destinations. The specific research question for the pilot phase of the study is: Which is the smartness degree of three lesser-known Swiss tourism destinations? The model is designed to bring answers to how these destinations manage their digital transformation, what challenges and opportunities they encounter and what aspects of their operations they prioritize throughout this process. It allows the identification of best practices to adopt, opportunities to seize, barriers to overcome and risks to avoid all associated with the process of becoming a smart destination.

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## RESEARCH METHODS

The methodology used was directly derived from the 6C's digital maturity model developed in the conceptual phase of a project on smart destinations (Fumeaux, Fragnière, Fux, Grèzes, & Imboden, 2020). The model includes six categories of indicators: culture, connectivity, customer relationship, communication, commercialization and customer experience. Three Swiss destinations were analysed: Val d'Anniviers, Gruyères and Goms. They were purposively selected due to their lesser-known status compared to well-established Swiss tourism destinations. A mixed method approach was used to assess their current level of digital maturity. Data was collected first through a survey addressed to their destination management organizations (DMO). The results were used to conduct one focus group per destination composed of stakeholders involved in regional tourism development. Data collected during these focus groups was then organised in meaning units to allow a comparison between the destinations.

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## RESULTS AND DISCUSSION

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The scope of the maturity model proved to be highly comprehensive, enabling a detailed analysis of factors influencing the smartness of a destination. However, the pilot phase also indicated that while providing rich insights, the model could benefit from a quantification of some of its indicators in order to more accurately measure the digital maturity of destinations. The data revealed the many challenges lesser-known destinations are facing in their transformation into smart destinations. One of them is to acquire the necessary expertise to not only select relevant suppliers of digital services but also to implement and operate these services once acquired. The lack of a clear digital strategy for tourism development, restricted financial resources as well as a generally limited awareness among tourism stakeholders of the potential benefits of digitalisation represent three other key challenges. Regarding data and digital platform management, two main issues were raised. First is the multiplicity of various data management systems used at a scale of one destination but not designed to work together, making the consolidation of data extremely difficult. Second are the legal restrictions concerning data protection that currently make the sharing of such data among different tourism stakeholders almost impossible. Moreover, the limited resources of lesser-known destinations strongly limit the hiring of the necessary know-how to support the digitalisation of their services. While not yet the case, the acquisition of such expertise would have to be done through a joined financial effort between for example a DMO and a hotel association. Finally, the human factor was identified as a key determinant in fostering or on the contrary blocking an innovation culture within the destination and its willingness to embrace the opportunities and overcome the challenges of becoming a smart destination.

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## IMPLICATIONS

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The piloting of the 6c's maturity model will lead to a further development of its indicators in terms of quantifiable scores. Such development will allow a more accurate assessment of destinations and of the actions and investments to prioritize in their transformation into smart destinations. Data and system management, digital literacy enabling a relevant choice of systems and suppliers, a willingness to join efforts and share resources appear as key issues both from a managerial and policy making perspective and as subjects for future research.

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## KEYWORDS

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Smart Tourism, Digitalization, Digital Maturity, Regional Development

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# Thessaloniki Tourism Blockchain Pilot Project

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## PURPOSE

The purpose of this paper is to describe the structure of the pilot project “Thessaloniki Tourism Blockchain”. The project is a worldwide innovational endeavor undertaken by the International Hellenic University (TourLab), Hellenic Centre for Research and Technology (CERTH), Thessaloniki Tourism Organization, and Hermes ICON Community, to promote the cultural reserves of the Metropolitan area of Thessaloniki, through the blockchain technology.

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## RESEARCH METHODS

“Thessaloniki Tourism Blockchain” as an application will be based on an existing blockchain community. In particular, the Hermes ICON Community associated with ICON Foundation (ICON, 2018) will provide the blockchain environment, upon which the project will be customized. It should be underlined that the customization project will mainly involve the development of smart contracts that will guarantee and allow the purchase process to be normed and fulfilled. Regarding the functionality process, “Thessaloniki Tourism Blockchain” project will be based on a four scenarios scheme providing access to cultural sights, events, and digital material in general. In the first scenario, the digital tourist will browse around free of charge in the offered digital sights, having time limit restrictions. In the second scenario, the digital tourist will create a digital wallet gaining access to premium digital material, such as e-museums, e-guiding tourist, live streaming events, etc. In the third scenario, the digital tourist will have the opportunity to purchase Thessaloniki digital tourist card issued by Thessaloniki Tourism Organization, while in the fourth scenario, the digital visit will be converted into an actual one, redemption the digital material into an authentic experience.

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## RESULTS AND DISCUSSION

Towards the Fourth Industrial Revolution, it is undeniable that the new cutting-edge technologies such as blockchain have a major impact on the global tourism industry (Önder & Gunter, 2020). The first

introduction of the blockchain was in 2008 by an anonymous person or a group of people named Satoshi Nakamoto, proposing on his whitepaper a peer-to-peer electronic transaction system without relying on trust (Nakamoto, 2008). Blockchain is a decentralized and distributed database, which contains and stores a set of digital records and transactions, which are interconnected together in a list of blocks by using cryptography. The basic premise of the blockchain is that it allows transactions with cryptocurrencies between two parties without having a third-party intermediary, in order to verify the transaction (Grief & Nikbakht, 2021). Kwok and Koh (2019) postulate that blockchain not only enhances trust and independence of transactions but also contributes to a significant reduction of costs as well. Blockchain technology attributes can level up the tourism and hospitality industry in an array of fields (Antoniadis et al., 2020), while the decentralized layer of nodes and smart contracts could eventually eliminate the need for intermediation (Treiblmaier, 2019), giving space to fast transaction, communication and trustiness between stakeholders and tourists across a peer-to-peer (P2P) network (Önder & Treiblmaier, 2019). In this context, the adoption of “Thessaloniki Tourism Blockchain” project is expected to bring multiplier benefits at various levels such as global promotion and access to a brand new -exponential evolved- market of cryptocurrency users. It should be also noticed that “Thessaloniki Tourism Blockchain” is more than a project. It is a vision that will bring Thessaloniki globally in the front row of innovation regarding the digital promotion of the cultural reserves.

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## IMPLICATIONS

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According to Nam et al. (2019), blockchain technology is the next stage of the world wide web redefining smart tourism and the use of social media. This conceptual paper depicts the working group effort to reestablish digital marketing tools and methods. It should be underlined that blockchain technology does not substitute the physical experience, but strongly strengthens the need to pay an actual visit destination and get a unique experience. In cooperation with the Thessaloniki Tourism Organization and highly acknowledged research institutions such as CERTH and TourLab, “Thessaloniki Tourism Blockchain” project was built, opening new paths towards this direction.

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## KEYWORDS

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Blockchain Technology, Peer-to-Peer Network, Smart Contracts, Thessaloniki Heritage

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# The impact of new technologies on hospitality industry in COVID-19 era

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## PURPOSE

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We have been living in the era of covid-19 for more than one year. Almost all human activities, as well as most of the sectors and industries are seriously affected, and the hospitality industry is not the exception. On the other hand, advances in technology offer new opportunities for carrying out actions and transactions anytime and anywhere. The purpose of this study is to examine the factors that affect the attitudes of tourists on the adoption of new technologies in the hotel industry, and therefore a number of objectives have been set. With this survey it is checked whether the perceived ease of use, improvement of operations, need for interaction, the perceived risk, the attitude towards self-service technologies, trust and Internet use have an effect on using new technologies.

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## RESEARCH METHODS

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The hospitality industry is expanding with an ever evolving technology adoption process, and novel possibilities of this adoption are constantly being explored. Over the years, several research perspectives have offered different adoption models for the implementation of such technologies. The current study extends the utility of Model PC Utilization (MPCU), Motivational Model (MM), Unified Theory of Acceptance and Use of Technology 2 (UTAUT-2) through an analysis of additional antecedent beliefs in order to predict tourists' attitude towards Self-Service Technologies (SSTs) in the hospitality context. This study concerns which factors affect the use of new technologies in the hotel industry. In order to achieve the research problem posed in the first section, we have composed a questionnaire to collect primary empirical data from tourists in a 4-star hotel in the famous island of Mykonos during August and September of 2020. The researchers elaborated a primary survey in summer of 2020 on 400 persons of the examined generation in Greece. A pilot survey performed to 20 respondents before the main survey took place in the summer of 2020.

The questionnaire consists of 25 items in 5-point Likert scale, 3 multiple choice items about Internet use for tourist purposes and 5 demographics items. Each one of the 25 items in Likert scale corresponds to only one of totally 6 factors. Values higher than three, denotes perspective for agreement and lower than three denotes perspective for disagreement. We observe that the respondents have positive perspective for all factors. The questionnaire comprises seven sections and 33 items totally. In section A, there are 3

items about Perceived Ease of Use (PEOU). In section B, there are 3 items about Improving operations, in section C 3 items about Need for Interaction (NI), in section D 3 items about Perceived Risk, in section E 6 items about Attitude towards SSTs, in section F 7 items about Trust, in section G 3 items about Internet use, and finally, in section H five items about demographics (gender, age, profession, education and income). To ensure the appropriateness of the questionnaire, we assessed it for content validity, construct validity and reliability. The reliability was tested with Cronbach's Alpha index, whose values should be higher than 0.7 so as to be considered satisfactory and to indicate the reliability of the factors (Cortina, 1993; Nunnally and Bernstein, 1978). For the factor analysis, descriptive statistics, correlations and reliability validation, the statistical package SPSS 19 was used.

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## RESULTS AND DISCUSSION

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The Results indicated that Improving Operations is positively and significantly related to the factors Need for Interaction (p-value=0.006, Pearson correlation coefficient=0.192) and Trust (p-value = 0.001, Pearson correlation coefficient = 0.228). On the other hand, Perceived Risk is negatively and significantly related to the factors Need for Interaction (p-value < 0.001, Pearson correlation coefficient = -0.291) and Attitude Towards SSTs (p-value < 0.001, Pearson correlation coefficient = -0.315). Furthermore, there were explored the characteristics that differentiate tourists who after purchasing a travel service, they share their experience / evaluation online when they are satisfied with it from those that they do not share their experience / evaluation. As Perceived Ease of Use and Improving Operations increase, the chances of tourists to share their experience / evaluation online about a purchased travel product/service that is satisfying also increase. In addition, tourists between 26 and 44 years old, have increased their chances of sharing their experience / evaluation online. Finally, the characteristics that differentiate tourists who before purchasing a tourist product they search for information about hotel room reservations from those that they do not, were explored. As Improving Operations increase, the chances of searching information about hotel room reservations before purchasing a tourist product also increase.

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## IMPLICATIONS

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The above results would probably be of great value to the decision and/or policy makers in the tourism industry sectors in the implementation of appropriate regulation programs and tools. There is no doubt that the perspectives of tourists are extremely important for policy makers in the hospitality industry. The stakeholders regarding the hospitality industry including accommodation managers and owners, policy makers, travel agents, should also be informed about the attitudes and factors influencing tourists' decision to use new technologies within the COVID-19 crisis, in order to elaborate their marketing and business plans, and make the necessary business decisions. From a practical perspective, the hotel operators may benefit from focusing on the differentiating features among client-tourists and aligning their marketing communication with their aspirations. The optimization and customization of accommodations according to the needs of customers and the extension of new technologies in tourist activities to other sectors of hospitality industry may offer helpful insights for the managers. As future research, the same survey to could be repeated in summer 2021 in other cosmopolitan islands in Greece and elsewhere.

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## KEYWORDS

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New technologies, Hospitality industry, COVID-19 era, Island of Mykonos.

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# Tourism Datafication: Politics and Ethics of Data-Driven Tourism in a Smartization Context

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## PURPOSE

Smart tourism is a complex phenomenon constituted by socioeconomic, political and cultural dimensions. Smart tourism has big data as its core technology, alongside artificial intelligence and internet of things. Academic literature in smart tourism introduces promises and opportunities for tourist experience personalization and sustainable tourism planning and management through digital data. However, it frequently focuses on normative and prescriptive models for assessing *how data-driven tourism ought to be*. Thus, theoretical questions about *how data-driven tourism works* in a smart tourism context still remains a research gap. In that sense, tourism and hospitality smartization and datafication processes underlie a series of human and sociotechnical issues that have not yet been explored. The aim of this conceptual paper is to discuss theoretical problems regarding politics and ethics of data-driven strategies and practices in an informational capitalism context. Therefore, the research questions guiding this study are: What technopolitical issues emerge from data-driven tourism and hospitality in a smartization context? What potential technoethical risks and social consequences may arise from it?

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## RESEARCH METHODS

This is a conceptual paper resulting from an exploratory undergoing research. We performed interpretive analysis based on a critical literature review. The research design followed a thematic criteria drawing from data politics and ethics approaches. This criteria helped to analyse the inter-relations between smart tourism and data studies from a holistic perspective in order to identify theoretical intersections and research gaps. It also allowed to problematize and systematize the ideas in topics of discussion in order to highlight relevant issues.

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## RESULTS AND DISCUSSION

The original contribution of this paper lies on the problematization of tourism datafication as a social process derived from tourism smartization, involving the consequences and effects of digitalization and quantification of tourism and hospitality on an industrial basis. The so-called digital transformation of tourism and hospitality industries involves apparatuses of tracking and prediction of tourists, visitors and residents behavior in order to maximize tourism planning and management efficiency, productivity and profitability. Nevertheless, in the fourth industrial revolution, smartization and datafication processes also imply sociotechnical mechanisms and power structures involving asymmetrical relationships. In that logic, we identified and systematized theoretical research gaps into key topics concerning the intersection between power, knowledge and rights. First, the technopolitical analysis of data-driven tourism practices in a smartization context involving the extraction, processing and instrumentalization of digital data. This may imply not only the reproduction of surveillance capitalism



logics, the commodification of tourism experiences and colonialist practices, but also alterations in the socioeconomic dynamics of global tourism and hospitality labour market structures concerning platforms, algorithms and automation technologies. Big data capture and abstraction also underlie epistemological and social consequences arising from the production and institutionalization of regimes of truth. In that sense, (techno)ethical risks involve the reproduction of social privileges, biased representations and other forms of exclusion and discrimination practices regarding both subjected residents and tourists. Challenges lie on distributive data justice and accountability issues regarding digital inequalities for both residents' and tourists' data access, use and outcomes.

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## IMPLICATIONS

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This paper includes several implications for policy and management actors. For instance, the adoption and use of artificial intelligence, algorithms and big data technologies for smart tourism planning and management are not neutral and underlie human-driven decisions and biosocial-technical practices. Smart tourism planners and managers should follow inclusive data-driven tourism ethical guidelines in order to release potentialities for enhancing capabilities and citizenship. Smart tourism policies should focus on socially-oriented alternative and innovative ways of thinking the problems of society through tourism knowledge. This imply democratization processes and social empowerment of both residents and tourists as beneficiaries of tourism and data rights and freedoms. For future research, we suggest constructivist and empirical research, including participatory methods and case studies.

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## KEYWORDS

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artificial intelligence; big data; data-driven tourism; smart tourism; tourism datafication.

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# Technology in the hospitality and tourism literature. Looking back and looking forward

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## PURPOSE

Technology is dramatically changing the environment within which firms and consumers operate. The role of technology has been especially important for tourism industry to manage COVID-19 consequences. Accordingly, the main objective of this research is to present a thematic evolution of the use of the smart technology in the tourism and hospitality literature. Specifically, this research will propose three research questions: RQ<sub>1</sub>: What are the most prolific publications of smart technology research applied to hospitality and tourism over the last two decades? RQ<sub>2</sub>: How have the themes covering various facets of smart technology evolved in hospitality and tourism journals? RQ<sub>3</sub>: What knowledge structure and trends are evident in smart technology environment applied to hospitality and tourism publications?

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## RESEARCH METHODS

To achieve this objective, authors perform a co-word analysis with a longitudinal framework which produces strategic diagrams to categorize the detected themes. This approach combines performance analysis of science mapping for detecting and visualizing conceptual subdomains. Specifically, authors use SciMAT software in order to discover the most important research themes and its conceptual evolution in the leading tourism and hospitality journals. The queries used in this study retrieved 531 publications once the papers were screened and manuscripts not related to the domain were deleted. The

study period (2000-2020) was split into three periods or “eras”: 2000-2017, 2018-2019, and 2020 with 154, 172, and 205 publications, respectively.

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## RESULTS AND DISCUSSION

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Results show a graphical and dynamic vision of the technology field, identifying new topics that have appeared and others that have disappeared, gaps, and research areas for future study. Findings indicate symptoms of a research field in constant evolution. There is a higher number of new and transient keywords between sub-periods, which is a symptom of a research field in constant evolution that has not yet reached a stage of maturity. The majority of the trajectories have become increasingly important to the technology concept over the course of the last years. Overall, the findings of this study highlight the importance of some specific areas along the literature of smart technologies in the hospitality and tourism areas: 1) big data and user-generated content; 2) acceptance-diffusion model; 3) hotel experiences; 4) smart cities; 5) Virtual reality/augmented reality experiences and tourist behaviour; 6) Forecasting; 7) Tourism Management; To the best of the authors’ knowledge, this is the first study that specifically analyzes the evolution of smart technologies in the hospitality and tourism fields.

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## IMPLICATIONS

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This study provides a valuable tool for tourism managers to effectively analyze the importance of different themes linked to technology concept. New trends have been developed in the smart technology scope: the relevance of big data; smart cities; tourism management applied to smart destinations or sustainability. This study provides a valuable tool for tourism managers and academics to effectively analyse the importance of different themes linked to smart technologies.

The identified key themes will assist researchers in tourism field in determining the main research topics of technology research. In this sense, several strategies would be developed to engage with their customer base using smart technologies. This is seminal but archival research that many researchers may be able to extend by studying the current era tourism and hospitality concepts through the lens of the emerging technologies examined in the study. Further research may analyze characteristics linked to smart technologies such as user-generated content, artificial intelligence or tourist flow.

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## KEYWORDS

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Tourism; Hospitality; Technology; Bibliometrics; Research avenues

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# Reimagining tourism through the digital identity scope: empirical evidence from the Portuguese market

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## PURPOSE

In the pandemic new normal, consumers are turning more than ever to digital and reduced-contact methods of accessing products and services. Eager to travel, people search for ‘untact’ tourism and dematerialized consumption to minimize health risks, a trend that is here to stay (Bae & Chang, 2020).

Rapid changes in today’s society result in new opportunities and risks, such as digital convergence, Internet of Things and the exponential growth of data. Currently, the task of establishing and proving identity is inconvenient, time-consuming, and sometimes insecure and ineffective, implying frustrating identity verification processes. However, the trust gap has yet to be closed in the digital world.

The primary objective of the study is to explore the openness to digital identity adoption in the travel sector (e.g: boarding and customs, airports and checking-in, service transactions). The empirical study, grounded on TAM (Davies, 1989) and UTAUT2 (Venkatesh et al., 2016) models of technology acceptance and use, was adapted to the tourism sector, exploring the antecedents (technology attributes, trust propensity and performance expectancy) of attitude towards using digital identity in the travel context and consequent behavior intentions.

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## RESEARCH METHODS

Taking the Portuguese consumers as case study, the research followed both quantitative and qualitative methods. For data collection, following two interviews with two digital identity experts, an online survey, built on the main constructs under study, was applied (N = 550), using snowball sampling approach. For data analysis, Partial Least Squares-Structural Equation Modelling was used, which allowed hypothesis testing.

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## RESULTS AND DISCUSSION

Research on digital identity in the travel sector are scarce. The present study addresses this research gap. Results reveal that consumers value the benefits of digital adoption and its global use in the travel context. Trust propensity, technology attributes, and performance expectancy exhibit positive and statistically significant impacts on attitudes towards using digital identity in the travel context that, in turn, impact future behavioural intentions.

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## IMPLICATIONS

To address the digital gap that was evident in tourism even before the crisis, it is crucial to make advancements through the digital identity scope (Kizildag et al., 2019; Skilton et al., 2020). In the post-pandemic context, the search for contactless transactions and processes will require evolving efforts on

this matter. In this moment of disruption, powered by the COVID-19 pandemic, stakeholders should take advantage of the benefits of digital identity solutions to provide more convenient transactions and services within the travel sector. Further research on the topic should include testing in other markets. Individual characteristics should be taken into account regarding trust and openness to digital identity adoption and satisfying use.

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#### KEYWORDS

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Digital Identity, Technology Acceptance, Tourist Consumption Dematerialization, Untact Tourism; Post-Pandemic Travel; Portugal.

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## ROOM 10 SUSTAINABLE AND RESPONSIBLE TOURISM, Evangelos Christou

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# Mediatized place. The 2020 online edition of the Medieval Week in Visby, Gotland (Sweden)

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## PURPOSE

In early 2020, Covid-19 hit the world. Faced with the new situation, in the spring of the same year the organizers of the popular festival Medieval Week (MV) in Visby decided to carry out the festival exclusively online, aptly naming it ‘The Plague Edition’. In this study, we investigate some of the roles place and placeness have played in the festival’s online edition, mainly from the point of view of the organizers. What role have Visby and Gotland played in the online format? How have organizers dealt with absence and presence through social media and online live streaming? How have organizers carried the Medieval Week’s core values – inclusivity, sustainability, historical education – over to the online edition? Which online interfaces have provided the best experience for guests and which ones have not worked and why and what lessons for the future have emerged from the online edition? Has the digital version produced an experience which is basically new, with novel meaningful places, experiences, and mindscapes or was it just the same old Medieval Week, only delivered through a different platform, that is, online? In particular, our research is about how ‘sustainability’ has been understood, perceived, articulated, and translated in the Digital Medieval Week and what lessons and strategies can be implemented in its future editions to make the festival a more sustainable event.

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## RESEARCH METHODS

All data for this study was collected from March 2020 through January 2021. Primary data consists of semi-structured interviews with five key informants, namely MV organizers, conducted via Zoom from November 2020 through January 2021. The criteria for choosing key informants for an exploratory study such this one refers to the amount of knowledge and involvement the person has about the topic as well as his or her own willingness to communicate and share information with the researcher. MV’s project manager was interviewed twice, in November 2020 and January 2021. The aim with the second interview was to recapitulate and further discuss some of the main points that had emerged from the study. In addition, from March through July 2020, we collected data produced by MV to advertise its digital turn. Data includes videos, messages, and pictures on MV’s social media (YouTube, Instagram, and Facebook) and website (medeltidsveckan.se).

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## RESULTS AND DISCUSSION

The reformulation of the Medieval Week from a physical to a digital festival has shown that place -Visby and Gotland- is not interchangeable and that online experiences effectively support and even strengthen the festival's social values such as community engagement and inclusivity. In conclusion, the change from MV, an event In Real Life, to DMV, a digitally mediated event, elucidated the fundamental values of the event, both for the organizers and for its audience. At the same time, these fundamental values and the forms of interaction took new directions. As always, format matters: the digital media formats used and their specific interfaces set the conditions for what can be staged, communicated and consumed. What medialisatation brings about is mediatisation, the process of adapting and formatting what is to be communicated to the medium of communication. Therefore, medIALIZATION will primarily strengthen what is already prepared for medIALIZATION.

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## IMPLICATIONS

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The hybrid version, planned for the summer of 2021, will be facing novel challenges such as the implementation of social and environmental sustainability, both online and in loco. A related aspect is "security", the active work against violence during MV, especially violence against women, an issue that in recent years has become highly relevant for festivals throughout Sweden. The case study of the digitalization of the Medieval Week is thus a pertinent example of the possible transformations the event, art, and tourism industry is going to be facing in a post-COVID-19 world.

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## KEYWORDS

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Medieval Week, placemaking, sustainability, mediatisation.

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## REFERENCES

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N/A

# Segmenting Residents' Perceptions towards Tourism Impacts in Mountains Areas

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## PURPOSE

**MOUNTAIN REGIONS HAVE BECOME ONE OF THE MOST ATTRACTIVE TOURISM DESTINATION AREAS WORLDWIDE (UNWTO, 2018), IMPLYING MULTIPLE PRESSURES AND IMPACTS CHALLENGING THEIR ECOSYSTEMS, CULTURAL HERITAGE AND FRAGILE SOCIAL STRUCTURES. WITHIN THIS CONTEXT, THE PRESENT STUDY PROVIDE A LITERATURE REVIEW OF TOURISM IMPACTS AND A CLUSTER ANALYSIS OF LOCAL RESIDENTS BASED ON THEIR PERCEPTIONS OF TOURISM DEVELOPMENT IMPACTS IN MOUNTAIN AREAS.** [RESEARCH METHODS](#)

The study was undertaken in European mountain destinations – the Serra da Estrela (Portugal), the Alps (France, Austria and Switzerland) and the Peaks of Europe (Spain), with a sample of 315 responses from local residents, approached through a directly administered survey.

The assessment of the variables considered for the survey instrument – the questionnaire – was developed based on an extensive literature review on tourism impacts and mountain areas. This process led to the inclusion of thirty-nine attributes measured by a 5-point Likert-type scale, ranging from 1 (strongly disagree) to 5 (strongly agree).

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## RESULTS AND DISCUSSION

A factor analysis was carried out with responses to impact perception scales and then followed by a cluster analysis to distinguish groups of respondents with similar impact perceptions. Results revealed that based on the perceptions of tourism development impacts in mountain areas, the residents can be categorized into 4 clusters.

Cluster 1 which is composed of mainly male, relatively older residents, who are more aware of the positive impacts whether they are social and cultural or economic ones. Moreover, they are the residents who perceived less the negative sociocultural impacts. On the contrary, Cluster 4 who are the younger

individuals, mainly single and higher educated, have less perceptions of the positive sociocultural and economic impacts, and revealed be more sensible to the negative sociocultural ones. Cluster 2 and 3 are each other in the opposite side regarding to positive and negative impacts of all types. Cluster 3, who are the residents with liberal professions and earning a salary up to 1000 euros, are more sensitive to all types of tourism impacts on mountains areas including the negative environmental ones. On the other hand, Cluster 2 who are the younger adults with higher education, seems to be less aware of all types of positive and negative impacts of tourism development in mountain regions.

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## IMPLICATIONS

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Segmentation studies in tourism have mainly focused on the tourists and less to the local residents of a tourist destination (Stylidis, 2018). And despite the recent increase in segmentation studies that analyse local communities' perceptions and attitudes, there is still little research concerning to residents' perceptions of tourism development in mountain regions. Filling this knowledge gap is relevant, taking into consideration the increasing appeal of mountain tourism (Mutana & Mukwada, 2018) which represents 20% of global tourist flows (Río-Rama, Maldonado-Erazo, Durán-Sánchez & Álvarez-García, 2019).

Cluster analysis provides the basis for a focused approach which could be an useful instrument for the mountain tourism planning and management. As the residents significantly differ with respect to their perception of the tourism impacts, destination managers need to know the different resident segments and apply different internal marketing strategies to sensitize them and potentially involve them more effectively in tourism planning and development. Differences seem to be associated to gender, age and education. This Knowledge should also be most important for making them a more active part in defining strategies enhancing the sustainability of mountains as both tourist destinations and living spaces.

Future research should focuses on comparative studies, extending this research to other mountain communities particularly out of Europe. Furthermore and within the actual pandemic context, residents' perceptions should be measured overtime in order to analyse how changes in tourism flow affect those perceptions towards tourism development in mountain regions.

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## KEYWORDS

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Mountain Tourism, Tourism Impact Perceptions, Residents, Cluster Analysis.

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# Measuring sustainable tourism, Central Asian case

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## PURPOSE

This study takes the first step to examine how tourism development improves the quality of life, economic growth and the environment or so-called sustainability in Central Asia. Central Asia is located in the path of the Great Silk Road and has a magnificent tourism capacity. However, the measurement of sustainable tourism at the regional and cross-country level remains unclear in the tourism literature.

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## RESEARCH METHODS

Based on the panel data set of 4 countries of Central Asia such as Kazakhstan, Kyrgyzstan, Tajikistan and Uzbekistan from 1995 to 2019. Inbound tourism expenditures ( $Tour_{it}$ ) are used as the dependent variable and represent tourism receipts (current US dollars) by expenditures of international visitors in Central Asia. Tourism receipts indicate a proxy for tourism development, and the data is obtained from the United Nations World Tourism Organization (UNWTO) database (Khan et al., 2020). Human Development Index ( $HDI_{it}$ ) captures three dimensions of human development by long and healthy life, education and standard of living in a country. This indicator measures in the range between 0 and 1, and is used as a proxy for quality of life and taken from the Human Development Index database (Uysal et al., 2016). A higher value of this indicator means a good quality of life in a country. Real gross domestic product per capita in current US dollars ( $GDPpc_{it}$ ) represents the proxy for economic development and obtained from World Bank Development Indicators (Croes et al., 2018). The quality of air ( $Air_{it}$ ) and  $CO_2$  emissions ( $CO2_{it}$ ) measure the exposure to air pollution (in percentage) and the level of carbon dioxide emission (millions of tonnes) in a country. These indicators are used as a proxy for environmental quality and obtained from the Legatum Prosperity Index and Sustainable Development Goals databases (Boonyasana & Chinnakum, 2020). Regarding the study aim, we have applied a dynamic panel data approach. Specifically, the fixed effect estimator is found to be an appropriate estimator according to the Hausman tests and can be expressed as follows:

$$\ln Tour_{it} = \beta_0 + \beta_1 \ln GDPpc_{it} + \beta_2 HDI_{it} + \beta_3 Air_{it} + \beta_4 CO2_{it} + \partial_i + \lambda_t + \mu_{it} \quad (1)$$

Where  $\ln$  shows the natural logarithm.  $\beta_0 - \beta_4$  are parameters to be estimated.  $\partial_i$ ,  $\lambda_t$  show country and year individual fixed effects.  $\mu_{it}$  is a well-behaved standard error.  $Tour_{it}$ ,  $GDPpc_{it}$ ,  $HDI_{it}$ ,  $Air_{it}$ ,  $CO2_{it}$  are set of dependent and independent variables, their definitions are explained in the beginning.

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## RESULTS AND DISCUSSION

The findings reveal that tourism development can significantly improve the sustainable performance of the region. Specifically, tourism development has a strong positive effect on the quality of life. Suggesting that tourism development can improve the standard of life and human well-being in Central Asia by 9%. The economic growth of the region is positively correlated to tourism development, implying that tourism development leads to an increase in economic outputs by 0.2% in Central Asia. Moreover, a 1% increase in tourism receipts tends to grow slightly the level of carbon dioxide emissions in Central Asia by 0.009%. Similarly, the quality of air has a strong negative correlation with tourism receipts. This suggests that exposures to air pollution can discourage tourism development in Central Asia. Since a surge in air pollution can cause a severe health problem in society and deters international visitors in Central Asia.

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## IMPLICATIONS

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The results emphasize essential policy implications for Central Asia. The policymakers should be concerned about reducing the level of carbon dioxide emissions and exposure to air pollution by way of increasing the sources of renewable energy such as solar and wind. The policymakers should urge society and international tourists to follow an eco-friendly environment and consume efficiently the household energy. Moreover, the quality of tourism goods and services should be improved since it encourages considerably human well-being in Central Asia. Central Asia should improve the level of human development including the standard of life, education and health since 9% of tourism receipts are associated with the quality of life in Central Asia.

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## KEYWORDS

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Sustainable tourism, panel data, quality of life, air quality, CO2

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# Changing role of rural tourism in post-pandemic tourism: comparative study of Italy and Kazakhstan

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## PURPOSE

The aim of this paper is to analyze changes in the notion and role of rural tourism provoked by the COVID-19 pandemic. The pandemic has been transformational to both tourism practice and the research agenda calling for better understanding of ‘fundamental values, institutional logics and pre-assumptions’ (Sigala, 2020:311) on which tourism, including rural tourism can and should be reset (Rosalina et al, 2021; Sharma et al, 2021). The paper examines how rural tourism in the pandemic year 2020 has accommodated human needs for well-being: which touristic resources have been mobilized and what knowledge structures have contributed to mobilization of touristic resources. The authors use a case study of Italy and Kazakhstan to develop insights about the impact of the COVID-19 pandemic on changing roles played by rural tourism in the wider category of tourism in general. While rural tourism in Italy has long been established as a socio-economic sector (ISTAT, 2020), Kazakhstan has just started exploration of rural tourism potential in the last decade (Shaken et al, 2019). The paper is organized into three sections. The first section analyzes historical preconditions and modern influences that shape rural tourism development in each country. The second section explores the changing societal notions about rural tourism and tourism resource mobilization strategies as a response to the pandemic situation. The third section analyzes specific and similar features of the response in each country and draws some implications for the future.

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## RESEARCH METHODS

The study adopted a case study method. The authors examine pre-existing longitudinal data from national statistics on Italy and use it to reflect on what has emerged from the Kazakh experience so far. Databases for Italy were differentiated across 21 regions over a period from 1999 to 2019 (ISTAT, 2020). For Kazakhstan, 14 regions’ data from the National Bureau of Statistics over the period 2009 to 2019 were analyzed. Interviews with tourism professionals, tourists, and experts were applied to capture the insights about the development during pandemic time. “Thick descriptions”, evidence from existing published research, published rapid assessments and media coverage have been used to conduct comprehensive analysis.

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## RESULTS AND DISCUSSION



It was found that rural tourism in both countries has developed on the basis of agricultural production and embeddedness into natural (geographical resources) and cultural heritage. There are similar links between rural tourism and cultural heritage, while the forms of rural tourism may differ due to difference in traditional agricultural practices, geography and lifestyles (nomadic vs sedentary). Italy and Kazakhstan have developed both similar and different knowledge structures. In particular, differences in approaches to tourism statistical accounts illustrate the role of codified knowledge in understanding effects of resource mobilization to the development of rural tourism. The results revealed that COVID-19 pandemics disrupted conventional notions of rural tourism in both countries. Although Italy and Kazakhstan faced pandemics at different levels of rural tourism maturity, both have shown a change in societal notions of rural tourism. While rural tourism continues to be seen as an important contributor to socio-economic development of rural areas, there is a greater expectation on rural tourism as an enabler of human wellbeing and its role in rebalancing the image of domestic tourism. Rural tourism in Kazakhstan has featured the appearance of new forms of domestic and international tourism, especially in small and medium entrepreneurship. In Italy rural tourism during the Covid-19 period has been perceived safer than that in cities thanks to the sense of isolation intrinsically embedded in rurality. This shift points to the importance of varied knowledge and skills to ensure balanced effects to socio-environmental sustainability of rural areas.

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## IMPLICATIONS

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Rural tourism has been more resilient than other tourism sectors in the COVID-19 pandemic. In general the transformative process has been positive compared to the effects on urban tourism, however the precise assessment of its effects and outcomes are yet to be understood. Is it a structural or a conjunctural transformation? Further research is needed to understand positive development toward long-term sustainable rural tourism as well as potential vulnerabilities.

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## KEYWORDS

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rural tourism, post-pandemic, sustainable tourism, Italy, Kazakhstan

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# How to promote sustainable development and overcome Covid19 in Sea Tourism: A review of the literature on social networks and crisis

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## PURPOSE

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The pandemic of SARS-COV-2 has significantly affected tourism. However, in certain countries such as Portugal, small tourism enterprises (STEs) are crucial for development. They have an important role in the creation of jobs, social mobility and local development (Costa et al., 2020; Medina-Muñoz, Medina-Muñoz, & Gutiérrez-Pérez, 2016; Zhao & Ritchie, 2007). STEs are also important for sustainable development. However, due to its characteristics, namely, having limited budgets and their entrepreneurs running the business on their own, they have great difficulties contributing to the development of sustainable tourism and frequently need external support (Baggio, & Cooper, 2010; Costa et al., 2020). According to Zhang and Zhang (2018), STEs are at the frontline of the tourism industry, and they can link all other stakeholders and form a social network to support business activity. These social networks enable STEs to share resources and cooperate for reciprocal advantages (Costa & Lima, 2018; Costa & Simone, 2016). Since the development of sea tourism is important at the national level, particularly in coastline areas, it is important to study the role of the social networks of STEs in this context.

In times of crisis, networks and cooperation are even more important. Therefore, the question arises: 'How does the literature address networks as a way towards sustainable development and growth after a crisis?' To answer this research question, this article aims to analyse scientific production from 2010 to 2020 and provide a bibliometric study of social networks in sea tourism and their contribution to overcoming difficulties and constraints of STEs and other stakeholders in sea tourism.

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## RESEARCH METHODS

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This article was developed using the methodology of bibliometric analysis based on articles published in scientific journals. The databases Web of Science (main collection) and Scopus were used to survey the articles to analyse the literature on social networks, stakeholders, and sea tourism. The analysis followed a sequence of phases. In the first phase, the search criteria were chosen: “Tourism and (Sea or Nautic\*) and Network”; “Tourism and (Sea or Nautic\*) and Governance”; “Tourism and (Sea or Nautic\*) and Stakeholders”; “Tourism and Sea or Nautic and Entrepreneurship” and “Tourism and Sea or Nautic and COVID”. In the second phase, the search was made through databases WoS and Scopus. In the third phase, after reading the abstract of each paper, papers that were not related to the subject of our study were excluded. In the fourth phase, the resulting data from the selection and exclusion criteria were compiled. In the fifth phase, the data was coded using the NVIVO software, and finally, in the sixth phase, the results were analysed.

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## RESULTS AND DISCUSSION

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The study's results suggest that the research related to social networks, particularly in Sea Tourism, remains an underdeveloped field. The social sustainability of STEs related to Sea Tourism also remains an underdeveloped topic. However, it was also possible to verify that the use of metrics in tourism studies is complicated due to the scarce availability of appropriate databases, including journals specialised in tourism studies. This subject can be present in journals of tourism studies and journals dedicated to other areas of science (e.g. social sciences, environment). Additionally, results suggest that social networks and cooperation between stakeholders contribute to local sea tourism sea development.

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## IMPLICATIONS

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Considering that STEs are closely linked to local communities, this study's findings can provide clues to tourism development, highlight public policies to support STEs, promote cooperation for co-creation, and share information and tourism resources. The findings related to the importance of social networks and cooperation between stakeholders can promote more participation between the municipalities, public organisations and STE.

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## KEYWORDS

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Networks; Tourism; Stakeholders, Bibliometric Study

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# Profiling residents based on their attitude toward climate change.

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## PURPOSE

Selecting an island tourism destination as the research setting, this study is carried out to answer the following research questions: RQ1: What are the main factors influencing residents' views and perceptions towards climate change impacts and issues? RQ2: Are these residents' views and perceptions different based on gender, age class, number of nuclear family members, level of education, occupation, occupational sector and association membership?

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## RESEARCH METHODS

For the purpose of this study, a structured questionnaire was developed based on prior literature (Atzori et al., 2018; Lu et al., 2014; Spence et al., 2012). The questionnaire was divided in two sections. The first section included 25 items focused on residents' perception towards climate change issues, as well as their perceived spatial, social, temporal distance from climate change, their perceived scepticism about climate change, and their intention to act to cope with climate change issues. In the second section respondents were asked to provide socio-demographic information. Data were collected during the period April-June 2019 in Sardinia (Italy). The questionnaire was administered on-line using a snow-ball sample technique and 2,873 complete questionnaires were collected. The data were entered into SPSS (version 19) and a series of statistics (Factor analysis and non-parametric tests) were run for the purposes of our study.

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## RESULTS AND DISCUSSION

Four factors were identified (59.41% of total variance) ("Concerning about climate change"; "Consciousness about climate change"; "Intention to act"; "Geographical distance"). Further, a series of non-parametric test were performed and significant differences on residents' perceptions emerged based on gender, age class, family members, level of education, occupation, occupation sector and association membership.

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## IMPLICATIONS

From a theoretical point of view, the study contributes to the extant literature by providing an answer to the quite recent call for further studies devoted to analyse residents' views regarding climate change. In particular, our findings highlights that the majority of the respondents showed a high level of concerns about the impacts of climate change. This supports previous studies conducted in the US, UK and Australia (Spence et al., 2012; Hart and Nisbet, 2012; Jones, Hine and Marks, 2017). Further, they also confirm other studies reporting that individuals' views towards climate change phenomena and related issues are somehow influenced by their socio-demographic characteristics (e.g. Haq and Ahmed, 2017).

Furthermore, our findings add to the literature adopting a resident-based perspective in climate change-related studies, and provide insights from an island tourism destination (Sardinia) and from a specific geographical context (Italy) that have not been examined in great detail in the existing literature.

From a managerial point of view, our findings suggest that policy makers and destination marketers should plan and implement effective and tailored internal communication plans and training programs to make residents fully conscious about climate change, about the way they can change their behavior in their daily life to contribute to mitigate climate change, and to reduce psychological distance to climate change issue. Despite his contribution, it must be acknowledged that the study is highly site-specific and based on a convenient sample. Thus, findings cannot be generalised. Second, the data collection was carried out prior to the COVID-19 pandemic, thus rendering our findings able to capture the influences that this health crisis could generate in term of residents perceptions and attitudes. In the future, it would be interesting to repeat the study at other national and international tourism destinations, possibly including non-coastal tourism destinations as well in order to cross-validate the findings. Further, it would be interesting to repeat the study over time (during and after the pandemic) with the aim to make temporal cross comparison (i.e. longitudinal studies).

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## KEYWORDS

Climate change; cluster analysis; Italian tourism destination; psychological distance.

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## SATURDAY 22 MAY 2021, 09:00-10:30 Parallel Sessions

### ROOM 1 COVID 19 AND TOURISM, Session Chair: Hillary Becker

222 **Hilary Becker** Opening the Cuban Tourism Industry: Post Covid-19

234 **Petra Gyurácz-Németh** and **Dirk-Jan F. Kamann** Sensemaking in Corona time: ownership and network embeddedness

237 **Yinhe Quan** Possibility of Fusion of Disaster Prevention Knowledge and Tourism Information: For Foreigners Visiting Japan

340 **Martin Falk**, **Eva Hagsten** and **Xiang Lin** Reversed domestic tourism behaviour in the Covid-19 summer of 2020

346 **Monika Klímová**, **Ľubomír Kmeco** and **Josef Vacl** The negative impact of the COVID-19 crisis on the activities of Czech mini-breweries

245 **Stelios Ioannidis**, **Gavriil Kampouroglou** and **Aikaterini Larisaïou** Retrospect and visions of the COVID-19 pandemic in the tourism industry: the case of Magnesia, Greece

# Opening the Cuban Tourism Industry: Post Covid-19

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## PURPOSE

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The purpose of this research is to analyze the impact of COVID-19 and the simultaneous Cuban governmental economic and monetary reforms on the Cuban Tourism industry Post-Covid.

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## RESEARCH METHODS

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Primary and secondary resources are used in the analysis and evaluation of the Cuban tourism industry in regards to the COVID impact on Cuba and the Tourism Industry.

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## RESULTS AND DISCUSSION

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The global pandemic has devastated most industries around the world, but none so much as the tourism industry. Internationally, governments closed border and stay-at-home orders prevented international travel to the isolated islands of the Caribbean, many of which depend heavily on foreign trade and tourism to support their economies. Cuba's situation has been exacerbated due to impact of the U.S. embargo and enhanced pressure policies affecting Cuba's tourism, remittances, medical personnel, and international trading opportunities.

Cuba closed its borders April 2, 2020 and has only recently opened the tourism industry under strict COVID protocols, restricting flights to selected airports, requiring COVID testing upon arrival, medical staff at hotels, limiting tour excursions and providing COVID testing for passengers to return to their home countries. Many hotels used this time to send employees for training and make renovations, expanding WIFI, while government agencies amended policies to enhance eco and sustainability in tourism.

The Cuban government has also undertaken significant changes to small businesses which largely support the tourism industry, by expanding the number and types of businesses that Cuban's can run, as well as simultaneously unifying and devaluing the dual currencies, which will have impacts to both the demand and supply side of the tourism industry from wages to food supply and taxes and prices to travelers.

Cuba is currently in the process of opening up the tourism industry following the COVID lockdowns and simultaneously in the midst of government policies to unify the dual currencies. This research will aid tourism enterprises in understanding the implications of these events and their impact on the tourism industry.

The key findings of this research are that:

1. Cuba's tourism industry has been significantly negatively impacted by the COVID pandemic
2. The impact of COVID on the tourism industry has been exacerbated by the enhanced application of the U.S. embargo.
3. Cuba has used the time to update hotels and key tourism sustainability policies.
4. Current tourism protocols and policies are sufficient and will help to open the tourism industry.

5. Governmental unification of currencies will help Cuban and foreign enterprises enhance resource allocation decisions, but will have a short-term negative impact on the Cuban economy and the tourism industry
6. Small businesses (Cuenta Propistas) are a growing part of the Cuban economy and a major supporting industry to the tourism industry, but will be disproportionately affected by the currency unification which could affect the opening of the tourism sector.

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## IMPLICATIONS

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These protocols and tourism is being expanded as worldwide vaccinations accelerate, with more locations and reservations being taken. The economic reforms while necessary to improve trade, identify inefficiencies in state-owned manufacturing and provide greater stability to management decision making in the tourism and other industries will, in the short-term disproportionately affect small businesses and their workers supporting tourism and cause inflationary pressures affecting tourism pricing, which could erode some of Cuba's competitive price advantage versus the Dominican Republic and Mexico.

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## KEYWORDS

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Cuba, Tourism, Covid-19, Global Pandemic, Currency Unification



# Sensemaking in Corona time: Ownership and Network Embeddedness

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## PURPOSE

The aim of the research is to visualise what goes on in the minds of decision makers in hotels when facing the pandemic; what do they have in common and where do they differ? It also should answer the question how resilience actually is invoked. This results in four research questions:

- RQ1: Which *methodology* suits best to study sensemaking in this long term crisis?
- RQ2: What do *decision makers* find important: key drivers, topics, themes, underlying dimensions and processes that play a role?
- RQ3: What are the *headache files* that absorb most energy?
- RQ4: How are feelings of *hope* and *trust* increased, offsetting feelings of *distress*?

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## RESEARCH METHODS

A nine month four wave panel study on sensemaking in a crisis (Weick, 1988, Weick et al., 2005) includes 47 interviews with managers of different types of hotels in Hungary. It applies grounded theory (Glaser and Strauss, 1967) as a stepwise process of inductive research. The Resource Based View, in particular Social Capital theory ([Nahapiet and Ghoshal, 1998](#)), is used as theoretical perspective.

Part of each interview is based on storytelling, where resulting narratives (Riessman, 1993) are analysed separately in Atlas.ti software, hence compared but not merged. The other part of each interview is semi-structured. These results are merged into a single Atlas.ti file and code-list. Three coders interpret all transcribed interviews (Charmaz, 2006). A special Congruency Index is constructed and calculated to reflect the degree coders show *congruent behaviour* in their interpretation of texts (cf. Krippendorff, 2004).

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## RESULTS AND DISCUSSION

*Flexibility* is key factor in invoking both financial and mental health offsetting feelings of distress. Although hotels differ in their *detailed* tactics, all share the same drivers, topics, themes, processes and underlying dimensions or tacit factors, like ‘*No control versus control*’, ‘*Anxiety versus Relief*’, ‘*Adaptability*’ and ‘*Shared faith and information*’. Differences are explained by the mind set of leading decision makers and owners, given the specific network embeddedness (Kamann and Strijker, 2006). Rapid decision making is considered essential to

meet daily changing challenges where decentralised decision authority proves an advantage. Smaller hotels prove more flexible while hotel chains offer more financial security. For the average hotel, running *operations* well is the biggest headache issue.

Issues to discuss are the fact that the hotels interviewed differ in size, ownership, market segmentation and location; still, the themes and underlying dimensions having their impact on the observed variables like employment, operations, marketing and supplier relations seem to hold for every hotel, whatever ownership, market segment or location; the general processes and topics that play a role are shared. From the interviews the picture arises that *why* they differ in *detailed* policies is caused by differences in the leadership style of the owner – the cognitive map (Eden, 2004), incorporating values, recipes and ‘modus operandi - that demands, stimulates or approves certain policies to be implemented, or not (Bakker and Kamann, 2007). The role and importance of the local *network embeddedness* as a differentiating factor looks like another point, which is also being worth further research.

The novelty of the current research is determined by the analysis of the uncertain situation hotels had not faced before, so their decisions and behaviour could not be predicted with existing models.

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## IMPLICATIONS

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The degree of network embeddedness and type of personality of key decision makers makes the difference between the detailed measures taken with different impacts on local employment, supplier relations and market intermediaries. That also may well have consequences for regional tourism policies: large multi-site hotel chains may provide financial security but also may simply close down sites, with all its negative local impact. In contrast, small, independent hotels are more agile, with faster adaptability and are less likely to abandon local sourcing and employment. Further research will include the investigation of the whole supply chain concentrating on suppliers and partners.

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## KEYWORDS

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Keywords: sensemaking, hospitality, resilience, network embeddedness

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# Possibility of Fusion of Disaster Prevention Knowledge and Tourism Information: for Foreigners Visiting Japan

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## PURPOSE

In recent years, the tourism industry in Japan has developed rapidly. According to statistics from the Japan National Tourism Organization, Japan attracted 31.9 million foreign tourists in 2019. However, Japan is also known as one of the most disaster-prone countries in the world. In sudden disasters, tourists, especially foreign tourists, are more susceptible to disasters than others. Therefore, the establishment of effective disaster information dissemination channels for tourists visiting Japan, is always an important issue. The purpose of this study is to 1. analyze existing methods of providing disaster prevention information for foreigners visiting Japan, 2. investigate the degree of foreign tourists' mastery of disaster prevention knowledge and their demand for disaster prevention information, 3. explore a new way to popularize disaster prevention knowledge-the feasibility of adding disaster prevention knowledge to tourism information.

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## RESEARCH METHODS

### 1. Literature survey

This study collected and compiled information and data released by administrative agencies and private organizations, analyzed the current disaster information provision methods for foreign tourists.

### 2. Questionnaire survey

Due to the COVID-19 cross-border travel is in a state of stagnation, however, domestic travel in Japan is gradually opening up restrictions. Therefore, the subjects of this survey are foreigners living in Japan. Investigation period: February 20- February 28

Method: distribute questionnaires in foreigner online communities

Language used in the questionnaire: Japanese, English, Chinese

Content (use earthquakes as an example):

- i. basic information of the respondent (6 questions)
- ii. basic evacuation knowledge and the methods of collecting earthquake information (13 questions)
- iii. views on adding disaster prevention knowledge to tourism information (11 questions)

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## RESULTS AND DISCUSSION

Foreigners from 15 countries participated in the survey, and 123 valid questionnaires were collected. Through analysis of the survey results, it is found that (1) 90.32% of the respondents believe that an earthquake may occur during travel. However, 79.84% of the respondents did not consider whether there would be a disaster when making their travel plans. It shows that foreign tourists are not fully prepared for emergencies when planning a trip. Therefore it is necessary to raise awareness of disaster prevention among foreign tourists. (2) 75% of the respondents believe that including disaster prevention knowledge in tourism information is an effective way to popularize disaster prevention knowledge, and 60.48% of the respondents said that adding disaster prevention knowledge in tourism information would feel safe. It shows that most foreign tourists attach importance to safety during their journeys and have a higher acceptance of combining disaster prevention knowledge in tourism information. (3) The main methods for foreign tourists to obtain tourism information and earthquake information are the Internet and mobile

applications. Since this survey was conducted on foreigners living in Japan, 77.42% of the respondents are using the disaster prevention information app. However, it can be inferred that for those tourists who do not live in Japan, their awareness and usage of the Japanese disaster information app is at a low rate. Therefore, it is necessary to strengthen the dissemination of disaster prevention information, and adding disaster prevention knowledge to tourism information as a preventive measure is an acceptable method.

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## IMPLICATIONS

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Existing disaster prevention information for foreigners visiting Japan, whether provided by the government or non-governmental organizations, is focused on information transmission during disasters and post-disaster response measures. The preventive measures before disasters, such as the popularization of disaster prevention knowledge for foreign tourists, are still relatively lacking. Therefore, to fill the gaps in disaster prevention measures for foreign tourists, this study explored new methods for disseminating disaster prevention knowledge to foreign tourists and analyzed the feasibility of integrating disaster prevention knowledge into tourism information.

In the process of building disaster prevention knowledge and disaster information dissemination systems, the use of information and communication technologies and the promotion of existing disaster prevention applications should be strengthened. The tourist guides of tourist destinations should also make preliminary preparations in terms of ensuring the safety of tourists.

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## KEYWORDS

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foreign visitors, tourism industry, disaster prevention, reduce disaster risk

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# Retrospect and visions of the COVID-19 pandemic in the tourism industry: the case of Magnesia, Greece

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## PURPOSE

The present research highlights the effects of the Covid-19 pandemic on the tourism industry and, simultaneously, outlines the post-Covid-19 era. For this purpose, a greek destination with significant geographical and also tourism market diversity was selected as a case study, the prefecture of Magnesia. The current research develops 3 research questions, namely, i) which were the effects of the COVID-19 pandemic on the tourism industry of Magnesia, ii) what is the post-Covid Magnesia profile as a tourist destination, and iii) how will the post-covid tourist profile change. The generalization of the results for the tourism industry constituted the key objective of this research.

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## RESEARCH METHODS

In order to satisfy the aforementioned purposes, a qualitative type of research was followed, through in-depth interviews with open-end questions, 14 experts were selected, representing the overall spectrum of the tourism industry in Magnesia: members of the 4 local hotel associations, 4 activities provider companies, 1 travel agent, 2 representatives of sea tourism, an accommodation provider, a representative of the Tourism Bureau of the Municipality of Volos and the representative of the Ministry of Tourism in charge of Thessaly region. Having achieved data saturation for all questions, it was deemed that no further interviews were needed. All interviews took place between 4<sup>th</sup> February and 1<sup>st</sup> March 2021, were conducted in Greek language and transcribed in English. The entire process was carried out electronically, via Skype and Zoom platform. Data were analyzed with the latest version of NVivo, where 10 codes (themes) were formed for the purpose of content analysis, the following: 2020 report, acceptance of protocols by the tourism industry and by tourists, the profile of 2020 clientele, State financial aid, effects on tourism industry, adoption of new technologies, the post-covid tourist profile, the post-covid tourism destination and the post-covid operational model for businesses.

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## RESULTS AND DISCUSSION

Based on the key findings, it is obvious that the pandemic was an unforeseen incident and exceeded by far the levels of resilience of even the large and well-organized companies. Nevertheless, traces of innovation are noticed in response to the crisis, through a turn on the internet and automated operations, which professionals intend to continue adopting even after the elimination of Covid-19. A key element

for the survival of businesses within the 2020 season was their great adaptability to all operating measures and health protocols imposed by the State. As the vast majority of the respondents stated, the measures were widely accepted by both practitioners and tourists, since the feeling of security was a priority for both sides. Regarding the prevailing view of a “greener” and more sustainable tourism in the post-Covid era, respondents find it more of an academic topic and consider it a pre-existing slowly upcoming trend; however they do relate it to safety, a correlation that may determine future destination choices. The panel of experts was also clear regarding their view on the operational model for the tourism industry and the new habits of tourists in the post-covid era: the scenario “Business As Usual” for the next day is what they most hope for and expect. Nevertheless, Magnesia has always been a nature lovers’ destination, so the Business As Usual scenario seems suitable for the post-covid tourist needs. At this point, some experts point out the problematic BAU scenario for mass tourism destinations mostly due to safety reasons.

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## IMPLICATIONS

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The present study can be used by tourism planners and professionals as a detailed analysis of the pandemic effects on tourism in Magnesia and all destinations with the same characteristics during the 2020 season. It can, also, serve as an analysis of the tourist profile of the region. The current study encourages researchers for further research in the concepts of resilience, government intervention and changes in tourist habits after crises.

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## KEYWORDS

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Covid-19, tourism, qualitative research, Greece

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# Domestic tourism behaviour in the Covid-19 summer of 2020

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## PURPOSE

The Covid-19 pandemic creates a new need for physical distance between the accommodation host and the guest as well as among all guests, to avoid infection (Bresciani et al, 2021). This could spur the demand for specific kinds of accommodation outside densely populated areas such as cottages, holiday flats and camping sites, where people can keep to themselves. Medical literature suggests that the contact rate among individuals is proportional to population density (Rocklöv and Sjödin, 2020). Areas with high population density are also more likely to impose counter measures like social distancing and meeting bans to cope with the pandemic, something that makes cities less attractive for visitors. This study aims to investigate the importance of population density in connection with land and water use for the flows of domestic overnight stays in South Germany at the municipality level during the summer of 2020. The main hypothesis states that there is a negative relationship between the development of domestic overnight stays and population density in the Covid-19 summer 2020. An indirect relationship may also appear between the development of domestic overnight stays and the population density in the neighbouring area of the destination. This study contributes to the growing body of research on factors influencing the changes in domestic travel and tourism flows during the Covid-19 pandemic (Altuntas and Gok, 2021). In addition, this is one of the first studies applying the Spatially Lagged X model on detailed regional data.

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## RESEARCH METHODS

The specification relates the change in domestic overnight stays in the summer months to different usages of land (surface covered by water, lakes, forests and the (log of) population density) and to spatially lagged variables. The latter controls for possible inter-regional effects of population density and the land use characteristics. A general specification is used which nests the most common spatial econometric approaches, such as the Spatial Durbin and the Spatially Lagged X (SLX) models. The estimations are carried out either by the Maximum Likelihood or by the Generalized Spatial Two-Stage Least-Squares estimator. Detailed data originate from official sources on the number of domestic overnight stays and domestic arrivals for all 140 municipalities in South Germany during the summer months of August and September 2016-2020.

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## RESULTS AND DISCUSSION

Results based on the spatially lagged X models show a significant link to the population density within the destination municipality as well as to the weighted average of the density of its neighbours in the months of August and September. This means that the domestic tourism flows contrast those of the summers prior to 2020 and thus the hypotheses formulated cannot be rejected. On average, municipalities surrounded by neighbours with a ten per cent lower population density record experience an increase in domestic overnight stays by 1.2 percentage points in August and 1.5 percentage points in September. Other characteristics such as areas covered by forests are not relevant while the share of lakes surrounding the municipality is significant for August 2020 only. Although a less good fit to the model, the Spatial Durbin error estimation renders similar results.

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## IMPLICATIONS

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Before the pandemic, densely populated municipalities exhibit a higher growth rate of overnight stays. The pandemic has reversed this trend in urban tourism, at least temporarily. During the crisis, areas with high population density experience the greatest decline in travellers and tourists. While part of the decline is due to a lack of international events and business meetings, it cannot be ruled out that domestic travel and tourism demand in urban areas will need time to recover. An avenue for future work is to include municipalities in other countries that allows for international comparisons.

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## KEYWORDS

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Domestic tourism, population density, land use characteristics, municipalities, Spatial econometric models.

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# The negative impact of the COVID-19 crisis on the activities of Czech mini-breweries

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## PURPOSE

The aim of this paper is to propose a way to minimize the negative impacts of COVID-19 pandemic on the activities of mini-breweries. Research questions: Has pandemic affected the decrease in mini-breweries production? Can tourism help to save mini-breweries? What specific problems has the pandemic caused to mini-breweries? How do mini-breweries solve their problems?

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## RESEARCH METHODS

The paper presents a comparative analysis of the results of primary sources obtained through a questionnaire survey. The research tool used was an online survey conducted between 10 September and 10 October 2020 capturing answers from 59 mini-breweries in the Czech Republic. The survey examined effects of the pandemic, views on the changing beer market, mitigation measures, effects on demand for beer and other services and evaluation of government measures. Minibreweries were contacted in writing or in person. There were three categories for the length of operation of the minibrewery on the market. 33 microbreweries have been on the market for more than 5 years, 23 for a period of 2 to 5 years and the remaining 3 have been on the market for less than 2 years. It was also examined where mini-breweries have their headquarters. The majority of respondents was from municipalities with less than 2,000 inhabitants, a total of 14. Cities of 2 – 5 000 habitants were represented by 6 microbreweries, 5 – 10 000 by 8, 10 – 50 000 by 9, 50 – 100 000 by 1 and larger than 100 000 by 9. The second largest group consisted of breweries from Prague with 12 responses.

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## RESULTS AND DISCUSSION

The pandemic negatively or rather negatively affected the economy of mini-breweries (75%). The pandemic did not affect the economy at all (10%). It is too early to assess effects of the pandemic (10%). The economy of mini-breweries has improved (5%). The pandemic caused a dramatic drop in sales (67.8%). The mini-brewery lost customers (40.7%). The mini-brewery sustained economic losses due to the wastage of already brewed beer (25.4%). The mini-brewery lost employees (22.0%). The pandemic had no impact (16.9%). The mini-brewery reported higher sales (1.7%). Mini-breweries responded to the situation: 76.3% opened a takeaway window; 59.3% distributed beer to clients; 52.5% changed the structure of beer bottling; 45.8% started using social media more; 42,4 % increased Internet advertising; 40.7% started online sales; 10.2% reduced the range of products. Brewers perceive tourism as a possible starting point. The role of off-trade is often mentioned, as well as the price of beer as factors influencing the demand for beer.

The research clearly confirmed the need to strengthen the role of tourism as a tool to reduce the impact of the COVID-19 pandemic on microbreweries. It demonstrates the need for a specific focus on a specific tourist segment coming to the Czech Republic, not only in beer or gastronomic tourism but also in experiential, cultural-historical and educational tourism in deeper cooperation with destination management organizations.

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## IMPLICATIONS

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The pandemic has an impact on the activities of mini-breweries, beer production has been reduced, employees have lost their jobs, premises have been closed and the number of customers dropped. Most mini-breweries have introduced product and marketing innovations. Renewed tourism can revive the activities of mini-breweries with their original products (tourist brewery tours, tastings, sale of souvenirs) and new ones (opening a beer museum, social and entertainment events, beer brewing experience courses, etc.). The research suggests the cooperation of several entities - mini-breweries with a specific DMO of the region in which the mini-brewery is located - the CzechTourism national tourism centre - by selected travel agencies or offices focusing on experiential gastronomy, beer, educational and cultural-historical tourism. As part of the proposed cooperation, it will be possible to streamline national and foreign marketing projects to raise the profile of mini-breweries and increase tourists' awareness of the existence of specific mini-breweries, their product range and thus their usability in tourism.

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## KEYWORDS

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Mini-breweries, tourism, COVID-19

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## ROOM 2 COVID-19 AND TRAVEL, Session Chair: Peter Vlachos

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# Brace for impact! COVID-19, lockdown and the initial reaction and adaptability of Flemish travel consumers

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## PURPOSE

To determine the influence of COVID-19 and the first 2020 lockdown on Flemish people's initial travel behaviour perceptions (De Vos, 2020), a hypothetical scenario was posed to respondents where they were asked to keep in mind a situation where they might be able to travel again during the summer of 2020 (July/August). This research had two main aims: i) the pre-lockdown travel plans for summer 2020 were determined; ii) the extent to which respondents would adapt their travel behaviour if they were hypothetically allowed to travel again by summer 2020. An understanding of the initial impact of such a drastic change in consumers' travel behaviour perceptions allows the tourism industry to strategically plan for similar future events (Delbosch et al., 2019) and allow it to rapidly modify its offering to make it more resilient during such periods (Park & Reisinger, 2010).

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## RESEARCH METHODS

This research was exploratory and made use of online quantitative data collection via Qualtrics (2020). Convenience and snowball sampling, within stratified sampling, was used for questionnaire (in Dutch) distribution (the strata being the five Flemish provinces). The researchers distributed the questionnaire link in Facebook groups of Flemish towns and cities. Destination Management Organisations, radio and television media assisted with the distribution. A total of 1803(n) completed online responses were obtained (between 14 and 22 April 2020). The data were exported to Microsoft Excel and analysed in SPSS by means of descriptive statistics, Chi-square and T-tests (2020).

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## RESULTS AND DISCUSSION

It was found that most respondents did have initial travel plans for the 2020 summer (July/August) period; most would not cancel their plans but rather adjust their travel behaviour and destination choices toward a more local level - possibly in conjunction with international travel in case the borders would re-open. This study corroborates the findings of recent research where people were more inclined to travel locally in China and France (Chen et al., 2020; Kiesnoski, 2020; Sequeda, 2020). Furthermore, respondents indicated that they would use more of their disposable income for travels within Belgium than previously planned and that they would take more safety precautions into account, such as travelling in smaller groups and opting for open-air attractions. Thus, Flemish tourism consumers are strongly adaptable during situations such as COVID-19, and the local tourism industry would still be able to benefit regardless of closed borders. Hence, a situation in which the sector could more easily and rapidly begin to recover after months of virtually no income from absent travel consumers. These findings (i) indicate the importance of the country directing its efforts towards the local travel market and (ii) contribute to literature regarding the resilience of the (local) tourism industry.

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## IMPLICATIONS

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The tourism industry should pay more attention to their local travel markets before, during and after future crises. This market can make the tourism industry more resilient. Additionally, the research unveils how the industry should plan in the long term by taking the immediate travel behaviour changes of the Flemish travel consumers into account through regular intervals of consumer research so that it can pick up on possible behavioural trends and ready itself. Government, together with the industry, can work towards policies that will act as a safety net during possible future industry disasters to minimise the negative impacts and foster a swift recovery.

It is recommended that future research should examine what respondents' actual travel behaviour was when borders did re-open to determine if their initial reactions were realised or if the crisis might have permanently influenced peoples' overall travel behaviour. Such findings will have a significant influence on tourism management and marketing efforts.

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## KEYWORDS

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coronavirus; epidemic; lockdown; travel behaviour; tourism

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# “I am not travelling there!” Tourists’ changing preferences amid COVID-19.

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## PURPOSE

COVID-19 strongly affected the tourism industry due to the almost total halt of international and domestic travel. The industry urgency to restart tourism ought to consider that the pandemic has influenced tourists’ perception of risk and the fear of infection might guide their attitudes in a post-pandemic scenario. Therefore, this research aims to critically review tourists’ changing risk perception and preferences by exploring type of destination, accommodations, and attractions preferred amid COVID-19 pandemic.

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## RESEARCH METHODS

A systematic literature review was conducted following the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) protocol (Lim et al., 2021) consisting of the four stages of: identification, screening, eligibility, and inclusion. The search on Web of Science included the keywords “COVID-19” and “Tourism”, providing a total of 365 articles. Yet, by narrowing to “Hospitality, Leisure, Sport” and “Tourism and Geography”, 178 articles were employed in the screening stage. After the eligibility assessment, 119 articles were discarded due to irrelevant content to the search interest. Among the remaining 59 articles, only 32 were included after a preliminary content analysis that checked the (sometime multiple) focus on: destinations (12), attractions (8), accommodation (2) and risk perception (13).

The articles were further categorized in terms of research type: whether it is an empirical or theoretical work. In 12 articles, researchers administrate surveys/ questionnaires or interviews to test the theoretical models or hypotheses formulated. Another group of 12 articles attempts to extract tourist’s preferences from big data (e.g. text mining) or participant experimentation. Finally, 8 articles draw conclusions from researchers’ discussions or existent literature reviews.

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## RESULTS AND DISCUSSION

This content analysis will be one of the first investigations on risk perception and changes in tourists’ preferences amid COVID-19. Indeed, the results of the systematic literature review suggest that the current pandemic is expected to have a twofold impact: first on risk perception, second on travel preferences.



The main consequence for tourists' risk perception is to be found in tourists' response to an infectious disease threat resulting into an increased travel risk perception. This consequently leads to a higher risk aversion and willingness to change or cancel travel plans. Amplified media coverage is a strongly contributing factor. Although additional safety measures increase travel intentions, tourists proved not to be willing to pay extra for them.

A shift in tourist behavior is the main consequence for changing travel preferences. For destinations and attractions, a reliable health system in a destination will be a leading factor in travelers' decisions. Travelers will shift to less crowded and famous destinations that are closer to home with an increase in second-home tourism, premium products, one-day trips or stay-at-home vacations. Travels will be conducted by car and with the family. Online ecotours, outdoor activities and healing tourism will increase, while nightlife tourism will presumably extinguish. Finally, for accommodations low levels of expected interaction through technology mediated systems (such as "untact") leads to low levels of perceived health risk.

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## IMPLICATIONS

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This study has value for both academics and practitioners as it explores how the current pandemic affects tourists' risk perception and how it influences their preferences. Results of this research indicate a change in tourists' preferences amid COVID-19, highlighting the importance of considering these changing preferences for forecasting tourist demand and designing effective recovery strategies in a post-pandemic scenario.

Additionally, this content analysis can contribute to the research on external shocks on consumer behavior. Future research could include articles from other disciplines to broaden the research insights (e.g., Economics, Management or Business) and eventually strengthen the findings. Finally, the methodology employed in the papers analyzed showed a mix between theoretical and empirical evidence that would be useful to maintain also in future research.

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## KEYWORDS

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risk perception, changing tourist preferences, COVID-19, PRISMA protocol.

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# Tourist travel behaviour in post-COVID period – extending the theory of planned behaviour

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## PURPOSE

The purpose of this study is to investigate tourist travel behaviour using the extended theory of planned theory (TPB). The cross broader travel has been affected by the coronavirus disease (COVID-19) seriously (Wut et al., 2021). It is anticipated that there could be a limited travel activities later this year and next year. Factors including resilience, protection motivation, safety climate affecting tourist attitude toward travel in post COVID-19 period were examined (Zhang et al., 2021). Past travel behaviour and psychological risk were proposed as moderators on the association between tourists' attitude toward travel and intention to travel (Han et al., 2020). The paper adds to the literature by proposing a new model which is an emerging area of research in the present tourism landscape.

There are three research questions. First, what are the factors affecting tourists' attitude toward travel in post COVID-19 period? Second, what are the factors influencing tourists' intention to travel in post COVID-19 period? Finally, what are the boundary conditions on the relationship between tourists' attitude toward and intention travel?

There are ten hypotheses. Hypothesis one is that there is an association between tourists' resilience and attitude toward travel. Hypothesis two is that there is an association between tourists' protection motivation and attitude toward travel. Hypothesis three is that there is an association between safety climate and tourists' attitude toward travel. Hypothesis four is that there is an association between subjective norm and tourists' intention to travel. Hypothesis five is that there is an association between tourists' perceived behaviour control and intention to travel. Hypothesis six is that there is an association between tourists' perceived behaviour control and travel behaviour. Hypothesis seven is that there is an association between tourists' intention to travel and travel behaviour. Hypothesis eight is that there is a relationship between tourists' attitude toward travel and intention to travel. Hypotheses nine and ten is testing the boundary conditions of past tourist travel behaviour and psychological risk on the relationship between tourists' attitude toward travel and intention to travel.

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## RESEARCH METHODS

A cross-sectional survey of Hong Kong people were studied. Before COVID-19, Hong Kong people were used to travel for leisure at least twice per year. Questions are from established measurement scales. Safety climate is from Cooper (2000). Psychological Risk is from Law (2006). Protection motivation is from Connor & Davidson (2003) and resilience is from Mahoney et al. (2018). Other constructs were adapted from Theory of planned behaviour (Ajzen, 1991). A pilot test was done to correct the wording of the questions. Quota sampling was used in order to have greater representation of the area. Hong Kong is a cosmopolitan city and people are homogeneous in nature in general. Convenient sampling thus was used in view of time and resources.

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## RESULTS AND DISCUSSION

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Partial least square (PLS) was used to analyse the cause effect relationships among the constructs. Multicollinearity and common method bias problems had been addressed. All constructs were found reliable and valid. The structural model was assessed subsequently and was supported with satisfactory results. The result indicated that the tourists' intention to travel was affected by subjective norm, perceived behavioural control and attitude toward the travel. Past travel behaviour and psychological risk were found to be moderating factors between tourists' intention to travel and attitude toward the travel. Tourists' attitude toward the travel was affected by resilience, protection motivation, and safety climate. Tourists' travel behaviour was affected by intention to travel. Tourists' travel behaviour was affected by perceived behaviour control.

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## IMPLICATIONS

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The proposed model will help travel agencies and tourism practitioners in understanding tourist behaviour in post COVID-19 period. More measures to improve tourists' resilience, protection motivation and safety climate are needed to increase tourist's attitude toward travel.

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## KEYWORDS

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Tourist intention to travel; COVID-19; theory of planned behaviour; safety climate

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# Understanding the effects of Covid-19 on the travel behaviour of Greece's inhabitants

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## PURPOSE

The Covid-19 pandemic has dramatically affected the tourism industry, leaving destinations without tourists, reducing movement of people, and causing a financial breakdown for companies (Walas and Kruczek, 2020). The purpose of this study was to investigate Greece's inhabitants' perceptions of travelling and to analyze their criteria for future travels. This survey explored many aspects of tourism services affected by the pandemic, which had an impact on the travel behaviour of Greeks, and addresses several further questions on:

1. To what extent were Greece's inhabitants affected by the Covid-19 lockdown in terms of cancelled or postponed trips?
2. What are the travel intentions of the Greeks in the post-pandemic era and which factors would influence their decision to have a holiday?
3. What options for tourism planning will the Greeks prefer in the post-pandemic era?
4. Which differences were observed among several demographic characteristics of Greece's inhabitants concerning their travel behaviour?

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## RESEARCH METHODS

The data collection and inventory method of this work have significant benefits in terms of gathering a large amount of data, while several statistical analyses were used. The main advantage of this work is that the results depict the "image" of Greeks' intentions for future travels in the post-pandemic era, as their perceptions have been collected during the Covid-19 lockdown period.

The empirical research of this study was conducted among Greece's inhabitants. Given, however, that Greece's population is not very homogenous, in order to increase the precision of the results without increasing the sampling cost and to improve the representativeness of the sample, a stratified random sampling was used, in which Greece's thirteen regions were regarded as stratum. An appropriate sample

was collected from each region by means of proportional stratified random sampling. A structured questionnaire consisting mainly of closed-end questions was distributed between 10<sup>th</sup> February and 10<sup>th</sup> March 2021. Open-ended questions were also used as they were considered necessary for the gathering of free-form information (Javeau, 2000). SPSSv.25 was used for data processing, while descriptive (numerical data summaries), inductive statistics (hypothesis testing, factor analysis) and non-parametric tests were used for data analysis.

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## RESULTS AND DISCUSSION

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The findings demonstrated that the pandemic crisis has affected the travel behaviour of Greece's inhabitants, who tend to choose safer tourism forms. The research confirmed several dimensions such as: the need for psychological recreation, and the need for tourist information for residents, both of which have been discussed in prior studies (Azzedine et al, 2020). Taking into consideration that hospitality, air transports, cruising and car rental are four sectors that have experienced a large decline due to the pandemic (Sharma and Nicolau, 2020), the results of this research presented the residents' preferences for travel options, which are governed by hygienic and safety rules and specific health protocols related to both hospitality and transfers.

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## IMPLICATIONS

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Given that the tourism sector has shown a high vulnerability to the crisis caused by Covid-19 pandemic, as this crisis has particularly affected passenger demand (Lukovic and Stojkovic, 2020), this study can be the basis for an efficient tourism planning aiming to offer a diversified tourism product. Although the impact of Covid-19 pandemic on the global and local economies is obvious, this research evaluates the factors that set the criteria according to which residents decide on their future travels. Future research could explore this issue further at a local and/or regional level, by examining differences and/or similarities that can be derived from inhabitants who live in different destinations of the country, as those destinations may have heterogeneous characteristics as regard tourism development. A number of comparisons of locals' perceptions (i.e. destination to destination, region to region, island area to mainland, low index of cases to high index of cases, etc.) could be useful for the literature and could utilise this work as a starting point for further discussion.

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## KEYWORDS

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Covid-19, tourist behaviour, travel, inhabitants

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# The revitalization of the pedestrian route for the resumption of post-pandemic tourism

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## PURPOSE

The pedestrian route is the activity of walking certain distances on foot on pre-established and signposted paths, exactly like what we understand by trails, with the difference of being developed in the urban environment, for the contemplation of well-built, in this study, to contemplate the historic center of the city of João Pessoa-PB. From the incentive to carry out this activity, it will be possible to contribute to the resumption of tourist practices safely, and, at the same time, encouraging cultural tourism in this region that has a rich patrimonial heritage registered by the Instituto do Patrimônio Histórico e Artístico do Estado da Paraíba - State Historical and Artistic Institute Paraíba (IPHAEP). In this context, the question that guides this research is: how can the pedestrian route contribute to tourist activity in the post-pandemic scenario? The choice of this pedestrian route is justified by the important historical and cultural heritage contemplated in the historic center of the city of João Pessoa, as it was where the settlement of the city began. Thus, this study aims to analyze the pedestrian route as outdoor tourist practices and without agglomerations in the post-pandemic scenario.

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## RESEARCH METHODS

The research is of a basic, descriptive nature and with a qualitative approach to data analysis. The study makes use of bibliographic and documentary research during data collection. At first, secondary documents were used, consisting of books, scientific articles and official documents made available by the government agency, primary data were also used, consisting of photos and observations made before the pandemic period, as a way of obtaining data on the pedestrian route of the historic center of the city of João Pessoa-PB. In a second step, these data were organized and analyzed to understand the phenomenon studied.

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## RESULTS AND DISCUSSION

The coronavirus pandemic, due to the need for isolation, brought several difficulties to the world economy and one of the sectors most affected was tourism. Some measures can be taken to alleviate this reality and, among the options is the incentive to tourist activity safely with outdoor tourism and without agglomerations, which is one of the factors for the spread of COVID-19. Thus, it was identified that the pedestrian route is a great alternative for tourism practices in the post-pandemic scenario. Firstly, for its

positive contribution to outdoor tourism, where the visitor will be able to make the circuit in his own time, being able to do it alone or in small groups avoiding agglomerations. It was also observed that the pedestrian route allows the visitor to know the history of the city of João Pessoa, promoting cultural tourism, thus contributing to aspects of the local identity, which are important elements that differentiate one culture from another. Thus, the originality of this work is found in the theme and in the results that contribute as an alternative to boost the resumption of post-pandemic tourism and, at the same time, to encourage cultural tourism in the region under study.

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## IMPLICATIONS

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Although the pedestrian route is a potential for encouraging outdoor tourism and contributes to post-pandemic tourism practices, some issues related to political management have been identified. The lack of maintenance of signposts throughout the route and the lack of policing, demonstrate the lack of interest on the part of the managers of the city of João Pessoa / PB in contributing to the maintenance and revitalization of the pedestrian route. Thus making it difficult for tourists and local residents to carry out the itinerary, which was observed as a cause for the depopulation of the place. It was possible to identify that many historical heritage sites along the pedestrian route are in a state of neglect or poor conservation. Therefore, it is suggested to future studies, conducting a field research, mapping the points to be improved and the services along the route that can be contemplated, such as, for example, services related to food, contributing to economic growth of the city and the resumption of tourism safely, avoiding agglomerations because it is carried out outdoors and contributing to the preservation of cultural, architectural and historical heritage.

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## KEYWORDS

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Pedestrian route. Post-pandemic. Cultural heritage. João Pessoa.

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# Navigating Shifts in Travel-Based Social Media Behaviours During and Beyond Covid-19

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## PURPOSE

Since the Covid-19 pandemic first appeared, the number of cases has gone through pronounced peaks and valleys, magnified by human behaviour (Johns Hopkins, 2020). Social influences linked to the pandemic have devalued tourism's social currency, such as the increase of shaming others for posting travel-related content on social media (Compton, 2020). Self-disclosure patterns have shifted as people become increasingly mindful of the content they share online. Nability-Grover et al. (2020) have identified the consideration of others' perspectives when deciding to share information, referred to as other-focus, or social calculus perspective. It is the weighting of the personal benefits and costs of sharing that determine the nature of self-disclosure on social media (i.e., other-focus and self-focus).

This study aims to understand the impact of Covid-19 on travel-related social media behaviours across multiple phases of the pandemic, and how social media stakeholders, particularly destination marketing organizations (DMOs), can prepare for a return to travel. The following questions guide the research: (1) How has Covid-19 impacted travel-related social media behaviour and patterns of self-disclosure? (2) In what ways will these changes in online behaviour impact DMOs in the future?

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## RESEARCH METHODS

The study followed a sequential exploratory strategy to analyze the content of posts made to Canada's DMO Instagram page over two peaks and one valley of the pandemic. Using Excel, every 6<sup>th</sup> post between March 12, 2020 and January 8, 2021 was manually coded, resulting in 3,360 manifest behaviours across 27 posts. These behaviours were then coded as 12 latent behaviours. A one-way ANOVA revealed significant differences among several behaviours across phases of the pandemic.

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## RESULTS AND DISCUSSION

The findings show how the social calculus of self versus other impacts patterns of disclosure in social networks, reshaping digital interactions. The most common behaviours were expressions of sentiment, positive affect expressions, affective advocacy, bucket listing, and cooperative advocacy. Positive sentiment was notably expressed through emojis, popular for their simplicity and minimal risk associated with this form of self-disclosure. Using Nability-Grover et al.'s (2020) delineation between self and other, observed behaviours can be categorized as self-focused vs. other-focused. However, from the first peak of the pandemic to the second, the rate of use of *self-focused* behaviours (positive affect expressing, emojis) went up, whereas the rate of *other-focused* behaviours (advocacy, bucket listing, or tagging) went down. These findings highlight the major shifts among tourists' social media behaviours across three unique phases of the pandemic.



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## IMPLICATIONS

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As travel restarts and marketers look forward, DMOs must be mindful of the change in travelers' social calculus, and the shifts in social media discourse from other-focused to self-focused behaviours. To rebuild trust in travel, DMOs should begin by featuring places that are safest to welcome visitors back, ensuring that users' perceptions of risk, both physical and social, are minimized. The importance of social media behaviour during a global pandemic is worthy of future study to advance our understanding of travelers' behaviour through crises. As many countries now begins to ascend a third wave of the Covid-19 pandemic, future research is needed to continue this temporal exploration into changing behaviours and DMO impacts to determine whether these behaviours continue to evolve as time goes on. This original research contributes to knowledge by revealing the changing patterns of behaviours as the pandemic continues to unfold, and providing valuable insights for DMOs intending to better understand the nuances of these changes.

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## KEYWORDS

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Social media; Self-disclosure; Covid-19 pandemic; Social calculus

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# The Mediating Role of Perceived Risk in the Impact of Tourist Behavior on Liminoid Behavior in the Covid-19 Pandemic.

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## PURPOSE

The main purpose of this study is to determine the mediating role of perceived risk in the impact of tourist behavior on liminoid behavior in the Covid-19 pandemic process and the risk perceived at the level of acting liminoid behaviors. The main research question of the study is to what extent liminoid behaviors are perceived as risky by paramedics in the context of tourist behavior despite the precautions. In the study, it was aimed to explain the factors that paramedics identify as risky with the liminoid behavior variables at the point of exhibiting tourist behavior despite the pandemic process. It is thought that the determination of the risk perceptions of healthcare workers who have analytical information during the pandemic process in showing tourist behavior is an important factor in explaining the risk situations of general tourist behavior.

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## RESEARCH METHODS

Online survey techniques were implemented for the data collection in this study. Participants consist of paramedics working in the health sector in Turkey. Data were collected September and December 2020, when the pandemic protection measures are most intense. A total of 135 questionnaires were obtained using random sampling with the participation of healthcare professionals working in different hospitals in Ankara, Turkey. In the explanation of the pandemic impacts on tourist behavior by Wen et al. (2005) was applied. For other variables, Polat's (2015) liminoid behaviour scale and Stone and Mason's (1995) risk perception scale was performed. Factor analysis was applied for the construct validity of the variables in the research model. Partial least squares structural modeling (PLS) were used to test the research hypothesis with the help of the SmartPLS 2.0 analysis software. Also, PLS makes minimal demands in terms of sample size to validate a model, compared to alternative structural equation modeling technique (Chin, 1998).

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## RESULTS AND DISCUSSION

According to factor analysis results, the pandemic impacts on participants' tourist behavior were explained with *general impacts, travel attitudes and preferences* and *hygiene and safety* factors. *Social, financial, time, and physical risk* factors explained the risk perceptions of the participants. Finally, it was revealed that the liminoid behaviors of the participants had *privacy, tolerance, hedonism, and playful* dimensions. For each construct, Cronbach's Alpha, Composite Reliability, and Average Variance Extracted (AVE) scores were above the recommended value of 0.7 (Hair et al., 2014).

To test the research hypotheses, the structural model of the research was analyzed by the PLS method. A bootstrapping procedure (with 1000 samples) was used to evaluate the significance of the path coefficients (Chin, 1998). According to the analysis results, perceived risk has a mediating effect

between the covid tourist behavior and liminoid behavior in various contexts. Firstly, *social risk perception* mediates between variables of pandemic's *general impact* variable and *privacy* liminoid behaviour ( $\beta$ : 0.11, t: 2.474,  $p < 0.05$ ). Additionally, *temporal risk perception* mediates between the pandemic's *general impact* variable and all liminoid behavior factors (for *privacy*,  $\beta$ : 0.13, t: 2.496  $p < 0.05$ ; for *tolerance*,  $\beta$ : 0.14, t: 2.490,  $p < 0.05$ ; for *hedonism*,  $\beta$ : 0.13, t: 2.386,  $p < 0.05$ ; for *playful*,  $\beta$ : 0.17, t: 2.738,  $p < 0.05$ ). Finally, the financial risk perception has a negatively and low mediating effect between the general impact and playful liminoid behaviour ( $\beta$ : -0.07, t: 2.231,  $p < 0.05$ ).

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## IMPLICATIONS

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Although there are studies in the literature (Polat, 2015; Varley, 2011; Lengyel, 2020; Taheri & O'Gorman, 2016; Selanniemi, 2003; Holloway, 2020; Stone 1995; Wen and Kavanaugh, 2005), there is no academic study evaluating the perceived risk with liminoid behaviors during the pandemic period. The research is a pioneering study that explains liminoid behaviors during the pandemic period with risk factors. According to the results of the research, the relationship between tourist behavior and the subscales of the risk factor will enable the determination of tourism strategies to be developed for tourist behavior. In the future, researching similar studies comparatively in different countries and sectors according to the differences of demographic variables will provide significant contributions to the literature.

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## KEYWORDS

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Covid-19 Pandemic, Perceived Risk, Liminoid Behaviors, Paramedics, Tourist Behavior

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### ROOM 3 CULTURE AND HERITAGE TOURISM, Session Chair: Efi Kalampoukidou

329 **Evinc Dogan** Accessing culture from home, safe mobilities along heritage tails: A paradox research

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424 **Ahmet Aslan** and **Orhan Akova** The Perception of Service Quality of Museum Visitors, The Effect of Museum Experience and Perceived Value on Satisfaction: The Case of Bartın City Museum

# Accessing culture from home, safe mobilities along heritage trails: A paradox research

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## PURPOSE

In response to the pandemic crisis, new approaches are developed to sustain heritage experiences through designing inclusive and participatory ways to access culture. The aim of this paper is to reflect on the challenges and opportunities by drawing on Hannam's (2006) framework for "performances", "performativities" and "mobilities" in the context of heritage tourism faced by the lockdown and social distancing. In examining multifaceted and multidimensional but also interrelated paradoxical forces of heritage experiences, this paper tackles the question of blurring boundaries between the human and the technological aspects and the ways in which they alter the form of the communication and the action.

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## RESEARCH METHODS

Paradox research is employed as a metatheory, which offers a powerful lens and a deeper understanding of contradictions and tensions by bringing their transformative power into focus. The inequalities of demand such as overtourism and under-tourism are tackled by the paradox approach. The scheme of paradoxes by Sigala (2020) is utilized in order to address challenges and their potential impacts through bridging the gap between theory and implications. The research design is based on the secondary data reviewing policy recommendation reports, documents and research papers by UNESCO, UNWTO, OECD, European Commission as well as local and regional governmental and non-governmental institutions at the macro-level. In order to connect policy and practice, implications from different cases at the micro-level are examined for shedding light on the expected impacts and scenarios for the changing patterns of mobility and accessibility. "ICOM Voices" present stories of different cultural institutions launching innovative digital initiatives to maintain links with their audiences remotely, whereas Eurocities network provides information about EU policies at the urban level promoting sustainable mobilities along cycling and walking routes.

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## RESULTS AND DISCUSSION

At a time of anxiety and uncertainty, new ways of communication, connection and interaction emerged, which seems to alter heritage experiences both in space and time. Understanding the ways in which the heritage narratives and experiences take shape both on-site and online plays a key role in (re)designing communication and access to culture and heritage. Digital applications and games, as well as virtual tours enabled to enjoy heritage attractions online and also allowed to access information with learning opportunities. On the other hand, walking and cycling became more attractive, safe and sustainable means of mobilities to explore nearby places. The cultural routes and heritage trails provide efficient aspects for controlling the visitor traffic by connecting attractions in less frequently visited places and purging the pressure in hot-spot areas in the city centre towards the periphery. Such enhanced possibilities offer sustainable solutions to cope with social and spatial inequalities by making it inclusive and accessible for the community. In applying the paradox research as a valuable metatheory for "critically evaluating the theory", "identifying theoretical gaps" and "conceptual reductionisms" as well as "setting the direction for future research" (Edwards, 2014), this paper enhances an understanding of

the challenges for heritage tourism and responses by major urban and cultural institutions in the time of social distancing and quarantine.

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## IMPLICATIONS

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The digital transformation agenda was adopted and creative and collaborative approaches were undertaken by GLAM organizations to engage audiences during the temporary closures, while the urban policies were aimed at developing infrastructures for facilitating mobility and accessibility. Rather than examining the symptoms and suggesting remedies to overcome the crisis, this paper attempts to delve into the dynamics and transformational aspects directed towards rethinking, repurposing, reshaping and readjusting tools to respond to changing modes of accessing to culture. Overall, the complexity and heterogeneity of social and spatial factors necessitate to focus on processes instead of end-results. There are avenues for further research that revolve around the questions of sense of place and authenticity about virtual heritage environments. Moreover, the expectation for stimulating actual visits when the travel bans are removed and concerns for mass tourism to popular heritage sites need further attention.

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## KEYWORDS

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Paradox, metatheory, mobility, accessibility, social distancing.

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# Guiding in the Silk and Dark Routes of Europe

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## PURPOSE

The purpose of this research is to investigate how Alternative Forms of tourism can be used by the professionals of tourism with the aim to create cultural products that will promote sustainable tourism and will contribute in the resilience of cultural tourism in the post-covid era. More precisely, the research focuses on how Dark Tourism and Silk Road Tourism can be the inspiration of new cultural tourism products and how professionals should be trained in order to use them for the promotion of sustainable tourism and less-known destinations. Will the way that people travel in the post-covid years change? Which is the role of Alternative Forms of Tourism in the resilience of the tourism industry? How can professionals adapt their products in the new tourism environment and visitors' interests? These are some of the research questions this study aims to answer.

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## RESEARCH METHODS

The methodology used is qualitative method, and more precisely the case study. We will investigate the case of two training programs developed by the European Federation of Tourist Guide Associations (FEG) and delivered as life-long training to tourist guides. The first one is the "Western Silk Road Experience", an online course that presents the Western Silk Road, a trans-European route covering destinations in almost all countries by connecting cultures, silk production, trade and stories together. The second one is the "Dark Tourism" training project that examines the challenges faced by qualified tourist guides while interpreting Dark Tourism sites and when talking about sensitive modern historical issues of the 20th century, the tourist guide's responsibilities, choice of vocabulary, and personal behaviour. We will analyse the creation and the content of these programmes in order to set out the planning of such future themed training in all kinds of tourism sectors.

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## RESULTS AND DISCUSSION

Alternative Forms of Tourism constitute the new trend for the tourism market. Nevertheless little research has been done up on how we can use them in the context of training programs and how effective these programmes can be. The present study shows how two original Alternative Forms of Tourism can help professionals to gain new skills, to create off-the-beaten track tourism products and to adjust to the needs of the new era. Thus, tourist guides are qualified with the skill set to create and offer for the first time in Europe such meaningful and impactful on-site experiences of high quality in less touristic places. Following the example of tourist guides, new training programmes can be developed for all kinds of professionals of tourism.

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## IMPLICATIONS

Alternative Forms of Tourism constitute an important resource for the stakeholders of tourism since they can correspond to the new demands of tourism market in the post-covid era. In this way, travel agencies are encouraged to work with small groups and tourist guides to explore and deliver new themed guided tours, supporting at the same time sustainability by promoting new and less-known destinations



in their own areas of qualification. More research should be done in order to develop new training programmes for the professionals of the tourism on Alternative Forms of tourism.

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## KEYWORDS

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dark tourism, silk road, training, FEG, tourist guides

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# The past for the future. Significance of cultural heritage for future tourist development in disadvantaged areas.

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## PURPOSE

The area of the Western Sudetes is famous for its natural environment enabling the development of nature and active tourism. However, tourism is concentrated only in selected areas, leaving the remaining disadvantaged mountain areas underdeveloped. A potential avenue for improvement of the economy might be cultural tourism based on the local multicultural heritage. Thus, the objective of this study is to determine whether the local community (residents, entrepreneurs) and tourists themselves consider cultural heritage an important driver for tourism development. In particular, Answers to the following questions have been sought:

1. Do residents and entrepreneurs running tourist activity see opportunities for cultural tourism development based on the local cultural heritage?
2. What are the motivations of tourists who visit the case study area?
3. Are these tourists interested in local cultural heritage?

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## WHAT KIND OF HERITAGE IS THE MOST ATTRACTIVE IN THE OPINION OF THE THREE SURVEYED GROUPS OF RESPONDENTS? RESEARCH METHODS

The case study area covers two communes located in southwest Poland: Janowice Wielkie and Mysłakowice. The main research method was a survey conducted among residents (n=59), entrepreneurs (n=62), and tourists (n=56). For residents and entrepreneurs, surveys using the CATI

technique were performed preceded by random sampling from residential and business telephone databases. In turn, the tourist survey involved approaching visitors at major cultural sites. The research was carried out in September and October 2020.

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## RESULTS AND DISCUSSION

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In the opinion of the local community (both residents and entrepreneurs), the area has many advantages enabling the development of cultural tourism, mainly tangible heritage assets, which are best visible in the landscape (Murzyn-Kupisz 2013; Piekalski 2020).

Other key findings include:

1. According to residents, the key driver for tourism development is historical sites and buildings, mainly palaces and castles.
2. Tourism entrepreneurs also see a lot of potential for the development of different forms of cultural tourism, which should be based mainly on tangible heritage assets, and also local traditions and cultural events.
3. Although the main motive for tourists to come to the region was the recreational possibilities offered by the natural environment, they also highly appreciated the historical buildings and the few cultural routes.
4. The rich intangible heritage, related to the chequered history of the region, the numerous changes in state borders, as well as religious, population, and cultural changes, is not, according to all three surveyed groups, a significant factor in the development of cultural tourism. The respondents considered that kind of heritage problematic and not very attractive for tourists.

This research confirms that heritage tourism is seen as a hope for improving the economic situation of disadvantaged areas (Timothy & Boyd 2008; Fonseca & Ramos 2012). Although cultural heritage is no longer defined only on the basis of its tangible aspects (Vecco 2010), and its intangible aspects may also be very appealing and saleable (Park 2014; Timothy 2018), in the opinion of the surveyed entrepreneurs and residents, sites of material heritage are more attractive for tourism. The use of both tangible and intangible assets may, however, be of great importance in creating a more diversified and more sustainable tourism product (Fonseca & Ramos 2012; McKercher & du Cros 2012).

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## IMPLICATIONS

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The research results can be used to modify regional tourism development strategies towards more diverse and sustainable tourism development in the entire Western Sudetes and improve the economic situation of more disadvantaged regions.

However, when planning the development of cultural tourism, the authors suggest policymakers take into consideration all those factors that can ensure sustainable integration of heritage and tourism, such as those identified by Loulanski and Loulanski (2011). It would also be necessary to conduct further research to determine the current impact of tourism on the natural and socio-economic environment, as well as tourist carrying capacity indexes, which will help in ensuring its long-term success.

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## KEYWORDS

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cultural tourism, cultural heritage, tourism development, Poland

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#### ACKNOWLEDGEMENTS

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The current study was performed within the European Union's Horizon 2020 programme for research and innovation under grant agreement no. 870644 – Social and innovative Platform On Cultural Tourism and its potential towards deepening Europeanisation (SPOT).

# The Perception of Service Quality of Museum Visitors, The Effect of Museum Experience and Perceived Value on Satisfaction: The Case of Bartın City Museum, Turkey

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## PURPOSE

Service quality is regarded as an important determinant for the success of an organization in today's competitive environment. Perceived high service quality creates customer satisfaction, and satisfied customers tend to recommend. Therefore, museums, like other service providers in the modern world, try to increase the quality of service in order to attract more visitors. This study explores causal relationships between perceptions of service quality, museum experience, loyalty intention, and examines the moderating role of perceived value in the Bartın City Museum in Turkey

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## RESEARCH METHODS

The universe of this study consists of people who visit Bartın City Museum. Sampling was taken due to time and cost constraints in the study, and the sample group was composed of 240 people reached by convenience sampling method. In the research, a questionnaire consisting of 4 parts was used as a data collection technique. In the first part, perceived service quality scale consisting of 5 factors (dimensions) and 25 items was used to measure perceived service quality in museums. There are 28 statements in the scale of Hsieh (2010) and Hsieh et al. (2015), 3 statements were taken in this study because there were no guides and experts in Bartın City Museum. The second part consists of questions about the museum experience, perceived value and loyalty intention. In the last section, demographic variables are included.

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## RESULTS AND DISCUSSION

Today, businesses operate in a rapidly changing environment. Therefore, the survival and growth of enterprises in an intense competitive environment depends largely on the quality of products and / or services expected by the target market. Museums, like commercial enterprises, are institutions that compete with each other to attract visitors. For this reason, it can be said that the quality of service that museums offer to their visitors has become an important marketing and competitive tool. Measuring the service quality in museums reveals which aspects of a service dimension can cause problems, and thus enables suggestions to be developed to overcome the problem. In addition, the success of these recommendations applied to improve the service can be monitored by measuring and comparing before and after the application. The findings obtained from the research show that the visitors generally display a positive attitude regarding the service quality of Bartın City Museum.

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## IMPLICATIONS

This study has limitations in regard to the survey sample, the museum typology, and the selection of the moderators and all of which could be examined in future research.

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## KEYWORDS

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perception of service quality, museum experience, loyalty intention, perceived value

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#### **ROOM 4 HOSPITALITY MANAGEMENT, Session Chair: Chris Vassiliadis**

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# The Impact of Corporate Social Responsibility on Locals; The Case of the Hospitality Sector in Crete.

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## PURPOSE

The current paper focuses upon the impact of Corporate Social responsibility (CSR) on locals' opinions regarding the hospitality sector in Crete. The main research aim driving the current study is to evaluate respondents' (locals') willingness to pay a premium for CSR activities in the hospitality sector. The argument is that CSR is considered as a source of competitive advantage within a highly contested market (Porter and Kramer 2006, Smith 2007). Identifying who is willing to pay a premium, as well as the level of this premium could allow managers and practitioners alike to design more effective marketing and promotional CSR campaigns. Correspondingly, the research objectives of the study are summarised twofold. On the one hand, the study examines the effect of respondents' socio-demographic features on their intention to pay for a premium on CSR activities. On the other hand, the study aims to examine the effect of these socio-demographic variables on different levels of the premium respondents are willing to contribute.

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## RESEARCH METHODS

The paper utilises primary data collected through a survey questionnaire in the region of Crete. In total, researchers collected 400 survey questionnaires over a course of three months during the pandemic period. The survey questionnaire was directed exclusively at locals. Notably, the current paper adds to the existing literature in the sense that it represents a fresh effort to evaluate local residents' perceptions and behaviour regarding corporate social responsibility in Crete. Apospori (2018) has also dealt with corporate social responsibility in the same setting, albeit from entrepreneurs' perspective.

The survey instrument was divided along five sections. In section 1 the questionnaire enquired about respondents' generic tourism behaviour. Section 2 dealt with respondents' awareness levels regarding CSR. Section 3 enquired about CSR in the hospitality sector, while section 4 focused on the relationship between customer satisfaction and CSR activity. Finally, the questionnaire concluded with section 5 on respondents' socio-demographic variables. Researchers utilised both snowball and convenience sampling to collect the empirical data. Respondents were drawn exclusively from the region of Crete. The paper utilised a logistic regression analysis to derive the empirical findings.

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## RESULTS AND DISCUSSION

According to the results, respondents that were highly familiar with CSR were also very positive in supporting CSR actions. This result aligns with the literature in the field (Fatma 2016, Fatma and Rahman, 2015). This finding is true for both low (1-5%), as well as higher (6-10%) premium levels. Rather interestingly, those reporting the highest levels of familiarity with CSR activities were also the ones more likely to pay a higher premium (6-10%) (Olya *et al.* 2020). Additionally, age as well as individuals' financial state seems to affect individual willingness to pay levels (Manente *et al.* 2014). Interestingly, whereas gender does not seem to exert a particularly strong influence on individual willingness to pay a CSR premium, yet once the analysis distinguishes between different premium levels, men were found more likely to contribute at lower levels (1-5% more for CSR related activities), as their female counterparts. This finding confirms earlier research in the field, in the sense that men were indeed more likely to support green practices in the hospitality sector (Kang *et al.* 2012).

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## IMPLICATIONS

More aware respondents were also more likely to support CSR activities in the future. Additionally, firms should be targeting guests who are already engaging with CSR activities, hence they are registered already to a like minded organisation. The empirical findings call for a more targeted approach when it comes to marketing and promoting CSR activities in the hospitality sector to locals. In particular, whereas income does not seem to exert any influence on respondents' willingness to pay for a CSR premium, yet when we break down this financial voluntary contribution into categories, it appears that higher income respondents were more likely to pay up to 1-5% more towards CSR activities, as compared to their low income group counterparts.

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## KEYWORDS

Corporate Social Responsibility, Crete, Hospitality, Willingness to Pay, Logistic Regression

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# Resilience in leadership during crisis – a study of the hotel industry

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## PURPOSE

The aim of the present paper is to uncover and illustrate how leaders in the hotel industry are dealing with the COVID-19 crisis in their daily work practices. The following research question is asked: *What challenges do leaders within the hotel industry experience in their daily leadership practices due to the COVID-19 crisis?*

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## RESEARCH METHODS

A qualitative study has been conducted in order to explore leadership during crisis (Eisenhardt, 1989). Interpretive case study research seeks to understand both the context and process of the studied phenomena (Walsham, 1993). The main source of data is interviews with hotel managers. In total 25 interviews with 10 managers in five hotel organizations have been conducted during 2018-2021. This research has been designed with leadership as the unit of analysis, i.e., five hotel organizations. The research in this study can also be described as practice-based, that is, it takes the nature of practice as its central focus. This allows for actions to be observed but also for awareness of how the context shapes individual action (Candy, 2006). Hence the present study has focused on the actions and practices related to leadership and management during crisis. The analysis was done in successive stages, and through an iterative process (Klein and Myers, 1999) of working with the data along with the related research to develop insights over time.

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## RESULTS AND DISCUSSION

As anticipated, the COVID-19 pandemic has caused a flood of studies in hospitality and tourism. Many of them take an exploratory stance and withhold parallels with previous political and economic crises (Gursoy and Chi, 2020). Furthermore, most of these studies focus on macro-level research, and only a few have explored how leaders and managers in the hotel industry are dealing with the crisis, especially with regard to strategies and actions (Paraskevas and Quek, 2019). There is evidence to suggest that evaluations of effective leadership vary across contexts, and there is no one prototype for a “good leader” (Osborn et al., 2002). Consequently, to understand leadership, we must understand the context in which it exists. This becomes increasingly important as the business environment evolves and external contingencies demand change. Furthermore, what is considered effective leadership during “normal” times may differ significantly from what is deemed effective during times of crisis (Haslam et al., 2001). The present study uses the theoretical framework of resilience, which is understood as the ability to withstand a disruption or disruptions, and recover performance (Ledesma, 2014). The present study empirically illustrates the link between crisis management, resilience and sustainability in hotel organizations. The findings illustrate blurred boundaries between organizational structures and hierarchies, the need for more flexible workforce and knowledge as well as blurred boundaries between private and professional life. Furthermore, it points out the need for purpose and goals, in times of uncertainty and crisis.

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## IMPLICATIONS

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Given the little existing research on micro level and leadership during crisis in the hotel industry (Sigala et al., 2020), there is a contemporary importance of studying the topic. The study make a theoretical contribution by studying leadership in the hospitality industry through the theoretical lens of resilience. Furthermore, the study can contribute to the understanding of leadership in practice in the hotel industry during crisis. The study is limited due to the few interviews and future studies could focus on a longitudinal method in order to understand leadership and resilience over time.

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## KEYWORDS

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Leadership, hospitality, crisis management, resilience, leadership-in-practice, COVID-19

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# A fuzzy approach proposal to strengthen the usefulness of HoQ based tourism management decisions

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## PURPOSE

The purpose of this paper is to propose an innovative approach of fuzzy House of Quality analysis (FHoQ) to improve traditional House of Quality analysis (HoQ).

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## RESEARCH METHODS

This paper proposes two methodological instruments that are important for hospitality and hotel service quality decision making procedures. The first proposed instrument uses a modern fuzzy (multiple-valued logic) mathematical model, which includes hospitality service customer requirements. The second instrument uses the hospitality service customer requirements as structural elements for the development of the hospitality and hotel quality function deployment (QFD model).

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## RESULTS AND DISCUSSION

The results indicate that with the application of FHoQ traditional HoQ is enhanced, as when a fuzzy approach is used and the outcomes are more realistic than before.

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## IMPLICATIONS

The synthesis of these two instruments can bring new insights and answers about the new hospitality and hotel service managerial tools to overcome decision-making problems.

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## KEYWORDS

House of Quality, fsQCA, QFD model, Decision Making

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# Smart hotel and sustainability: What do customers think?

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## PURPOSE

On a global scale, sustainability and technological development have had an increasing impact and importance in the consciousness of human beings, as well as in the management of their choices. Therefore, this study aimed to understand: what tourists think about the importance of the smart hotel for tourism nowadays; how much smart hotel accommodation contributes for sustainability; whether sustainability and technology are determining factors when choosing accommodation.

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## RESEARCH METHODS

In order to understand what tourists think about the importance of the smart hotel for tourism, a questionnaire was conducted in March 2021 through Google Forms and 174 responses were obtained. The sample prevalence is female (68%) and the age range between 20 and 24 years (52%). The selection of research questions was based on previous studies, namely, the Bastidas-Manzano et al. (2021) and Kim and Han (2020) ones.

Regarding to the options presented in the first and second questions, the Likert scale was used (1- very low / nothing to 5 - very high / very) and multiple choice in the third question (yes - both; no - both; just sustainability; just technology).

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## RESULTS AND DISCUSSION

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Regarding to the importance of the smart hotel for tourism and the contribution of this type of establishment to sustainability, the average of the responses obtained was, respectively, about 3,4 and 3,1. In relation to the relevance of the two factors - sustainability and technology - when choosing the accommodation, half of the respondents answered that both factors were decisive.

The results obtained point out that, despite the importance attributed to sustainability and technology by tourists, the importance of the smart hotel for tourism and sustainability, according to tourists, is closer to neutrality than to the maximum point of this continuum.

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## IMPLICATIONS

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Despite the fact that both sustainability and technological development are considered fundamental pillars for the promotion of the tourism sector in the coming years (Bastidas-Manzano et al., 2021), nowadays, the importance attributed to smart hotels for tourism and sustainability is close to neutrality. Future studies may replicate what was presented in this study through a more representative sample.

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## KEYWORDS

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Sustainability; Smart Hotel; Tourism.

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# How the role of language and the country of origin affects online hotel ratings? Which one prevails?

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## PURPOSE

The evolution of digital technologies and online reviews have become very important in the tourism industry, especially in the hospitality sector (Mariani et al, 2019; Mauri and Minazzi, 2013). Considering that travelers' purchasing decisions are increasingly being influenced by online reviews (Ring et al, 2016; Tan et al 2018), online review websites, such as TripAdvisor, have become important platforms for travelers to share their experiences and express their opinions (Lee and Ro, 2016).

Factors such as the country of origin and the language affects the online rating behavior of travelers. Some recent studies (Kim, 2018; Gao et al, 2018) look at the effects of country origin on online review ratings. However, there is limited empirical work directly related to how the country of origin affects rating behavior, and less well examined too is the role of language in online hotel ratings, with the exception of a few recent studies (see Mariani et al, 2019; Gao et al, 2018; Liu et al, 2017; Schuckert et al, 2015).

As the country of origin and the language play a major role in today's society and particularly in the hospitality sector, it is of paramount importance to investigate how the country of origin and the use of a different language can affect online hotel rankings.

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## RESEARCH METHODS

For the realization of the empirical study, Hotel Moliceiro was selected, a charming 4-star hotel located in the Center of Aveiro, Portugal. This hotel is recognised for the quality and luxury of its service and is among the best rated Portuguese hotel establishments on TripAdvisor, the platform used to collect the comments, between 2015 and 2020. An initial descriptive analysis was carried out on the 416 comments collected based on the variables language and country of origin. Subsequently, statistical tests were performed based on the statistical analysis software SPSS.

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## RESULTS AND DISCUSSION

The analysis allows us to conclude that not only there is a smaller amount of positive reviews in comments written in English, but also the use of domestic language in comments affects positively online ratings. Considering the origin of the guests, Oceania is the continent with the highest average rating, followed by South America and Europe. The reviews are mostly from Europe, especially Portugal, Spain and the United Kingdom. On this continent, average ratings are higher in comments from countries with greater geographic distance from the hotel. The month of travel is also influenced by language and country of origin. The reviews in Portuguese, English and Dutch were mostly written between April and May. On the other hand, reviews in Spanish, French and Italian had a higher number

between July and August. Regarding the guests' origin, for most countries the reviews were most frequent between May and September. However, for countries such as Germany, Guatemala and Singapore, the majority of reviews were written in October. Guests from Spain wrote the most reviews in December and guests from Portugal mostly in January. One of the main contributions of this research concerns the construction of a consistent body of theory and the detailed analysis of TripAdvisor reviews that strengthen existing information about the role of language and country of origin in demonstrating satisfaction in online reviews and their relationship with the month of travel.

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## IMPLICATIONS

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Understanding the relationships between country of origin and the role of language in online hotel rankings is a key strategic resource for both strategic management and marketing for hotels' managers, and for tourism destinations management organisations. Future researches should focus on a larger sample, including several 4 or 5-star hotels in the country. The analysis time period may be even longer than five years, in order to have an evolutionary perspective.

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## KEYWORDS

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eWOM; Language, Country of origin; Online ratings, Hotels.

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# Using Facebook page as a communication and stakeholders' engagement tool for 5\* hotels

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## PURPOSE

The paper's aim is to describe and compare how the 5\* hotels in Greece and worldwide are using their Facebook page as a means of communication and stakeholders' engagement. It answers the following research questions:

RQ1: How are the 5\* hotels using their Facebook page as means of communication and stakeholders' engagement?

RQ2: Are there any differences between the hotels in Greece and **those located worldwide** concerning the practices they follow?

RQ3: Are there any differences between the hotels that belong to a chain **comparing to those that do not?**

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## RESEARCH METHODS

The method used was that of content analysis conducted on the Facebook **pages** of a sample of 360 5\*hotels, half in Greece and half worldwide. They were randomly and representatively selected from the internet reservations platform 'Booking.com'. The coding instrument was divided in three categories, namely disclosure, information dissemination and involvement. It was based on previous studies (e.g. Waters et al., 2009; Haigh et al., 2013; Kotzaivazoglou, 2017) for profit and non-profit organizations, tested for its validity and reliability. The research was held between September and November 2020. The SPSS program and a t-test of independent samples were used to identify statistically significant differences.

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## RESULTS AND DISCUSSION

The findings show that the 5\* hotels in general use their Facebook page as a means of communication and stakeholders' engagement. Concerning disclosure, most of them are presented themselves to viewers, post their logo and have a link to their official website. As far as the information dissemination is concerned, most of the examined hotels upload photos and videos, as well as customers' reviews. Such a content can influence users positively (Theocharidis et al., 2020). Regarding user involvement, most of them post their email, phone number and/or have a message board and offer a reservation

function. However, the examined hotels do not seem to take full advantage of the benefits the medium could offer according to the theory (Su et al., 2015; Cho et al., 2017; Wang and Kubickova, 2017; Zafiroopoulos et al., 2006). Specifically, only the minority of them present their history or mission and have a link to other social media (e.g. YouTube or Instagram). In addition, only a few post news about their events, offers or achievements. This sort of information however could promote and familiarize them with their stakeholders more effectively (Phelan et al., 2013; Leung and Tanford, 2016; Kotzaivazoglou, 2017).

In addition, the study shows much more similarities than differences between the way the hotels in Greece and those located worldwide use their Facebook page. This was also the case between the hotels that belong to a chain comparing to those **that** do not. It looks like there are some common rules of communication, followed by the majority of them. According to the findings however, the hotels that do not belong to a chain post their email address and customers' reviews more frequently than those that belong to a chain. Being less well-known they possibly try to convince customers and give more opportunities for communication with them.

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## IMPLICATIONS

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The study can help academics and practitioners understand the practices that the 5\* hotels use to communicate and engage their stakeholders through their Facebook page, and identify points that may be improved according to the theory. Similar studies can be conducted in different media, countries or hotels with lower stars. Furthermore, one could also focus on the impact of these practices on various stakeholder groups.

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## KEYWORDS

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Facebook, engagement, communication, stakeholders, hotels

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# Greek Travellers' Decision to Prefer Green Hotels is a Planned, Structural Behaviour

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### PURPOSE

To examine Greek future lodging customers' intentions to choose a green hotel over a conventional one; the focus is to understand the factors that are able to describe and predict such intentions. The Theory of Planned Behaviour (TPB) was utilized in order to understand better Greeks' decision making when choosing a green hotel.

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### RESEARCH METHODS

A survey with structured questionnaires was conducted in the urban area of Thessaloniki, Greece. Personal interviews were conducted to a sample of 600 residents, selected with a combination of a two-stage area and systematic sampling method. The TPB variables were developed based on suggestions made by the theory founder (Ajzen, 2006). SEM via AMOS v.20 was employed to analyse the data collected. The measurement model (CFA) assessed unidimensionality, reliability and construct validity, while structural model indicated the structural relationships among the TPB variables.

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### RESULTS AND DISCUSSION

Both measurement and structural model results verified that the Theory of Planned Behaviour is able to explain a large amount of the variance in Greek lodging customers' intentions to visit green hotels. It was indicated that Perceived Behavioural Control has the stronger impact on intentions to visit green hotels followed by Subjective Norms and Attitudes. Although Han *et al.* (2010) were those, who suggested to abandon TRA and employ TPB in order to include non-volitional, situational constrain factors in a green hotel index, they concluded that Attitudes were found to provide the strongest effect on American customers' intentions to stay at a green hotel. However, their initial suggestion (and not their findings) was verified by this study. Our results in Greece are in line to previous research results by Nirmis *et al.* (2020) and Yeh *et al.* (2021), who found that perceived behavioural control is the main predictor of intentions to visit GHs in both Australia and Taiwan, respectively.

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### IMPLICATIONS

The results of this study imply that green hotel managers in Greece are now able to understand that the intentions of lodging customers to visit green hotels is a planned, structural behaviour, which follows a decision-making procedure. Therefore, in their communication strategies, they could incorporate messages showing important people, who are in favour of green hotels. By all means, they should

reassure consumers that there are no obstacles (financial or others) and that it is in their own control to choose a green hotel versus a conventional one.

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## ROOM 5 HUMAN RESOURCES MANAGEMENT, Session Chair: Theodoros Stavrinoudis

58 **Zulqurnain Ali** Understanding and Predicting the Antecedents of Workplace Mistreatment in Hospitality Sector: A Two Staged Hybrid SEM-ANN Approach

62 **Vasilios Zoumpoulidis, Antonios Kostas, Ioannis Tsoukalidis and Stavros Valsamidis** Seasonal tourism and employment. The case of the island of Thasos.

94 **Theodoros Stavrinoudis, Christos Kakarouggas and Chrysoula Vitzilaiou** Leadership and motivation of human resources in times of crisis

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# Leadership and human resources motivation in times of crisis

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## PURPOSE

The COVID-19 pandemic and the ensuing crisis strongly influenced the way people communicate and interact with each other (Balanzá–Martínez et al., 2020). One of the main challenges in the modern leadership of hotels is to maintain good relations with frontline employees and their proper incitement in conditions of social distancing (Gössling, Scott and Hall, 2020; Kaushal and Srivastava, 2020). The main goal of this research is to identify the extent to which different motivational factors (Chien, et al., 2020; Stavrinoudis and Livadioti, 2011; Stavrinoudis and Kakarougkas, 2017) can enhance strong ties and a good spirit of cooperation and communication between frontline employees and luxury hotels' leadership in times of crisis (Bekirogullari and Thambusamy, 2020; Williams et al., 2020). To achieve the above-mentioned research goal, the effect of certain variables related to a) working conditions (Pawirosumarto, Sarjana and Gunawan, 2017; Underthun and Jordhus-Lier, 2018), b) financial and intangible rewards (Akgunduz, Adan Gök and Alkan, 2020; Grynko, et al., 2017; Kakarougkas and Stavrinoudis, 2021) and c) relationships among employees and between employees and supervisors (Afsar, Shahjehan and Shah, 2018; Liang et al., 2017) on enhancing good cooperation between employees and leadership in times of crisis were investigated.

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## RESEARCH METHODS

A weighted questionnaire of 31 six-point Likert type scales (Vonglao, 2017) was adapted to satisfy the main research goal and the individual objectives of the research. The primary research was conducted in May 2020, when the hotels' operations remained suspended. This narrow time frame resulted in the research being based on a convenience sample consisting (Sharma, 2017) of employees working in the one hundred and forty-two 4-star hotels and in the forty-six 5-star hotels (Research Institute for Tourism, 2019) located in the prefecture of Heraklion. Through electronic communication, 201 completed questionnaires were collected, whose data were analysed using the SPSS 19 και AMOS 23 statistical packages. The statistical analysis followed the principal component method of extraction using a varimax rotation for the extraction of factors (Osborne, 2014) and Structural Equation Modelling (Kline, 2015) that was based on the maximum likelihood method of estimation.

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## RESULTS AND DISCUSSION

The exploratory factor analysis (principal component method) identified four factors, which were confirmed by confirmatory factor analysis (Structural Equation Modelling), resulting the creation of four latent constructs. The first three latent constructs were validated without any restrictions, while the

fourth was validated but with restrictions. More specifically, the first factor was named "Guided employee development" and was found to be positively correlated with six observed variables which are linked with the developmental and training opportunities that management provides to hotel employees. The second factor was named "Communication with colleagues" and was found to be positively correlated with four observed variables which relate to the relationships between colleagues, regardless of their position in the hotels' hierarchy. The third factor was named "Working climate/environment" and was found to be positively correlated with five observed variables which relate to the degree of job satisfaction, job security and freedom and a pleasant working environment. Finally, the fourth factor was named "Remuneration" and was found to be associated with four variables which relate to financial benefits, other than wages.

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## IMPLICATIONS

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The research findings present scientific originality and contribution after identifying specific motivational factors that contribute to the creation of strong bonds and a good spirit of cooperation and communication between frontline employees and the leadership of luxury hotels in times of crisis. On a practical level, the results of this research will be useful to hotel leaders towards their effort to maintain good relations and communication with frontline employees during crises, gaining significant lead and experience for the future. This research was based on quantitative data collected from a convenience sample. Future research could focus on qualitative data on the one hand and on a random and representative sample on the other.

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## KEYWORDS

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leadership, motivation, job satisfaction, luxury hotels, crisis.

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# Understanding and Predicting the Antecedents of Workplace Mistreatment in Hospitality Sector: A Two Staged Hybrid SEM-ANN Approach

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## PURPOSE

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At the workplace, mistreatment remains a serious concern for providing a cohesive working environment by the firms to attain their objectives. To date, nobody investigated the integrated model of various workplace mistreatments to minimize turnover intentions, particularly in the hospitality sector. Drawing on the Pressure State Response (PSR) model, the objective of this paper is to establish a hybrid two-stage structural equation modelling (SEM) and artificial neural network (ANN) model to predict the factors, which constitute workplace mistreatment, resulting in turnover intentions among hotel employees. Moreover, our research also pursues to identify which type (s) of mistreatment is common among hotel employees.

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## RESEARCH METHODS

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Using a survey approach, the current research recruited 287 permanent employees from 4 stars hotels located in the northern region of Pakistan. We used the convenience sampling technique to collect data from participants. Before, testing the measurement and structural model, we tested the data-set for the potential issue of multicollinearity, non-response bias, and common method bias. Moreover, different reliability and validity tests were performed to ensure the creditability and trustworthiness of the research instrument. Finally, we investigated the proposed model and structural model in structural equation modelling (SEM), the significant associations of SEM were validated in artificial neural network (ANN).

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## RESULTS AND DISCUSSION

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The findings supported the integrated model of SEM-ANN. Workplace bullying, workplace ostracism, workplace incivility, abusive supervision, favouritism/nepotism, and sexual harassment significantly contribute to workplace mistreatments, which subsequently leads to turnover intentions among hotel employees. Furthermore, the results taken from SEM were utilized as an input in ANN analysis and the findings ranked the various mistreatments according to their frequent occurrence at the workplace. Workplace bullying was the primary predictor of workplace mistreatment among hotel employees, followed by workplace incivility, workplace ostracism, abusive, favouritism/nepotism, and sexual harassment. Our research contributes by drawing on the paradigm of pressure-state-response (PSR) model that how different kinds of mistreatments among employees create Pressure that constitutes the State of workplace mistreatment with time which, in turn, critically responds to accelerate the intentions of employees to quit the organization. This study is the first study that investigates the six critical mistreatments simultaneously to predict the turnover intentions using the PSR model as a theoretical base. Moreover, this study successfully establishes a two-stage model of SEM-ANN to predict the turnover intentions which was largely missed in the literature of organizational behaviour and the hospitality sector.

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## IMPLICATIONS

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The ranked-based findings of mistreatments support the bank's top management to design proactive anti-mistreatment strategies to mitigate the risk of violence and turnover intentions among hotel employees. This study moreover can save the hotels cost of hiring by adopting proactive anti-mistreatment strategies to achieve their goals. The pragmatic outcome of the present research can be valuable for the top management/managers of the hospitality sector as the current work has offered applicable information-constituting factors of workplace mistreatment and their association with employees' turnover intentions. The present work facilitates hotel officials and human resource departments in shaping the policies or tactics for effectively overcoming the issues of workplace mistreatments in the hospitality sector. As the findings of the current study suggest that workplace bullying is the main workplace mistreatment, organizations must review their working environment and strategies periodically to cater the issue of mistreatment at the workplace. As for as future research directions are concerned, future research can be conducted on longitudinal design to confirm the consistency of the current study results over time. Finally, scholars should investigate the other forms of mistreatments (i.e., workplace aggression, workplace discrimination) and can incorporate moderating (e.g., moral disengagement, proactive personality) or mediating (cynicism, negative affect) construct to contribute in WPM literature.

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## KEYWORDS

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Workplace Mistreatments, Turnover Intentions, PSR Model, Hospitality Sector.

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# Seasonal tourism and employment. The case of the island of Thasos.

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## PURPOSE

The purpose of the study is to examine the tourism employment and its seasonality in the island of Thasos, where seasonal tourism employment is common. Tourism demand during the off-peak season and related unemployment rates and number of workers employed are examined for the island of Thasos, where a majority of tourism demand occurs between May and October. The months between November and April are considered the off-peak season when unemployment rates are increased and the number of generated jobs are decreased. The objectives of the study are to look into exploring this situation and proposing solutions how to extend the caretaker tourist season more time, even within the winter months with alternative tourism, cultural tourism, historical tourism and so on. Another objective of the study is to evaluate how the locals respond to the results of the previous years by adopting policies based on these results..

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## RESEARCH METHODS

This study investigates the relationship between tourism growth and evolution of unemployment taking into account, data from Manpower Employment Organization, the Greek Tourism Organization and the Port Authorities of Kavala. Data regarding the employment status, the touristic activity and the passenger and vehicle statistics are correlated. Statistical analysis and correlation analysis methods such as standard deviation, coefficient of variation, correlation coefficient are used for the data sets of unemployment and tourist flows.

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## RESULTS AND DISCUSSION

Regarding the effects of tourism development on the island of Thassos, there is a positive effect seasonally on employment issues as the number of recruitments in view of the tourist season increases and the unemployment rate is slightly lower compared to the other areas of the prefecture of Kavala. In general, most of the island's businesses are owned by locals, although there is no specific information about the property. However, many foreigners now live permanently on the island (15.5% of the total population compared to 7% of the Municipality of Kavala). The rather large percentage of women who



run a tourism business is also considered positive. An important point is the intense seasonality of the sector, as we have a vertical rise in July-August, a milder movement during the remaining months of the tourist season and almost no activity during the winter months. Only 14% of hotel accommodation stays open all year round.

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## IMPLICATIONS

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The perspectives of the study may trigger future work in the rapidly developing landscape of transformation in the tourism industry and contribute in the next strategic planning of the local and regional authorities and also the further development of the tourism services that are provided by the professionals of the sector. The findings may offer useful insights at local, regional, economic, business, development and natural tourist level.

Seasonal tourism faces more challenges than tourism operating all-year, due to the need to acquire productive and service minded, yet seasonal workers. Selecting and hiring the adequate workers, by spending less sources on training is a significant human resource challenge. Seasonal workers have less time to acclimate to the work environment, yet they have to perform at peak levels. On the other hand, a worker benefits from coming back to the seasonal premises, as s/he knows the work and its environment, therefore the stress level is reduced, and the nature of employment takes a sustainable form.

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## KEYWORDS

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Seasonality, Tourism industry, Labour market, Employment.

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# A critical analysis of the use of Artificial Intelligence (AI) in Human Resources Management (HRM) in luxury hotels.

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## PURPOSE

Hospitality organizations are facing many challenges in terms of human resources with the key problem high staff turnover, forcing them to recruit people very often. The purpose of this study was to analyze the potential and effectiveness of AI-powered technology in many aspects, focusing on recruitment practices in luxury hotels. The main research questions of this paper focused on identifying the current status of HRM and recruitment in luxury hotels, as well as on exploring the impact – if any, of AI on the efficiency and effectiveness on recruitment practices.

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## RESEARCH METHODS

As not many studies have been conducted in the use of AI in HRM in luxury hospitality an inductive qualitative approach was used for data collection. In order to collect information on the use of AI for HRM processes an inductive qualitative approach was found to be appropriate. In-depth semi-structured interviews with fifteen hotel general (7) and HR (8) managers were done through skype, e-mail (Meho, 2006), and telephone with managers in luxury hotels in Greece, the UK and Belgium. Due to lockdowns these methods were convenient as it was difficult to approach the participants in different ways. Convenience sampling was used for the purpose of this study, as very few luxury hotels use AI in recruitment and few people were available to participate in this study due to COVID-19. Thematic analysis with pre-set codes such as AI, recruitment, technology, and talent among others, was conducted to identify the use of AI, and its effectiveness in recruiting people in luxury hotels.

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## RESULTS AND DISCUSSION

One of the main findings is that even if the use of AI in HRM is new, it is an escalating area in HR. The findings suggest that the necessity of applying AI must be measured and evaluated in advance by hotels. This study proposes that mainly larger organizations invest and use AI in HRM. AI has changed administrative duties in HRM and specifically in the recruitment actions. Launching AI technology in the recruitment process luxury hotels identified differences on the way they communicate with candidates. The findings also propose that the use of AI contributes to more effective recruitment and better results in finding talent. As AI helps to standardize the recruitment process, the authors propose that it can improve the efficiency, enhance the fairness of the process and recruit the most appropriate for the job candidates. Two main issues were identified. Firstly many organizations are reluctant to invest in AI. Secondly, not all decision-

makers are prepared to accept the use of AI and other technology in HRM as there is an issue of readiness at implementing AI and the training required to use AI.

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## IMPLICATIONS

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This paper contributes to research gap on the use of AI in HRM as most studies focus on customer expectation. It provides useful information on the way it is used by luxury hotels for practitioners. HR managers may use AI in the pre-selection recruitment process as it makes the process faster and smoother. It can also provide better results in identifying a larger pool of talent. The authors propose that asynchronous video interviews may be used during the initial stage of the recruitment process before passing to the in-person interview. Games with AI may also be used to help future candidates to understand the job requirements and assess if they have the skills or personality to meet the person specifications. Training on the use of AI should be provided to HR managers to acquire the necessary technical skills.

Nevertheless, more data should be collected in order for the findings to be more generalizable. For example, future studies may use quantitative techniques to assess the influence of AI recruitment in business efficiency. Data from other countries and other organizations should be collected to get different perspectives to this topic.

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## KEYWORDS

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Artificial Intelligence, HRM, Recruitment, Luxury Hotels

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# Transition to sustainable hospitality recovery: the impact of green HR practices and CSR to staff behavior

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## PURPOSE

COVID 19 is the watershed to transform into a healthier tourism sector according to sustainable initiatives in Sustainable Development Goals (SDGs) reposted by UN (UN, 2020). Turning the crisis into transformational opportunities, some studies shed light on sustainable tourism recovery in areas of B&Bs and destinations (Cai, Xu and Gao, 2021; OECD, 2021). However, employees as one of main stakeholders and action takers, there is a lack of rigorous investigation into the key role of human resource practices on hotel environmental performance. Two core components of green human resource management (GHRM), green training and green performance management were analyzed. Furthermore, CSR plays a vital role on economics, on the environmental and social pillars of sustainability (UNWTO, 2017). Objectives of this study are to (1) quantitatively examine the relation between CSR and hotel staff voluntary environmental-friendly behaviors or organizational citizenship behaviors toward environment (OCBE). (2) exploring the good examples of hotel CSR and green human resource practices. (3) create a bridge between hotel management and HR dealing with global issues. Four hypotheses are set: H1. CSR can positively impact Green training. H2. CSR can positively affect Green performance management. H3. There is a positive relationship between green training and OCBE. H4. Green performance management can directly impact OCBE.

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## RESEARCH METHODS

Mixed methods approach of quantitative and qualitative methodology was used. Targeting hotel staff in Hungary, primary data was captured through the questionnaire survey during the second wave of COVID-19, which adopted well-developed measurement (Jabbour, Santos and Nagano, 2010; Jabbour, 2015; Boiral and Paillé, 2011). Partial Least Square (PLS) is the new generation statistics and it is employed in the study to test four hypotheses. This model takes corporate social responsibility of hotel, in this case, it makes the explorative model, it combines several variables from researches; Using PLS method conducted through SmartPLS, many statistical methodology including Convergent validity Discriminant validity, Reliability analysis and Path analysis are calculated to test four mentioned hypotheses. It explored the connection amongst CSR, GHRM and OCBE via examining structural equation model. In the qualitative study part, through a semi-formal construct interview with multiple stakeholders, and content analysis helps to enrich the understanding of currently authentic practices.

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## RESULTS AND DISCUSSION

Based on the conducted research, hypothesis H1, H2 and H4 can be accepted, but H3 cannot be accepted. According to hypothesis testing and interview, the study provides quantitatively and qualitatively support the significance of three factors- performance management and CSR significantly on affecting

OCBE also known as voluntary employee green behavior. This research enriches green HR theory in the hospitality sector and reveals that CSR impacts green training and performance management, and CSR can encourage staff's prescribed ecological behaviors. The findings collaborate with previous theories (Kim et al., 2019; Saifulina, Carballo-Penela, and Ruzo-Sanmartín, 2020). According to the results, the research agrees that the business should respond to unexpected crises and develop a long-run strategy (Zenker and Kock, 2020). The workplace climate can impact on individual activities organization (Zientara and Zamojska, 2016). Sustainable training programs can engage staff and shape their attitudes, leading to their voluntary green behavior in the hotel.

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## IMPLICATIONS

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This study contributes to rethinking hospitality through a sustainable lens. SMEs in the hotel sector mostly relies on responsible guests, they need motivations and supports from multiple stakeholders including responsible government and responsible tourists. From the perspective of employment and human resources, the paper underlines the competitiveness of GHRM and highlights its decisive role in enhancing non-prescribed ecological activities of staff and hotel environmental performance, offering experimental evidence, supporting GHRM practices of hotel. Future research can focus on the green HR and organizational culture, and resolving questions concerning how this brings a basis for good relationships between the employees and local communities and can it at last increase the improvement of the responsibility of people.

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## KEYWORDS

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Green Human Resource practices, CSR, organizational citizenship behavior toward environment, sustainable tourism recovery.

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# Employee journey: a new approach to attracting talent in the tourism sector in the shadow of COVID-19

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## PURPOSE

The relevance of research concerning employment in tourism is unquestionable. The tourism sector has a negative reputation and high turnover rates (Baum et al., 1997). Even before the epidemic, labour shortages posed a serious problem. As a result of the COVID-19 pandemic, approximately 100-120 million direct tourism jobs are at risk, according to a report by UNWTO (2021). Strategic efforts to retain talent have received more emphasis than ever before, with more or less success. The main research question focuses on how the concept of the customer journey can support the HR processes of tourism services. The research aims to illustrate how the mapping approach can be applied as a strategic part of employee experience planning while taking tourism-specific HR challenges into account.

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## RESEARCH METHODS

The study includes a step-by-step guide of creating an Employee Experience Journey Map based on a practical example from the hotel industry. The case study is grounded on an interview with a 5-star hotel's HR manager located in Budapest. Based on our literature review, we examine employee journey at a hotel based on seven aspects. Since the process itself is an emotional journey, the first aspect is the initial impulse our thought of the applicant, followed by the points of contact, the actors involved in the process, and then the purpose and message conveyed by the company. Then, one of the most important elements of the journey mapping is to identify critical points as this will help to refine the journey. Our Employee Experience Journey Map followed the journey of a graduate student pursuing a career in the hotel industry. During the joint work with the hotel, the HR manager gave iterative feedback, so the journey map was continuously improved and supplemented.

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## RESULTS AND DISCUSSION

Despite the increasing attention of the employee experience in the academic world, research lacks the extension of journey mapping to employees and a clear understanding and implementation of the concept itself in terms of hospitality employment (Heuchert, 2019). In addition to describing the application of the customer experience concept in HR processes, the results of the study facilitated the interpretation of the journey mapping method. The results of the presented case study also confirm that the expertise gained during employee experience planning and journey mapping contributes to the improvement of HR processes in the hospitality industry. The identification of critical 'pain' points allows the company to improve the processes in question, thus eliminating the problems that typically arise, making conflicts manageable, and securing the recruitment of fresh talents. Applying employee journey mapping as a tool can improve the image of tourism employment leading to a decrease in



turnover rates. Nevertheless, tourism organizations need to be prepared for the times when the “war for talent” resumes in all areas of the economy (Michaels et al., 2001).

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## IMPLICATIONS

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The application of the Employee Experience Journey Mapping concept is innovative in the HR field, which includes identifying touchpoints, critical 'pain' points, and proposing solutions (Lemon - Verhoef, 2016). Increasing employees' job satisfaction can reduce the high turnover rate in tourism enterprises, efficiency can be increased, which can result in an improved quality of the service, therefore the increase of customer satisfaction and revenue. The tourism sector has complex labour market characteristics, which is why it is essential to develop an HR strategy based on personas (Claus, 2019). Also, it is beneficial for the Marketing and HR departments to treat employee experience planning as a joint project. The case study's limitation is that it is based on the experiences of the HR manager without the direct input of employees. For future research, the impact of the Covid-19 pandemic on the HR challenges and employees' trust in the hospitality sector will also raise new and thought-provoking questions.

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## KEYWORDS

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Employee Experience Journey Map, Customer experience, Employer brand, COVID-19, Hotels

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## ROOM 6 INFORMATION TECHNOLOGIES IN TOURISM, Session Chair: Panagiotis Tzionas

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# Engaging virtual reality technology to determine pro-environmental behaviour traits among eco-tourists

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## PURPOSE

The main purpose of this conceptual study is to capture key pro-environmental propensities that are triggered when individuals are subjected to a virtual reality environment. This conceptual study is a call to action to integrate the effect of a simulated realm on the plausible behavioural outcomes of people who have undertaken travel for tourism purpose in the last two years to a destination of eco-tourism importance. The study underscores the moderating role of a virtual reality intervention in predicting pro-environment behaviour, which is a call to action by eminent authors (Harris et al., 2020; Tussyadiah et al., 2018). The study is an explorative endeavour to answer the following epistemological enquiries: (i) what is the effect of the embodied cognition on behaviour? and (ii) can virtual reality as an intervention moderate the pro-environmental behaviour model.

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## RESEARCH METHODS

This would be a field-experiment based research wherein the participants will be treated with a byte sized virtual reality rendition of a pristine tourist area being subjected to tourism activities over a particular time lapse. The study would like to investigate the efficacy of the theory of pro-environmental behaviour (Han & Hyun, 2018) when there is a simulated environment intervention. This will be a phase wise study that will be done in two phases.

Firstly, the participants will be asked to fill up a questionnaire containing items from the pro-environmental behaviour theory (pre-testing) after which the participant shall undergo the VR intervention through a HMD (Head Mounted Device) and will be subjected to the same questionnaire to capture the behavioural differential. The study shall be conducted on college going students between the ages of 17-25 in the Czech Republic who have had visited a destination of eco-tourism importance like a beach, lake/hill/wildlife resort in the last 2 years.

Secondly, to predict the determinants of pro-environmental behaviour a PLS-SEM technique will be deployed with Multi-group Analysis algorithm to detect behavioural differentials between the pre-test

and post-test psychometric surveys. Sample size is set at 260 in conjunction with the 10 times rule proposed by (Hair et al., 2017).

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## RESULTS AND DISCUSSION

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Since this is a conceptual study and the study is in progress, the result shall provide an avenue of discourse to further the epistemological spectrum of the Pro-Environment Behaviour and the critical role played by Virtual Reality interventions in behaviour formation.

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## IMPLICATIONS

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The study extends the theory of pro-environmental behaviour by imbinging the essence of environment simulation. It also sheds the light on the need for advanced interventions like augmented and virtual reality in the investigation of human behaviour towards a sustainable future. This study is a response to the call for action stated in extant literature in the field of virtual reality to make the technology as an instrument to foster behavioural corrections.

The study beacons managers and executives of DMOs, tourism authorities to take note of the growing importance of virtual reality in tourism.

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## KEYWORDS

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Tourism management, virtual reality, sustainability, tourist behaviour

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# Chatbots and purchase intention: the moderating effect of the need to interact with the employment service.

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## PURPOSE

With the aid of artificial intelligence, the chatbot has replaced several functions attributed to humans. However, despite companies' growing adoption, consumers have had some reservations about using the tool to finalize purchases. Few studies have incorporated the brand-consumer relationship in the context of chatbots. Also, the need for interaction with a service employee (NFI-SE) was little explored. This investigation aims to verify the role of brand attachment to the purchase intention and the moderating effect of NFI-SE in these relationships.

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## RESEARCH METHODS

This study was applied online. Our study used the perceived enjoyment (PE), perceived utility (PU) and ease of use (PEOU) of the Technology Acceptance Model (TAM), and the information quality (IQ) and the service quality (SQ) of the Information System Success Model (ISS) both by Ashfaq et al. (2020) as predictors of satisfaction the scale of Chung et al. (2020) and purchase intention (PI) of the study by Yen & Chiang (2019). The dimension of brand attachment as a mediating variable and the NFI-SE as a moderating variable. Participants were consumers residing in the United States and India. We obtained 448 valid responses. We use structural equation modeling based on variance (PLS-SEM) using the Smart PLS Software for the analysis.

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## RESULTS AND DISCUSSION

Except for the relationship between PEOU and PI, all hypotheses were supported. IQ, SQ, PU, PE have significant and positive influences on satisfaction and PI. In addition, brand attachment and satisfaction predict purchase intent. PEOU, on the other hand, has a significant and positive influence on satisfaction, but it was not supported on the PI. A significant positive moderating effect was also identified in the relationship between satisfaction and attachment to the brand and attachment to the brand in relation to PI. On the other hand, NFI-SE did not moderate the relationship between PE, PEOU, and PU in satisfaction, and it also did not moderate the relationship between satisfaction and ease of use in the intention to purchase. However, the main effect of satisfaction on purchase intent was significant. In

other words, although satisfaction with branding and branding with PI may vary according to the level of NFI-SE, satisfaction is a critical component in increasing PI. In addition, the IQ and the SQ were crucial predictors of satisfaction.

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## IMPLICATIONS

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This study indicates that NFI-SE can influence the relationship between satisfaction and brand attachment and brand attachment to purchase intention. It was suggested that brand attachment is also a crucial mediating variable for purchase intent in the tourism chatbots context. The results suggest that the chatbot must have an attractive aspect, an adequate communication interface that meets the user's need or demand. The information is expected to be updated and accurate. A chatbot is expected to be easy to use, and the interaction with it to be clear and understandable. In addition, a chatbot should be useful and help optimize the user's life to increase productivity more conveniently. Attachment to the brand remains a crucial factor in the sale of services, even in the context of chatbots. Another way to demonstrate this relationship is by inserting mechanisms that make this communication more effective and empathetic. Finally, our study pointed out that there are consumers who highly depend on human-human interaction. Offering this possibility during the conversation can increase satisfaction and brand attachment to increase purchase intentions. The absence of this escape mechanism from robotic to human interaction can cause users to be frustrated by not meeting their needs. We suggest further research using factors that can negatively influence the intention to purchase, such as belief in the risk to privacy, belief in the protection of privacy, self-esteem.

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## KEYWORDS

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Chatbot; Technology acceptance; Purchase intention; Brand attachment; Need for interaction with a service employee.

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# Digitalization and Events: Friends or Foes?

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## PURPOSE

The paper is aimed at analyzing the impact of the “forced” digitization of the recent pandemic on the events industry. The research questions are: has the pandemic been a strong driver for accelerating the digitalization process in the event industry? What are the main changes in terms of organization, strategies, and operational activities that it has produced for event organizers? Does digitization distort the image and identity of events?

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## RESEARCH METHODS

The method adopted in the empirical research is a multiple-case study, particularly suitable when an emerging topic is studied and according to the explorative nature of the research questions (Yin, 2017; Eisenhardt, 1989). Five small and medium event organizers operating in Italy were involved in the study. Semi-structured interviews with one or two representatives of the companies were carried out. The interviews’ predefined protocol was aimed at broadly analyzing the strategies and contents of the activities carried out before and during the pandemic. All interviews, carried out by the two authors, were recorded and transcribed. Also, secondary data (newspaper, social media, firm’s websites) were examined, to enrich the available information and to guarantee their triangulation. All the data gathered were first analysed individually and then discussed by both authors to reach a common interpretation.

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## RESULTS AND DISCUSSION

Our findings highlight how digitalization was one of the main solutions to overcome the prohibitions imposed by the lockdown (started on March 2020). The evidence underlines how some event organizers had already started an innovation path towards digitization before the current pandemic. Event organizers that had not internally developed digital skills previously, acquired them by exploiting relationships existing in their supply networks with actors who had such kinds of competencies. Despite they had some preliminary digital skills, our findings outline that the Covid-19 pandemic represented the crucial driver for the widespread adoption of digital solutions to events. Anyway, digital solutions have been promptly adopted only for some kind of events (for example conferences) while have been refused for other kinds of events such as fashion or cultural initiatives. Digitalization was used for events in which technologies are functional to transfer the main contents of the events. While, it has been knowingly avoided (and the event canceled) when the relational, symbolic, and emotional features are predominant or fundamental in the event. So that, it was demonstrated that digital solutions can substitute –at a reasonable degree of satisfaction - the physical presence only when they do not cause a “degeneration” of the deep nature of the event.

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## IMPLICATIONS

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This research highlighted how digitalization has represented the most sustainable (in the mid-term) solution to guarantee the production of some events and, thus, the survival of a whole industry. One of the main findings of this research is the evidence of the importance of the event's identity on the choice of adopting (or not) new digital solutions. Results show the importance of the experiential and socialization dimensions; so, when physical interaction is missing, the implementation of digital solutions may not be capable of recreating all the conditions that should be present in a specific event, thus leading to the risk of losing its purpose.

Digitalization seems to represent a “friend” that offers a helping hand but, at the same time, may hide some risks relating to a distortion of the event’s identity.

Moreover, the work offers reflections on the future directions and it can help to understand if digitization represents a temporary tool (a sort of satisfactory but not optimal solution due to the pandemic situation) or whether it may be a permanent component for the organization of events. According to the first results, it seems that digital solutions will not completely substitute live events in the post-pandemic era unless the nature of some events is “disrupted” towards possible hybridization or new categorization. The challenge is to learn, from this forced digitalization, how to integrate different tools to improve the future of events.

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## KEYWORDS

Events; Event Management; Digitalization; Covid-19

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# Virtual Reality in Cultural Tourism: accessibility, sustainability and resilience

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## PURPOSE

The purpose of the study is to explore the limitations and opportunities of 360 degree video as a add-on for Cultural Tourism and to investigate to what extent this can contribute to the accessibility, the sustainability and the resilience of the cultural institutions. Due to the pandemic crisis and the restrictions imposed on physical guided tours, cultural institutions and travel agencies were obliged to look for new products and new ways to stay in contact with their audience. Our objective is to study the different kinds of tours and experiences developed in this context and to verify the role that Virtual Reality can play in the resilience of the cultural institutions. Our research questions are the followings: What kind of virtual tours were developed during the pandemic crisis? How tourism industries can remain resilient in times of crisis? Can actually Virtual Reality replace physical visit? What are the differences? How can virtual reality be used in the sector of cultural tourism?

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## RESEARCH METHODS

The methodology used is the qualitative method, and more specifically the case study. As case study was chosen the EYEMMERSIVE PROJECT launched by the European Network for Accessible Tourism (ENAT) in 2020, which combined Cultural Tourism with Information and Communication Technologies (ICTs). The project investigated the practical, didactic and professional uses of virtual reality by engaging tourist guides to produce their own 360° videos that would simulate the physical visit of a site. More precisely, our data consist of the 360° videos that tourist guides were appointed to shoot in order to test how this technology can be used in the case of guided tours.

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## RESULTS AND DISCUSSION

Our study shows that 360° videos with guided tours are a different experience than a live guided tour, not only as far as the medium is concerned, but in regards with the content as well. Thus, it needs a different planning. From this point of view, it seems that virtual reality cannot replace physical reality because they represent two different experiences, but it can be used for resilience in times of crisis, for



accessibility in case of people with disabilities and sustainability wherever over tourism constitutes a threat. It can also be an add-on for the tourism industry to offer new experiences and to comply with the tendency of the digital transformation. With the increasing availability of new media, the production of 360° “immersive” videos by tourist guides offers new opportunities for engaging visitors in cultural tourism experiences, both before-or instead of-on-site visits.

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## IMPLICATIONS

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Up to know, little research has been done on the issue of the virtual reality in tourism. Though, it seems that even when the pandemic crisis disappears, some of these virtual experiences will remain as a commercial product offered by tourism industry. Thus, Virtual Reality can be seen as an add-on value that can contribute as a key factor to the accessibility, the sustainability and the resilience of the tourism industry in the new post-covid era. From this point of view, our research, sets a piste of reflexion on how to plan a 360° video in tourism, how to use it and how to promote it.

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## KEYWORDS

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Virtual tour, 360° tour, accessibility, cultural tourism, resilience, sustainability

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# The Impact of the GDPR on data privacy and security in the Hotel Industry

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## PURPOSE

European Union's General Data Protection Regulation (GDPR) sets both the rules on how consumer data is collected, stored, deleted, transferred, used and the base for determinative data protection measures. Hospitality sector therefore should meet these principles of data protection and adopt the needed security measures. The purpose of the paper is to provide a better understanding of data security and privacy in hospitality sector under the prism of GDPR

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## RESEARCH METHODS

Although collection of consumer data assist hotels to assert on how to engage with customers efficiently, GDPR contains rules that are designed to improve privacy. Personal information, also referred as personally identifiable information (PII) and personal data are central to understanding data privacy. Examination of information being requested and the means of information collection through digital hospitality solutions present both opportunity and obligation. The paper investigates these parameters and analyse the specific impacts of the GDPR on data privacy and security in the Hotel Industry

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## RESULTS AND DISCUSSION

The results of the study indicate that there is no all-to-one solution that guarantee GDPR compliance for hotels. The paper outlines GDPR changes and analyses the GDPR appliance to hospitality businesses.

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## IMPLICATIONS

The findings of the study indicate that the sceptic behind the GDPR is simple as GDPR applies to "controllers" and "processors" of personal data. Therefore, it is fundamental to understand what these roles are and ensure the security of data collected and processed.

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## KEYWORDS

Hotel, Information security, Data security, Data Privacy, General Data Protection Regulation (GDPR)

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# Digital transformation for resilient tourism: Evidence from the Greek hospitality industry

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## PURPOSE

This research aims at mapping the current adoption levels of digital initiatives by the Greek hospitality industry. The research relates the degree of digital implementation with hotels' ability to resist the Covid crisis and see the next day beyond that. Overall, the study is motivated by the need to investigate the value of digital implementation towards assuring sustainability and resilience to crisis in the hospitality sector.

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## RESEARCH METHODS

We distributed an online questionnaire to all members of the Hellenic Chamber of Hotels during September-November 2020. Approximately 5.800 hotels of all Greek regions were targeted, while 501 of them responded to the survey. The vast majority of respondents were SMEs (< 2 mil euros turnover; < 200 rooms). The survey addressed both seasonal and full-year hotels.

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## RESULTS AND DISCUSSION

The Greek hospitality industry is in its initial stages of deploying digital solutions. 60% of respondents have updated their website with Covid-19 specific information (e.g. cancellation policies, Covid precaution measures etc) whilst 50% of respondents have employed social media for interacting with their customers. It should be noted that only 8% and 15% of respondents have expressed their disinterest in adopting the aforementioned digital solutions. Only 30% of respondents have developed innovative mobile applications within the hotel premises (e.g. mobile check-in, tablet-based communication with personnel, QR-codes systems etc). A smaller fraction of respondents (close to 20%) have implemented more advanced digital solutions in the form of dynamic pricing systems and CRM systems. Interestingly, 30% of non-adopters have increased their intention to implement such innovations. The deployment degree of digital services is positively related with their ability to manage the challenges introduced by the COVID-19 pandemic. Organizations with higher deployment degree of digital solutions tend to be

more resilient to the business risk incurring from the pandemic (e.g. the risk of remaining closed or the risk of bankruptcy), whilst retaining more positive attitude towards their sustainability after such a crisis.

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## IMPLICATIONS

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Our research has important implications for firms in the hospitality industry but also for policy makers in the tourism sector. On the one hand, our findings raise the value of digital implementation as enabler of resilience for hospitality firms, since it is positively related with two firm abilities; their ability to cope with and resist an ongoing crisis and their ability to plan their steps for the next day after the pandemic is over. On the other hand, policy makers should respond to these sustainability issues. The challenge is to institutionalize education and training programs on digital skills and solutions, as well as to provide funding for development projects aiming at enabling and accelerating digital transformation of the hospitality industry.

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## KEYWORDS

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Digital transformation, hospitality, covid-19, survey

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## ROOM 7 OPERATIONS MANAGEMENT IN TOURISM, Session Chair: Anthia Bakalbassi

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# Developing a tourist transformation scale

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## PURPOSE

This study aims to develop a tourist transformation scale and to contribute to the ongoing conceptualisation of transformative tourism experiences (Mezirow, 1991; Kirillova et al, 2016), by examining and hypothesising transformative learning, existential transformation and behavioural changes as separate types of transformation. Building on Pung et al. (2020a, 2020b)'s research on tourist transformation, the objective of the present study is to test and empirically investigate specific processes and types of tourist transformation, on a larger sample.

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## RESEARCH METHODS

A newly created survey instrument was developed for this study to identify dimensions of tourist transformation based on existing literature. Past travellers who were interested in the topic were recruited through convenience and snowball sampling and were invited to fill a 55-item online survey asking questions related to their transformative tourism experience, trip characteristics, and socio-demographic variables. Exploratory factor analysis (EFA) of the survey responses from 515 participants was conducted to measure and identify types of transformation. The sample was mainly composed by females (70.9%), and by respondents aged 18-34 (40.3%) and 35-44 (28.4%). Transformative experiences were mostly experienced by individuals travelling solo (27.3%), with a romantic partner (26.2%) or with friends (25%). These trips lasted less than two weeks (39.8%) or between two weeks and one month (39.3%).

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## RESULTS AND DISCUSSION

The results identified nine factors, namely wellbeing, reflection, transformative learning outcomes, changing worldviews, existential transformation processes, behavioural changes, environmental sustainability awareness, cross-cultural understanding, and existential transformation outcomes. As such, the present study supports the hypothesised types of tourist transformation and several related



processes and outcomes. Transformative learning, existential transformation and behavioural changes are supported as main types of tourist transformation, along with additional processes and outcomes. Specifically, transformative learning generally consists of developing self-efficacy and overcoming obstacles and involves enhanced environmental awareness and cross-cultural understanding. Existential transformation represents another transformation type and is characterised by experiencing liminality, contemplation, bodily experience, disconnectedness, sense of community, and flow. As an outcome, existential transformation through tourism mainly led to empowerment and self-confidence. Changing worldviews was also identified as a major outcome of both existential and educational nature of transformative travel. Another separate transformative process is revealed to be the tourists' reflection, occurring both during and after the travel experience. The EFA results also support behavioural change as type of transformation through tourism. Finally, wellbeing outcomes involving positive functioning and life satisfaction constitute another transformative travel factor. By supporting specific components of transformative learning, existential transformation, and behavioural change as different types of tourist transformation, the results provide evidence of existing conceptualisations and extend these to the context of practical and subjective experiences of tourist transformation. As such, the theoretical contribution of the present study lies in expanding knowledge on both hypothesised and novel characteristics of transformative tourism experiences, and in being the first empirical and quantitative study to reveal the existence of different types of tourist transformation.

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## IMPLICATIONS

Empirical knowledge on the components that constitute transformative tourism experiences and that determine their outcomes can inform tourism experience design aiming to provide self-change. Specific behavioural changes could also be obtained through different experiences of transformation through tourism. Through the identification of tourist transformation types and their related characteristics, marketers are also provided with knowledge on the different experiential outcomes they can choose to focus on when shaping and promoting transformative experiences. For example, operators might provide tourists with the opportunity to immerse in the local culture and interact with visitors from different cultural backgrounds to especially promote cross-cultural awareness. Slow-paced activities in natural settings or spiritual retreats should be offered to encourage reflection. Future studies can employ the scale to investigate differences in experiencing transformation through tourism based on variables such as age, gender, or type of travel. As another suggestion for future research, enhanced environmental awareness as a result of tourism experiences could be further investigated, to explore how such changes can be enhanced to contribute to the development of sustainable practices by tourists.

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## KEYWORDS

transformative tourism; scale development; experience design

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# The intention to use Contactless Mobile Payment in the Vietnamese restaurant industry

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## PURPOSE

Contactless Mobile Payment (CMP) could be regarded as one of those technological innovations that shape the future of the service related industries. The role and importance of CMP has received much attention from researchers in recent years (Doric et al. 2018; Susskind and Curry 2018). Kasavana (2006) predicted that the future of CMP in restaurants is near, as it could benefit all parties in the payment process, as consumers gain more secure and expedient payment experiences; restaurant operators gain customer satisfaction and trust and; banks strengthen their relationships with cardholders. This study aims to develop a critical understanding of the CMP, as well as to explore the customers' intention to use CMP in the Vietnamese restaurant industry. In order to achieve this aim, the study has pursued the following objectives:

- Explore the existing literature on customers' acceptance towards CMP in the restaurant industry;
- Employ a quantitative research approach to identify factors affecting the intention to use CMP in the Vietnamese restaurant industry context;
- Apply sophisticated statistical techniques to explore the impacts and relationship between those factors;
- To critically discuss the findings and provide comprehensive recommendations.

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## RESEARCH METHODS

A quantitative research approach was employed for this study. Due to the COVID19 restrictions and the geographical spread of the sample an online survey was used to collect the data; Wilson (2010) suggests that, the online questionnaire is an effective tool to reach a wide range of particular participants for researches. The questionnaire in this study was divided in three sections: in the first section participants answer brief questions regarding the use of CMP in the restaurant industry; the second section covers different aspects of the consumer behavioural intentions toward CMP, such as, perceived usefulness (Bhattacharjee, 2001), ease of use (Davis et al., 1989), security (Parasuraman et al., 2005), compatibility (Plouffe et al., 2001), subjective norms (Venkatesh and Davis, 2000) and their intention to use the technology (Schierz et al., 2010); the third section collects basic demographic data (age, gender, occupation, income) regarding the participants' profile.

The study utilised the convenience sampling method, which is non-probability technique (Saunders et al. 2012), to achieve the research objectives. In total, 153 valid responses have been collected from Vietnamese consumers. The demographic characteristics of the participants varied in terms of age, gender, income and occupation. The data analysis was conducted with the use of SPSS and AMOS softwares respectively. A Confirmatory Factor Analysis (CFA) in conjunction with Structural Equation Modelling (SEM) was used to explore the consumer perceptions in regards to the use of CMP, in the Vietnamese restaurant industry. The study received approval from Bournemouth University research

ethics committee prior to the data collection stage, in order to ensure confidentiality and anonymity regarding the participants' responses.

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## RESULTS AND DISCUSSION

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The findings of this study are aligned with the existing CMP literature, and reveal that the Vietnamese customers' perception recently has been favourable towards the use of CMP in the restaurant sector, and no difference has been seen between various social groups in their intention to adopt the payment technology. In other words, Vietnamese customers generally accept the CMP application in restaurants.

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## IMPLICATIONS

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This study provides insights into how customer acceptance of contactless payment is shaped by different factors. The results demonstrate the significance of customers' perceived compatibility and their perception of usefulness on the intention to use CMP in the restaurants, while preserving indirect importance of other factors, namely perceived ease of use, subjective norms and perceived security. The managerial implications of this study highlight a number of benefits for both consumers and the business such as efficiency, speed, and improved customer service; on the other hand the potential of fraud poses a serious threat for both sides. This study contributes to the wider area of consumer behaviour in conjunction with the use of information technology in the service industries context.

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## KEYWORDS

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Consumer Behaviour; Contactless Mobile Payment; Restaurant Industry; Vietnam

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# Critical success factors of entertainment tourism in Macau

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## PURPOSE

Research on critical success factors (CSFs) is a popular research field in the tourism industry. The CSFs of each sector may also be different because each sector of the tourism industry is different in nature, operation and environment. However, previous research related to the CSFs mainly focuses on accommodation, events, ecotourism, catering, travel agencies, wine tourism, urban tourism, and business tourism. Research on the CSFs of entertainment tourism has been overlooked. In addition, entertainment tourism has attracted more and more attention from the industry and scholars, as well as Macau is a popular entertainment tourism destination in the world. Therefore, the objective of this study mainly includes the following points: (1) To summarize the previous studies on critical success factors of the tourism industry; (2) To investigate the critical success factors of entertainment tourism in Macau from supplier approach; (3) To provide suggestions for policymakers and practitioners to further develop entertainment tourism in Macau.

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## RESEARCH METHODS

To fulfil the objective of this study, this study applied a qualitative research method with semi-structure interviews. The purposive sampling and snowball sampling were both applied in this study to determine eligible interviewees. Eligible interviewees need to meet two criteria: (1) The interviewees should at least hold a managerial position; (2) The interviewees are from entertainment tourism industry in Macau. Sixteen managers of Macau's entertainment tourism industry were invited for interviews. The interviewees in this study included managers who worked in gambling operators, entertainment operators, spas, dance clubs and theatres. A semi-structured questionnaire with open-ended questions was adopted in this study to assist collect data. The questionnaire contained two sections. The first section gathered the demographic information of interviewees and the second section assessed the CSFs of entertainment tourism in Macau from the perspective of managers. The interviews were recorded, transcribed, translated and the corresponding data was putted into the NVIVO 12.0 for content analysis. Content analysis allowed the researchers to explore the texts without any influence or direction from any a priori theories or concepts. The researchers worked independently on the texts during the initial coding process, and then they worked collaboratively until the consistent results were achieved.

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## RESULTS AND DISCUSSION

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Eight critical success factors of entertainment tourism were identified from this study, including product, financial and economic support, service quality, planning and policy, facility and transportation, marketing, human resources and security. After analyzing the frequency counts of the eight CSFs, it can be found that the marketing factor was the most important factor affecting the development of entertainment tourism in Macau, followed by the facility and transportation factor, and then the product factor. The findings of this study are generally consistent with previous studies about CSFs. However, by comparing with the previous literature, there were seven new sub-factors in this study, namely, economic growth, standards, consistency, old town reconstruction, gambling regulation, visa regulation, and talent.

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## IMPLICATIONS

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This study provides theoretical contributions and practical implications. Although the CSFs have been discussed in previous studies, an extensive review of the literature shows that very few studies have examined the CSFs of entertainment tourism. Therefore, the CSFs of entertainment tourism identified in this study can add some new insights into the tourism literature, especially research related to the development of entertainment tourism. Practically, the results of this study provide the government and practitioners with enlightenment for sustainable development of entertainment tourism. For example, developing destination brand with Macau characteristics, promoting the service concept of tourist-friendly reception, reducing visa restrictions and application procedures, improving infrastructure, determining uniform industry standards, using virtual reality and augmented reality to promote an entertainment tourism. Similar to other studies, this research has its limitation that encourage additional exploration. Future research can determine the CSFs of entertainment tourism in other destinations, such as Las Vegas. Moreover, investigating the perspectives from other stakeholders, such as government, tourists and communities, also contributes to the development of entertainment tourism.

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## KEYWORDS

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Critical success factors, Entertainment tourism, Macau, Supply approach

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# The Effect of Covid-19 on Operating Costs: The Perspective of Hotel Managers in Antalya, Turkey

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## PURPOSE

The covid-19 outbreak brought international tourism to a standstill. Hotel managers are focused on recovering from the pandemic shock. Booking cancellations, new costs announced every day, and travel restrictions have been heavy costs to hotels around the world. This paper aims to determine whether coronavirus (COVID-19) causes cost increases in accommodation enterprises and, if any, what are these costs. In addition, operating budgets for 2020, occupancy rates, profitability, the decision to stay on and off, and expectations for next year were evaluated from an executive perspective. In this context, the cost of COVID-19 to accommodation enterprises is the main problem of the study.

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## RESEARCH METHODS

In the case study conducted using qualitative research method, multiple case-holistic design was utilized and data was obtained by semi-structured interview technique. The data was collected through socially distant face-to-face interviews, phone calls, and participant observations. As recommended by the World Health Organisation (WHO, 2019), the etiquette of social distance at least 2 meters apart, the use of face masks, avoidance of handshakes, hand washing and the use of hand sanitisers were strictly monitored in conducting face-to-face interviews. Face-to-face meetings allowed us to observe what was practically being done in the management of the COVID-19 crisis. The data obtained were analysed by frequency and content analysis. 4 and 5 star hotels in Antalya, Turkey's coastal tourism paradise, constitute the universe of research and the sample of 10 hotel managers located in Kemer region of Antalya.

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## RESULTS AND DISCUSSION

This study is one of a limited number of studies examining the possible effects of the COVID-19 outbreak on hotel costs and how hotel managers can respond to the outbreak. This study provides industry-leading theoretical and practical information about the costs and other factors that hotels may face during the pandemic period and in similar situations in the future. COVID-19 has increased the cleaning, health, technology, personnel, general management and room costs of hotels by about 200%. In some studies similar to this study, Strielkowski found that (2020) technology costs, Jiang and Wen, (2020) cleaning and hygiene costs, Dayour, (2020) room, staff and, management costs are the outstanding costs. As the staff made the open buffet presentation of the hotels, more staff were needed,

new arrangements were made in the staff areas to ensure hygienic conditions, the rooms were switched to the use of disposable materials and the enterprises were obliged to obtain a safe tourism certificate. Legal restrictions has also shorten the tourism season from 8 months to 4 months in hotel businesses. Occupancy rates of businesses remained between 45-60%. There was also a negative deviation of 60% in the budget targets of the enterprises. Hotel managers focused on capturing breakeven point, keeping staff out of work and maintaining the hotel's image, rather than achieving the expected profit. In this process, it is seen that accommodation enterprises were negatively affected financially and revenues decrease at the opposite rate while costs increase.

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## IMPLICATIONS

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The findings reveal that COVID-19 increases hotel cleaning, room, technology, management, and staff costs, while revenue decreases due to occupancy limitation (maximum 60%), increased costs, reservation cancellations. As so far, in the future, pandemics, natural disasters, economic crises, etc. crises are likely to negatively affect tourism. Safe Tourism Certification, COVID-19 vaccine studies, and vaccination are important steps that will change the course of the pandemic. Important tasks are assigned to the World Health Organization, government officials, tourism enterprises and tourists in the fight against the pandemic. Accomodation enterprises will be more prepared for the 2020 season compared to the 2021 season and will start with measures taken against COVID-19. In 2021 season, enterprises consider working with national agencies and accepting individual guests. In subsequent studies, the satisfaction of tourists who have been subjected to many measures and restrictions can be investigated. The impact on the costs of other tourism enterprises (such as food and beverage, travel, transport, entertainment, and recreation enterprises) can be examined besides accommodation enterprises.

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## KEYWORDS

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COVID-19, hotel, cost, Antalya.

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# The use of technologies during a tourist experience: Positive and negative aspects

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## PURPOSE

Given the fact that technology influences overall tourist quality perception (Prentice et al., 2020), the advice to managers to use both channels (human and technological) to maximize tourists' experiences (Bonaretti et al., 2020) as well as the relevance of technologies to tourists in the pandemic context (Oliveira et al., 2020), the main objective of this study was to deepen the knowledge about the tourists' perspective on positive and negative aspects related to tourist experiences which are dependent on technology. More specifically, the research question of the present work was: "how can an experience based on technology improve or worsen a tourist's stay?".

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## RESEARCH METHODS

To evaluate the research proposals of this study, the authors applied a questionnaire in March 2021. 174 responses were obtained by using the snowball technique. The sample prevalence is female (68%) and the age range between 20 and 24 years (52%). The selection of research questions was based on previous studies, namely, the work done by Bastidas-Manzano et al. (2021). Regarding the response options: in



the first question they were dichotomous (Yes or No); multiple choices on the second and third questions.

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## RESULTS AND DISCUSSION

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When asked “if you were assisted by a robot, do you believe that your tourist experience would be affected for the better?”, the majority of respondents (93%) indicated that the experience would not be better. Concerning the positive aspects of the experience (how can a technology-dependent experience improve the tourist's stay?) the decrease in waiting time was the most indicated (52%) followed by the option “all other options” (13%). The possibility of making the experience more interesting/differentiating and personalized was indicated, respectively, by only 10% and 7% of respondents. Regarding the question about the negative aspects (how can a technology-dependent experience make a tourist's stay worse?), the most suitable option was the one that contemplated all the options (58%), followed by loss of contact with people as well as empathy, and technical failures with 21%, 12%, and 9%, respectively.

The results of this study highlight that tourists do not perceive improvements in technology-dependent experiences. The improvements indicated are related to the process and not to the touristic product itself and the negative consequences with the lack of human interaction.

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## IMPLICATIONS

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These surveys are fundamental for the tourism business, given the general costs associated with the implementation of advanced technological innovations. In order to analyse non-traditional tourist satisfaction determinants, such as service quality from staff (Alrawadieh & Law, 2018), the present study highlighted opportunities based on the fact that tourists do not perceive yet improvements in technology-dependent experiences as well as on the role of human touch to hospitality service (Solnet et al., 2019). These opportunities have been intensified by the pandemic advance while services provided through technologies in some cases are considered faster, safer, and easier to access (Oliveira et al., 2020). Further studies can replicate what was presented here in more representative samples and analyse differences between age groups as well as gender.

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## KEYWORDS

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Experience; smart tourism; technology; tourist.

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# Technologies and sustainability in tourism: Is it a win-win relationship?

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## PURPOSE

Nowadays, technology and sustainability are important dimensions to European public policies (Tsaih & Hsu, 2018). In this context, the main objective of this study is to deepen the knowledge about the relationship between these subjects, according to the tourists' perspective, given the relevance of this perspective to destination management (Fyall and Garrod, 2020). More specifically, the research questions in this paper are: "is it possible for a destination to be more sustainable through the use of new technologies?"; "how can tourists benefit from using more sustainable technology?". These dimensions can be considered fundamental since technological advances are an efficient way to achieve sustainability (Ivars-Baidal et al., 2021) and outputs, in terms of benefits, are an important cooperation enabler (Morgan and Hunt, 1994). Thus, a greater tourists' awareness of - sustainable - technological benefits can improve the tourists' role in the technological changes in this sector.

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## RESEARCH METHODS

In order to understand the tourists' perspective on technology and sustainability relationship as well as their benefits when choosing technologies that contribute to sustainability, a questionnaire was conducted and applied in March 2021 using the technique called snowball through Google Forms/social networks. 174 responses were obtained. In this convenience sample, the prevalence is female (68%) and the age range between 20 and 24 years (52%).

The selection of research questions was based on previous studies, namely, the Bastidas-Manzano et al. (2021) study. Regarding the answer options presented in the first question the Likert scale was used (1 - impossible - to 5 - very possible) and open answers for the second question. In order to evaluate the relationship between "gender" and the results related to the first question, a chi-square test and Pearson

coefficient were carried out using Stata 15. The categorization of the open answers was performed using Nvivo 12.

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## RESULTS AND DISCUSSION

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Regarding the question “is it possible for a destination to be more sustainable through the use of new technologies?”, the average of responses was 4, which means that, based on the tourists’ perspective, the sustainability of a destination can be related to the adoption of new technologies. Pearson coefficient indicates that there is no association between this result and “gender”.

According to the question “how can tourists benefit from using more sustainable technology?”, there is a homogeneity in the answers, which mostly include themes about environmental awareness, such as the ecological footprint, the reuse of resources, and the preservation of green spaces.

Based on the results, it is possible to identify the presence of a win-win perspective when using technologies to promote sustainability. However, it is noteworthy that the benefits for tourists are related to the preservation of the context and not to the direct benefits for themselves.

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## IMPLICATIONS

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The fact that the benefits indicated by tourists are related to the preservation of the context and not directly for themselves, can be considered a relevant point for the elaboration of public policies since these policies should aim to harmonize the interests of society’s actors. In this sense, a greater tourist awareness of - sustainable - technological benefits for themselves can be considered an opportunity to policymakers, as well as entrepreneurs, in terms of tourist role improvement in the technological changes in this sector. Future studies can analyse this improvement level and verify variations in this profile associated with, for example, different cultural contexts.

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## KEYWORDS

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Sustainability; Technology; Tourist Perspective.

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# Current approaches of hospitality management. Case study: Le Palace Art Hotel & Ammon Express.

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## PURPOSE

The main objective of the following study is to present how the structural models of hospitality management and alternative type of tourism could be linked according to the empirical case study of Le Palace Art Hotel and the touristic company Ammon Express. The main aspiration is to reveal the developmental choices that an urban hotel could have in the contemporary environment of tourism. The research questions that are being answered are: a) how could a city hotel be developed by taking advantage of the current approaches? b) Could a hotel be differentiated and thus, competitive? c) What could probably be the alternative tourism's role in this concept? d) Why this case was turned out to be successful?

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## RESEARCH METHODS

The quality research methodology followed is included in the secondary research sector, since the information we gathered, already existed as a primordial research result that was concluded beforehand and therefore they are being used as data in this study. "Participant observation" is the main observation tool in accomplishing a quality approach. An important role is also played by the so called "case study". Regarding the quantity research, numerical data has been included, considering statistical customer figures.

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## RESULTS AND DISCUSSION

Describe here the key findings of the study, including experimental, correlational, or theoretical results. It should also provide a brief explanation and discussion of the results. The key findings of the study are composed from the following: cost reduction, profit increase, superior leverage of labor force, human resource rotation in corporations' groups in order to preserve the authenticity of the staff as well as strengthening its safety sentiment and the implementation of the "the right person in the right position", "the team works as one", "satisfied employees means satisfied customers" well-known mottos. According to the originality, all the above results stem from the personal work experience in the specific group of companies.

In the case of Greece, the main desideratum is the amendment of the competitiveness of the Greek tourism product. Hotels and tourism offices can collaborate in order to improve and evolve aiming in mutual and collateral benefits. That way a healthy and lucrative business can be born, with the ability to invest in new technologies, digitalize itself and manage to blossom in every field.

It is worth mentioning that, Total Quality Management (TQM) can be enforced by the hotel industry, in order to achieve positive performance and a competitive advantage. The adoption of modern structural models of hospitality management in the hotel industry can offer the chance of flexibility towards the corresponding customer and employees' necessities.

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## IMPLICATIONS

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Combining the alternative tourism with the contemporary approach in hospitality management, the positive assets that could occur would be multiply more in contrast to the single advantages and perspectives being offered everywhere today. There have already been attempts of connecting the above through European programs. One idea suggested is the affiliation between tourism associations or between hotels and tourism agencies, for the purpose of not only exploiting the alternative tourism, but also the modern organization facilities and perspectives in their entire activity spectrum. Moreover, the optimal and more efficient utilization of their staff, based on the complete procedures cycle, is likewise going to be possible that way. One can find it necessary and effective for the business administration to consider things "out of the box", while absorbing any alterations and adopting anything suiting the organization's profile, without hesitating to probe new innovative management structures and build something fresh, oriented to their needs.

The significance of these findings is demonstrated by the fact that the collaboration between hotels and other tourism enterprises contributes in positive outcomes in a wide variety of activities and procedures.

Suggestions for future research could be a simple comparison between structural models of different hotel chains' management as well as the analysis of international exemplary association models among hospitality entities.

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## KEYWORDS

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Hospitality management, current approaches & structural models, alternative forms of tourism, Ammon Express, Le Palace Art Hotel.

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## ROOM 8 SUSTAINABLE AND RESPONSIBLE TOURISM, Session Chair: Anna Kyriakaki

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# Delivering sustainable tourism with active mobility solutions: a comparative analysis of schemes, practices and policies

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## PURPOSE

Transportation has the highest growth of CO<sub>2</sub> emissions of any industrial sector and therefore a paradigm shift on mobility patterns needs to be achieved towards walking and cycling. The COVID-19 outbreak has further substantiated the urgent need of constructing an extended network of cycling and walking paths and introducing support measures within the cities and beyond.

This paper focuses on cycling and walking tourism as a means of transportation and not as a sports activity, arising from need to provide for tourists a safe, individual and environmental friendly transport mode.

The main goal of this research is to provide an overarching review of the main schemes and policies around Europe in terms of active mobility, starting from the European wide policies such as the Transport, Health and Environment Pan-European Programme (PEP) and moving into national schemes using as good practices certain countries who have demonstrated an advanced development of active mobility solutions.

The specific research questions to be addressed in this paper are:

- What are the main sustainable mobility challenges and principles that relate to the implementation of sustainable tourism?
- What are the current European policy framework, schemes and practices around active mobility in urban environments (and beyond)?
- What are the key policy directions on the adaptation of an active mobility framework in cities that can support sustainable tourism?

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## RESEARCH METHODS

Secondary data was used based on a detailed literature review on sustainable mobility issues that are connected with the implementation of sustainable tourism. The policy framework and available schemes were reviewed based on a number of European cities and countries used as case studies such as the UK, Netherlands, Finland. Five interviews were conducted with NGOs, transport authorities and policy makers to contribute to a better understanding of the policy trends.

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## RESULTS AND DISCUSSION

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The literature revealed that the main sustainable mobility challenges refer to inadequate infrastructure and limited information of the available active mobility options and schemes. Currently in Europe there is an increasing number of schemes available, guided and inspired, by the Transport, Health and Environment Pan-European Programme ( PEP) adopted nationally as National Transport Health and Environment Action Plans. Amongst the most popular schemes are the ones that provide intergrated and connected infrastructure and services , safety and security for cyclings and pedestrians and promotional campaigns. Pioneer cities such as Helsinki have institutionalised the importance of walking and cycling with the introduction of a hierarchical planning principle – prioritising pedestrians, then cyclists, public transport, freight transport and finally passenger cars.

The literature along with the interviews demonstrated that there are three main policy pillars that should be surrounding the successful implementation of active mobility schemes: Safe and secure infrastructure, convenience enhancement and raising awareness campaigns.

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## IMPLICATIONS

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Policy makers in Europe are directing their efforts towards a shift to an active mobility system by implementing measures to encourage people to replace car usage with walking and cycling for short distances. This paper constitutes a basis, for policy makers, tourism organisations, city planners and transport authorities, of key directions of where the investments and efforts should be driven to, given the rising need for cycling and walking as alternative means of locomotion. With improved policy based on well informed decisions, spillage of resources will be avoided by investing in measures that have high potential in achieving active mobility for sustainable tourism.

The research is mainly based on existing practices derived from the literature review so behavioural primary based research is suggested to take place to capture the needs and preferences of the tourists on certain touristic sites and cities. Future research could also focus on impact assessment of the specific schemes in terms of tourists satisfaction level and environmental impact.

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## KEYWORDS

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Sustainable tourism, active mobility, European policy framework

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## ACKNOWLEDGEMENTS

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The results presented in this paper have received funding from the European Regional Development Fund under the Interreg Europe programmes PGI06099 (project acronym: e-SMARTEC) and PGI05173 (project acronym: P4Trans).

# Sustainability and hotel competitiveness facing of Covid-19

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## PURPOSE

Sustainable destinations are competitive. Since the tourism system is highly interconnected, each of the industries in the tourism sector should be sustainable in order to be competitive. In the hotel industry context, and facing to Covid-19 the follow questions need to be answer; What is the capacity of sustainability to improve hotel competitiveness facing of the impacts of the pandemic caused by Covid-19? Will hotel companies that aim for sustainability have a competitive advantage over those that do not incorporate sustainability criteria into their practice?. The objective of this research is to know if sustainability has the ability to improve the competitiveness of the hotel industry in the face of the impacts of the pandemic caused by Covid-19.

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## RESEARCH METHODS

The methodology used was Delphi method, of consulting experts, hotel businessmen and academics, in total twelve experts answered the two rounds of consultations. With two iterations performed, consensus was found in most of the 55 variables consulted. Four scenarios were identified in relation to hotel growth and sustainability

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## RESULTS AND DISCUSSION

The results reveal the consensus of the experts in the high probability that sustainability has weight in hotel competitiveness. While, in the context of the pandemic, there is a probability that sustainability will have more weight in the future as an instrument of competitiveness; hotels implement sustainable actions to be more competitive; and that sustainability is the tool to successfully face the pandemic crisis. Other findings reveals that sustainability in regulated accommodation will be the differentiating factor and permanence in the market, compared to unregulated accommodation. Technological innovation and eco-innovation appear as a common denominator in sustainability, competitiveness and security in Covid-19 context.

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## IMPLICATIONS

The implications of this research for the design of policies or decision-making are important due to the fact that, in the face of the pandemic, subsequent economic crises, the problem of climate change, among others, hotel companies need support from sectional governments. regional and national for the financing and incorporation of sustainable actions. Now more than ever, good tourism governance and the synergy between tourism, health, safety, environmental, social and economic institutions are important for the formulation of new policies to support the tourism sector, as well as new regulations governing tourism. tourism activities and the hotel industry

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## KEYWORDS

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Competitiveness, Covid-19, hotel, sustainability

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# The new normal through the transition of rural tourism

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## PURPOSE

The tourism industry appears to face problems owing to the coronavirus pandemic, and the future remains ambiguous. Asper OECD (2020) forecasts that foreign tourism would decline by at least 80% in 2020. Tourism based destinations are especially suffering, with many coastal, provincial, and rural areas doing better than major, foreign cities. However, the continuous mutation and identification of various dangerous strains of the virus again catalyse the uncertainty. Many researchers (Prayag, 2020; Nair & Sinha, 202) suggest that domestic tourism has been a significant income source, offering economic gain and employment opportunities in specific destinations. During the pandemic/post-pandemic era, domestic tourism's success heavily depended upon the industry's reformation built upon sustainability and community participation. Rural tourism is one of the most successful ones for these categories to create a more advanced and interconnecting partnership between communities and, it encourages and promotes more sustainable travel (Petroman et al., 2019; Fatmawati et al. 2021). Many developing countries, especially agrarian economies, are developing various forms of rural tourism. Bio-parks and farm tourism is found to be an emerging trend.

To this end, this study explores Biopark farm tourism as a resilient strategy for post-pandemic travel. Biopark is a tourist attraction mixing zoo and botanic garden peculiarities, where species are conveyed in their usually resembling environments, here at the zoo/ botanic garden. Nowadays, the concept of Biopark is amalgamating farm tourism. The research questions of this study are as follows.

- What is the significance of bio parks in the context of COVID-19
- How the COVID-19 pandemic catalyses rural tourism setting in the context of Bioparks
- In which ways bio park tourism contributes the rural sustainability and domestic tourism

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## RESEARCH METHODS

This study follows the qualitative methodology to explore the functionality and potential of bio parks as a form of rural tourism in the context of COVID-19. Both primary and secondary data has been deployed. Three bio parks in Kerala, India, were selected based on popularity. Primary data was collected through interviews. Firstly, in-depth interviews (with park owners and employees). In-depth interviews will be conducted either through video conference or e-mail only due to the unprecedented situation of the COVID-19 pandemic. Secondly, 56 semi-structured interviews (with tourists) conducted in the premises of the selected Bio-parks. And finally, six e-mail interviews with excerpts (government official; tourism board members and so on). Secondary data was collected through document (newspaper articles, travel blogs and reports) analysis. Reflexive thematic analysis (Braun and Clarke, 2020) was used to analyse the data collected. Reflexive thematic analysis is a technique for examining qualitative evidence to address general or narrow research questions regarding people's experiences, beliefs and opinions, and perceptions of a given phenomenon.

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## RESULTS AND DISCUSSION

The initial findings identify the great potential of bio parks to regenerate rural tourism and become a significant domestic tourism attraction. Bio-parks are locating mainly in the less crowded village areas,

which could help the visitor's decision making to keep social distancing amid the pandemic era. Also, this study shows various initiatives under the bio-park theme rejuvenating and reforming the traditional concepts of farm tourism. The botanic gardens and flower gardens have been some of the most popular attractions for visitors. The structure and function of examined bio parks are following sustainability principles such as green energy, community participation, empowerment, waste management and creative participation. The visitors are motivated and indicate revisitation and recommend to family and friends. Amid the considerable potential of these forms of tourism, it is essential to address a good marketing strategy to enhance visitation.

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## IMPLICATIONS

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Bio-parks as a tourism attraction have enormous potential to reform the traditional pattern of rural tourism; however, there are very limited studies addressing this theme in tourism. This study has several managerial and policy implications. Due to the COVID-19 pandemic, many tourism/hospitality/recreation centres face colossal loss and recover this situation. This study recommends bio-parks as an investable area for managers to reform the new normal. This study suggests and positions bio-parks as an excellent strategy for the same. Bioparks can amalgamate various possibilities such as farm, zoom, parks, food tourism, manufacturing centres, cottages, and other rural tourism settings to a new concept, attracting all types of tourists. Since this is a preliminary study, future studies are recommended to involve the SWOT analysis, marketing and visit perception parts of bio parks.

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## KEYWORDS

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Bio parks, Rural Tourism, New Normal, Sustainability

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# Culture in, for, and as sustainability: Food tourism perspectives

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## PURPOSE

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This interdisciplinary research explored the relationships between cultural sustainability and food tourism by asking how tourism stakeholders understand these concepts, mobilize the interrelationships, and to what purpose. There were three specific research questions: How is local food culture used in tourism? How is tourism used to support the sustainability of local food culture and communities? How might food tourism be used to support cultural sustainability in the future?

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## RESEARCH METHODS

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A case study methodology was used with the primary research method being 60 semi-structured interviews conducted in 2018 and 2019 with tourism stakeholders in two Canadian wine regions: British Columbia's South Okanagan Valley and Nova Scotia's Annapolis Valley. Participants were selected based on their leadership roles in governmental or non-governmental tourism organizations. The interview questions were designed to have participants reflect upon existing strengths and positive potentials in an approach influenced by appreciative inquiry (Cooperrider & Whitney, 2005; Hammond, 2013; Ludema et al., 2009). Other sources included participant observation, academic literature, and industry sources such as strategic plans and association websites. Interview transcripts and key documents were coded to identify themes in an interactive process. Themes were then compared to Soini and Dessein's (2016) proposed cultural sustainability framework.

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## RESULTS AND DISCUSSION

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This discussion integrates case results because analysis revealed broad-level commonalities. Food culture as expressed through wine tourism, agritourism and other forms of food tourism was considered inherent to regional identity and sustainability in both regions, and cultural sustainability was understood in all three ways described by Soini and Dessein (2016): culture *in* sustainability when food tourism incentivizes the protection of the agricultural land, food skills, products, and quality standards; culture *for* sustainability when inclusive food tourism development processes support economic development and community viability; and, culture *as* sustainability when food tourism facilitates a fundamental and transformative paradigm shift towards a sustainable culture. Participants' vision of future food tourism was centred on using food tourism to meet objectives related to culture *as* sustainability and often focused on transformational food tourism experiences which could reconnect locals and visitors with food systems and each other. Some participants recognized that culturally sustainable food tourism development needs to consider who has the power to determine and enforce what constitutes culture for a place, and how that culture is used.

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## IMPLICATIONS

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This research operationalized Soini and Dessein's (2016) three-faceted conceptual approach to cultural sustainability within a tourism context from the perspective of food tourism stakeholders, a noted gap (Calza et al., 2018). The results bring a cultural dimension to work by other scholars examining the

challenges of social, economic, and environmental sustainability within food tourism contexts (De Jong & Varley, 2017; Everett, 2019; Everett & Slocum, 2013; Hall, 2008; Sims, 2009). Results contribute to the literature on food tourism's role in facilitating transformational cultural change for local and global sustainability (Johnson, Schnakenberg, & Perdue, 2016; Morgan, 2010; Reisinger, 2013, 2015) and can be used to shape food tourism policy and planning that considers tourism's purpose, products and processes in relation to the different facets of cultural sustainability. Participants' vision for food tourism that sustains food cultures and communities while facilitating transitions to more sustainable values and behaviours is well-aligned with current appeals to "builds back better for people and planet" (UNWTO, 2020). Future research should examine cultural sustainability in diverse contexts using a place-based approach (Marsden, 2013) which recognizes food tourism as a place-shaping practice (Horlings, et. al., 2020). Finally, continuing to apply a critical perspective attuned to power structures will be important to balance inspirational interpretations of food tourism's contribution to transformational cultural change for sustainability (Robinson, 2021).

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## KEYWORDS

cultural sustainability, transformational tourism, food tourism, agritourism, wine tourism

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# The Province of Bataan, Philippines as a Potential Food Hub Amidst the Pandemic: Basis for Food Chain Model

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## PURPOSE

The importance of developing a sustainable food chain system that will help the community development using the local food resources for tourism growth and uplift the lives of the farmers and fisherfolks in the Province of Bataan. Food hub development has become a focus of local food movement as an opportunity to offer scale-appropriate infrastructure to small and mid-sized farmers to determine the potential of the Province of Bataan to be a food hub center in Central Luzon, Philippines. The profile of the province was evaluated based on the elements of the general operations of the food hub, the profile of the respondents together with their perceptions on the products and operational activities of agri-fishery, food hub concept, operating format, and the supports provided by the local government of Bataan. The null hypothesis has been rejected, that there is no significant difference between the group of stakeholders and their perception on the food hub concept. The food chain model was created as a result of the findings of the study.

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## RESEARCH METHODS

Descriptive research was utilized wherein two sets of questionnaires were made. A mixed method was used in the study, the combination of quantitative and qualitative approaches in data collection. The total respondents were 792, composed of 384 producers and 408 consumers. The producers were farmers and fisherfolks from the province while the consumers involved were people who have the purchasing power. It covered the 11 municipalities and 1 city of the Province of Bataan. Face-to-face administration of survey was done to the producers while online survey was conducted to the consumers. An interview was conducted to the selected directors and department heads of the local government units, social distancing and safety protocols were observed. Extensive secondary research was performed to provide a detailed understanding of food hubs and the potential development of the Province of Bataan. Frequency, percentage, weighted mean, and standard deviation were utilized to determine the demographic profile of the respondents as well as the various perceptions of the stakeholders about the food hub concept. Mann-Whitney U-test was applied to indicate the significant difference in the stakeholders' perceptions on food hub.

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## RESULTS AND DISCUSSION

The Province of Bataan in terms of location, demography, resources, infrastructure, existing land use, and economic program/projects is feasible for the creation of food hub. Respondents revealed that most of the indicators were extremely important. The preferences of the stakeholders in terms of operating format was cooperative. The producers received 100% training as support from the local government. The result of Mann-Whitney U-test rejected the null hypothesis, data revealed that the perception of the



producers as to the importance of the given variables is higher than that of the consumers. A food chain model was created as a result of the findings of the study which can be adopted by the Province of Bataan and can be modified as the need arises.

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## IMPLICATIONS

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The local government of Bataan should take into consideration the budget intended for the development plan for food chain value to ensure the consumers of sustainable food which are locally grown. A working committee is highly advisable to conduct comprehensive study about the food distribution system thereby leading to the construction of the food hub in Barangay Dangcol, City of Balanga, Province of Bataan, Philippines. Giving priority and importance to the fresh produce of the province will boost tourist visits once the transportation infrastructure is completed and once pandemic is over. The food chain model can be adapted and modified by the province to best suit the need of the producers, the operations of the food hub, and the consumers. For future research, a feasibility study may be conducted focusing on food hub operations.

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## KEYWORDS

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Cooperative, Food Chain Model, Food Chain System, Food Hub, Pandemic

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# Carbon-neutral tourism in County Clare (Ireland) – A stakeholder perspective

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## PURPOSE

The global tourism industry is inextricably linked with climate change, and, faced with a 'climate emergency', there is an increasing emphasis on finding environmentally sustainable tourism models. One such model is 'carbon-neutral tourism' (CNT). The focus of this paper is to investigate the connection between tourism and climate change, to understand carbon-neutral tourism and to determine the attitudes of some key tourism providers in County Clare (Ireland). The aim of this paper will be to determine the attitudes towards carbon-neutral tourism by key tourism providers in County Clare. Five objectives have been identified, which should be met to fulfil this aim.

1. To investigate the tourism industry's relationship with climate change.
2. To determine an understanding of the concept of 'carbon-neutral' tourism.
3. To understand how carbon-neutral tourism can be created, and what its key components are.
4. To identify relevant key tourism providers in County Clare, and to find out whether any of these tourism providers are currently practicing elements of carbon-neutral tourism in County Clare.
5. To investigate attitudes within County Clare towards carbon-neutral tourism, from the generalised to the specific.

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## RESEARCH METHODS

The methodology sets out to explain, and justify, the research methods used in satisfying the aims of this paper. An outline of the research philosophy is given, and this is followed by a discussion about secondary and primary research methods. Detailed reasoning as to the choice of methods chosen by the authors are provided, along with an explanation of their usefulness in meeting the objectives of the paper. There is also a justification for the choice of research participants.

The concept of sustainable tourism is explored, leading to an understanding of the meaning of CNT and the various steps taken to create it. Following this, semi-structured interviews are conducted with selected tourism providers in County Clare. Using purposive sampling, a selection of tourism providers covering key elements of the tourism product were interviewed. These interviews were of a semi-structured format, allowing for some generic investigation, but also permitting an exploration of each provider's contribution to the tourism product.

Time and resource constraints for completing this thesis placed a limit on the number of respondents. Also, these constraints made it preferable to approach some people whose contact details the author

already had/could easily get. This method of selecting respondents has elements of ‘convenience sampling’ (Mason, 2014). Whilst an attempt was made to interview a balanced range of tourism providers, and significant key tourism management personnel, chosen using purposive sampling, some bias is possible when respondents are deliberately selected, as probability theory does not apply (Saunders, Lewis and Thornhill, 2016).

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## RESULTS AND DISCUSSION

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Only a few respondents currently measure their carbon emissions, partly due to a perceived unreliability of measurement tools. All respondents mitigate directly, and some also mitigate indirectly. Few respondents currently offset their emissions. Whilst tourism is a fragmented industry, there are signs of greater collaboration developing in County Clare, which will be essential if the county wishes to become a carbon-neutral destination.

There is little academic generic research about attitudes in Ireland towards CNT, though positive attitudes have been identified as important for CNT. In this paper these attitudes were researched through the medium of semi-structured interviews using open questions. All respondents had broadly positive feelings towards CNT, and were keen to be involved.

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## IMPLICATIONS

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This paper has demonstrated an enthusiasm amongst selected tourism providers in County Clare towards CNT, and a willingness to practice more elements of it. However, this paper has highlighted barriers to engaging in CNT, and a perceived lack of industry support that can also hinder tourism stakeholders willing to participate in CNT. This work has also identified gaps in available knowledge.

Tourism has been seen to be both a contributor to climate change, and, to a lesser extent, affected by the consequences of climate change. The perception amongst respondents is that County Clare is not very vulnerable to the effects of climate change, but greater consequences can be felt elsewhere., which corresponds with academic research. Having determined an accepted meaning of ‘carbon-neutral’, academic sources gave a broad consensus about the concept of CNT. Many research respondents had a limited understanding of CNT.

This paper has demonstrated a willingness amongst tourism providers in County Clare to participate in carbon-neutral tourism. However, certain barriers have been identified, and carbon-neutral tourism needs better understanding, promotion and support for it to be practiced more widely.

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## KEYWORDS

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Carbon neutral tourism; climate change; Ireland

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# Planning a Sustainable Tourism Destination Focusing on Tourists' Expectations, Perceptions and Experiences

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## PURPOSE

Many researchers demonstrate that tourists with “sustainable intelligence” may act as guides in the effort to (re)build a destination based on the principles of sustainability. In this context, this study aims a) to research the special characteristics, the expectations and the experiences of the tourists a destination attracts and b) to elaborate them during sustainable tourism planning to formulate managerial policies and strategies. It is expected that visitors' sustainable mindset influences not only their destination choice but also their evaluation on the tourism-based and complementary products and services that the area offers.

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## RESEARCH METHODS

The researchers identified the southwestern front of the Chania Regional Unit, Crete, Greece as the destination of their research. They conducted two surveys during the period August - October 2019. a) A primary quantitative research based on a structured questionnaire, containing 70 questions grouped in 8 sections to capture sociodemographic and travel characteristics of tourists at the survey area, their motivation and opinions about local resources, mass, alternative tourism and sustainability, as well as their intention to revisit or recommend the destination. The majority of questions were closed, measured on a 5-point Likert scale. Convenience sampling was chosen as the statistical method of drawing representative data, where the sample was selected from a portion of the population (international tourists) because of its easy access. 350 questionnaires were distributed in co-operation with local hotels and 191 responses collected. The data were analysed with SPSS26. Descriptive statistics were used to determine the sample profile and its main characteristics and cluster analysis was carried out to group similar observations (tourists expectations and motivations). b) A content analysis was conducted in the photo posts and evaluations posted at “Trip Advisor” by tourists having visited the survey area so as to understand the features of the destination image as it is perceived by the tourists. The main theme of the photo posts was categorized in accordance to tourists motivations.

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## RESULTS AND DISCUSSION

According to the research results all tourists who took place in the survey have chosen the area having a strong interest in sustainable and alternative tourism as well as an understanding of the negative impacts of mass tourism. The low performance of the study area in relation to environmental practices is treated with concern by the majority of tourists. Nevertheless, they identify the destination as an alternative one (in contrast to the commercial destination image) with essential improvement perspectives. Also, the greater number of the respondents declared a high degree of satisfaction and loyalty to the place. However, Cluster analysis highlighted three groups of tourists with special

characteristics: a) The eternal lovers, b) The devoted families and c) The adventurers. The content analysis as well as the quantitative research pointed out that the commercial image of the area continues to focus on the model "Sun - Sea - Sand", without sufficiently highlighting other local tourist resources. This study, via a multilevel approach, attempted to highlight the signification of the tourists' opinions, expectations and evaluations of a destination in which coexist the mass tourism and alternative forms of tourism.

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## IMPLICATIONS

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The study results combined with the analysis of the local tourist resources and the community involvement can be the basis for the enrichment and quality upgrade of the existing tourist product of the destination. The new multidisciplinary product can balance the alternative forms of nature and cultural tourism the area can offer with coastal tourism. The recommended tourism product, can be supported by a management model under the UN Sustainable Development Goals (SDGs) based on long-term planning. This planning approach is expected to enhance the competition of the destination so as to meet the modern tourist demands and lead the destination to sustainable development. In the context of this study, a strategic plan was formulated with pillars those of the tourist product, the sustainability and the destination's promotion and received feedback from the main stakeholders. As a further research step, this methodology can be applied to other destinations with similar characteristics and its results could be used for comparative evaluation. Also results could constitute the basis to measure changes in tourists behaviour and the impact of future local improvement initiatives.

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## KEYWORDS

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Sustainability, alternative tourism, destination planning, tourists' expectations, tourists' experiences

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# Unsustainable Tourism in Post Covid-19? No Way! The Future of Tourism Destinations Post-Pandemic

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## PURPOSE

A pandemic had led to drastic changes in travellers' actual (Shamshiripour et al., 2020) and planned (Li et al., 2020) travel behaviour. Many travellers consider the risk of travelling (Karl et al., 2021; Matiza, 2020), trying to avoid personal contact and crowd (Troko et al., 2011). Yet, an individual's desire to enjoy the "fun" of travelling is undiminished. Without exposure to the risk of personal contact, recreational activities have become the best to well being and healthiest choice during the pandemic (De Vos, 2020). Therefore, the tourism sector is suggested to moves beyond economics and repositioning itself to promote the well-being of travellers and residents (Agrusa et al., 2021). With regards, this study serves the purpose to examine the importance of sustainable destinations in accelerating post-pandemic tourism recovery. In more specific, this study will:

1. Investigate the determinants of the sustainable destinations which will serve as significant indicators for future sustainable destination
2. Review the Standard Operation Procedures (pandemic health measures) of different countries to determine the most important factors that will contribute to the perception of a safe sustainable destination
3. Examine the travellers' perceived risk on a sustainable destination to identify the potential failure point for sustainable tourism development

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## RESEARCH METHODS

A mixed-method approach will be employed to carry out this study. Reputable tourism journals published from 2003 to date will be systematically reviewed (Dangelico and Vocalelli, 2015). Content analysis will be conducted on the official websites of the Top 20 most visited countries in the world to examine their safety requirements and expectations. The research question of "what will be the future trend of tourism?" will eventually being answered. Subsequently, an online survey will be conducted to collect data on travellers' perceived risk towards a sustainable destination in post-pandemic. The population of the study comprises all international travellers in Malaysia who had ever travelled to and from the other country(ies). Meanwhile, a cross-sectional study will be adapted to include only those who travel for leisure and business purposes during the pandemic for a more specific outcome through cohort analysis (Setia, 2016). The outcome of the survey will answered the research question of "what stop travellers from travelling to a sustainable destination in post-pandemic". Partial Least Square -

Structural Equation Modelling through SmartPLS 3.2.8 will be used for the quantitative data analysis (Ringle et al., 2012).

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## RESULTS AND DISCUSSION

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The qualitative analysis will provide deep insight to help enhance destination competitiveness through the idea of sustainability. Objective one would underline the fundamental elements and standards of a sustainable destination. Whereby, objective two will draw baselines for a “safe” destination by examining the safety and pandemic prevention measures of the most visited destinations. Both findings will help the policymakers and practitioners to develop and maintain sustainable destinations through post-pandemic travel requirements that is being fulfilled. Apart from that, objective three will further disclose the risk perception of the sustainable destination based on the travellers’ perspective. Despite different aspects of the destination risk perception have been widely studied since decades ago (Fuchs and Reichel, 2006; Kapuscinski and Richard, 2016; Yung et al., 2021), the risk perception on sustainable destination remains unexplored. Thus, it will provide significant insight into the knowledge of sustainable tourism.

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## IMPLICATIONS

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By determining the fundamental of sustainable and safe destination, the current study will serve as a key driver to direct competitive destinations in post-pandemic. The understanding of the risk perception, on the other hand, will help to overcome travellers' anxiety, stress and fear of travelling. As a result, the overall findings will help a destination to strengthen its identity and boost individual confidence to travel again. Despite its potential growth in post-pandemic, the sustainability of sustainable tourism remains a question. Hence, it is recommended that the future study consider the longitudinal study to compare the trend of sustainable destination during the tourism industry recovery and recovered period.

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## KEYWORDS

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Sustainable Destinations, Standard Operating Procedure, Perceived Risk, Post Pandemic

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## ROOM 9 TOURISM AND HOSPITALITY EDUCATION, Session Chair: Vaia Papanikolaou

19 **Susina Jooste** and **Willy Engelbrecht**, Promoting employability of hospitality management students in COVID-19 in South Africa

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# Promoting employability of hospitality management students during COVID-19 in South Africa

Susina Jooste

Willy Engelbrecht

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## PURPOSE

Given the changes and challenges in the world of work caused by COVID-19, this paper investigated the amendments made by HEI to WIL modules during COVID-19, ensuring that students obtain the required industry experience during the COVID-19 lockdown regulations. The paper set out to determine the impact of COVID-19 on hospitality WIL placements and identifying new approaches for future hospitality WIL modules to ensure students gain relevant industry experiences through placements even during a pandemic.

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## RESEARCH METHODS

Mixed methodologies were applied to firstly obtain and confirm constructs and secondly to validate the constructs through semi-structured interviews. The mixed method approach allowed for triangulation and enriched the findings and offered an alternative form of validation. Method triangulation was applied by combining qualitative and quantitative data collection and data analysis techniques, and theoretical triangulation involved the interpretation of the data from an educational perspective of curriculum development, a vocational perspective of industry requirements, and a social-economic perspective of graduate employability. Two sets of data were obtained from semi-structured personal interviews with two groups of experts, i.e., higher education experts and industry professionals respectively from two provinces in South Africa, namely Gauteng and the Western Cape. This methodology was considered relevant because it enabled the researchers to elicit spontaneous responses that led to information rich and open-ended data.

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## RESULTS AND DISCUSSION

Emergency amendments that were made by HEI's to the WIL approaches during COVID-19 included a reduction in time spent in the onsite hospitality workplace, changes in the scheduling of academic calendars, the introduction of mentorship programmes, a move towards blended and IT supported learning, the transformation from onsite hands-on learning to case-based and project-based learning, and the writing of reflective reports. These amendments were made to ensure that students obtain the relevant and required contextualized hospitality industry learning experiences. Respondents agreed that students who were enrolled in more academic or management-related undergraduate programmes, will not have been affected as much as students who were enrolled in the more vocationally orientated certificate or culinary programmes.

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## IMPLICATIONS

This study affirms the importance and relevance of industry specific WIL experience. The completion of WIL modules enables students to obtain multi-dimensional skills that provide a broad understanding of the specific hospitality sector and promote employability when students gain understanding in the importance of flexibility and adaptability required in the dynamic hospitality industry. Research participants agree that the COVID-19 pandemic and subsequent emergency amendments made to WIL practices, forced them to rethink the effectiveness of existing practices. Most of the amendments made

will be incorporated in the planning, scheduling, and layout of future WIL modules in various programmes. The turbulence in a Covid-19 hospitality industry requires students to have relevant skills, knowledge, service attitude and the ability to adapt in a changing work environment. Since the unemployment rates in South Africa were extremely high before COVID-19, and was further negatively affected by COVID-19, the development of long-term employability traits through relevant and appropriate WIL approaches is increasingly seen as an indicator of successful teaching and learning in higher education hospitality management programmes

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## KEYWORDS

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Work-integrated learning; hospitality, higher education, employability, COVID-19

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# Tourism & hospitality students' attitude towards the use of robots in service organizations: A qualitative study in India

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## PURPOSE

The application of robotics is evolving rapidly, and several service industries have implemented or are planning to implement robots to provide smarter, automated, and memorable customer experience. Therefore, the study attempts to determine the attitudes of hospitality and tourism students towards the potential implementation of robots in service organizations. The researcher determined the research question for the study as, “what do tourism & hospitality students in India think about the introduction of robots in services organizations?”

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## METHODS

Three Indian higher educational institutions were selected where tourism & hospitality-related programs were being offered. Using purposive sampling, 80 respondents were identified and interviewed. The previous works of Kuo et al. (2017), Bowen & Morosan (2018), Tung & Au (2018), Li et al. (2019), Ivanov et al. (2020), Ivkov et al. (2020), and Vatan & Dogan (2021) helped in designing the questions for the interview. Online interviews were conducted over a period of eight weeks (between September-November 2020). Employing Braun and Clarke (2006) methodology, themes, sub-themes, and quotes were analyzed to accomplish the research objectives.

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## RESULTS & DISCUSSION

The results revealed that a majority of respondents have shown their positive attitude towards robots. Reduction of human efforts, guests' excitement to get services from robots and increased operational efficiency were the major sub-themes. However, they highlighted the negative aspects such as issues related to operating robots, the emotionless nature of robots, and resistance by elder guests. Respondents also stated the possible advantages and disadvantages of robot adoption. Robots as a source of competitive advantage, responsive & prompt services, 24×7 services, and contactless delivery were major advantages. Lack of human touch in services, high operating cost, employee resistance, and technological malfunctions were the top possible disadvantages of robot adoption. Respondents indicated that robots could perform several functions in hospitality organizations such as welcoming guests, check-in & check-out, luggage carrying, information provider, and housekeeping services. Regarding the appearance, 90% of respondents prefer humanoid robots. They mentioned that machine-like and zoomorphic robots should not be used in service organizations. Surprisingly, none of them has any specific course related to robotics and artificial intelligence in their academic programs. Few of them either have earned certificates from MOOC platforms or attended workshops to understand the fundamental of artificial intelligence or robotics.



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## IMPLICATIONS

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This paper explored the attitude of tourism & hospitality students' towards the application of robots in service organizations in the Indian context. Robots have the potential to replace human efforts and perform tasks more effectively and accurately. In the post COVID, where every organization aims at reducing cost, delivering unique customer experiences, and offering a safe physical environment, the application of robots could provide smarter and efficient processes. As the implementation of robots in the Indian tourism & hospitality sector is still in a nascent stage, employing robots would help organizations to attract more guests and gain a competitive advantage. However, organizations must make provisions to overcome challenges associated with robot adoption such as resistance from employees and customers, technological glitches, high operating cost, and robot-friendly organizational design. In this high human-touch industry, human-like robots would be the best choice in order to humanize services. The study strongly recommends the inclusion of courses such as artificial intelligence, robotics, machine learning, the internet of things, and blockchain in the academic curriculum of tourism & hospitality programs. Without sufficient technological knowledge, it would be practically tough for budding professionals to meet the expectations of the industry.

Since academic research on the use of robots in the tourism & hospitality industry of developing countries is limited, and there is no study dedicated to the topic in the Indian context, it is expected that this study makes an essential contribution to the literature by filling this gap. Future studies must be conducted from different perspectives such as customers' trust in robots, the preparedness of employees to acceptance of robots, human-robot interaction, robot's contribution to memorable guest experiences, the appearance of robots, and organizational challenges in adopting service robots.

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## KEYWORDS

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Robots, Tourism & Hospitality organizations, Tourism & Hospitality Students, India.

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# The incorporation of active learning strategies within travel and tourism education – An Irish case study

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## PURPOSE

Støckert, Bergsland, Fasciani, and Jensenius (2020; 612) suggest that higher education is facing disruptive changes in many fields most recently due external issues such as enforced remote and/or online teaching, COVID 19, BREXIT and the global economic recession. Students want to have the option of learning anywhere, anytime and in any format. As a consequence, many higher education institutes are investigating new ways of collaboration and sharing resources to cater to the demands of students, industry and society (Støckert et al., 2020; 612). The literature on engagement reinforces its importance in online teaching and learning, although Bowen (2005) suggests that there is a lack of consensus about what engagement means in practice. Much of the literature relates to online engagement incorporates the three key areas of behavioral, emotional, and cognitive engagement (Fredericks, Blumenfeld, and Paris, 2004; Reeve and Tseng, 2011) as they affect students' attitudes and motivations. Deslauriers, McCarty, Miller, Callaghan and Kestina (2019; 19256) maintain that students learn more when they are actively engaged in the classroom than they do in a passive lecture environment. As the success of active learning crucially depends on student motivation and engagement, it is of paramount importance that students appreciate, early in the semester, the benefits of struggling with the material during active learning (Deslauriers et al., 2019; 19256). Student assessment is a key way in which active learning can be reinforced. The formal lecture does have its place and that for active learning to be effective it needs to be based on clearly defined aims and objectives. Therefore, the aim of this paper is to investigate the incorporation of active learning strategies within travel and tourism education within the Irish context.

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## RESEARCH METHODS

Over the past several decades, multiple forms of active learning have been proposed in order to increase student engagement and deepen their understanding (Robertson, 2018). Ryan (2020; 5) states that Limerick Institute of Technology (LIT) is working strategically towards the development of a coherent Continuous Professional Development (CPD) pathway in teaching, learning and assessment. The provision of accredited and non-accredited CPD programmes at LIT has a strong focus on competency in Active Learning, Assessment, Student Engagement and Digital Capacity. Secondary research highlighted gaps in existing research, and through this, the author investigated the incorporation of active learning strategies within travel and tourism education using an Irish case study.

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## RESULTS AND DISCUSSION

Active learning means students learn by doing something. It can help students become lifelong students; however, it's not easy to implement (Wolfe, 2008). Jieyu Shi, Zhang and Cai (2020; 14) argue that theoretically, the research responds to the need for adopting active learning to hospitality and tourism education and enriches the literature with empirical evidence (Kim and Jeong, 2018). Research informs not only teaching but also the industry; teaching cannot ignore research in preparing students for practice (O'Connor and Baum, 2008; 20). Tourism is an applied subject field and the tourism-related studies should combine knowledge with practical exercises. Practical learning bridges the gap between

academics and industry within which students learn how to act proficiently. A variety of teaching and learning methods are employed by staff in order to facilitate the process of active learning in a classroom environment. These include written projects, case study analysis, multimedia aids, student presentations, group work and student led seminars/events. This is very applicable in the Irish national tourism and hospitality field Irish higher education institutions can demonstrate research activity by researching up-to-date and useful topics emanating from discussion between industry and academia.

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## IMPLICATIONS

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Travel and tourism academic staff within LIT continually endeavour to apply creative and varied active learning techniques to maximise learning opportunities such as guest lectures and field trips (both at home and abroad) which play an integral part of the module delivery for the travel and tourism programme in order for the students to experience at first-hand the visitor experience within travel and tourism businesses. Several modules offered on this programme incorporate elements that are active by their nature and involve student-led activities, such as role-plays, food and beverage service, experiential activities, multimedia assessments, indoor and outdoor activities, industry guest speakers, and participation at site visits. One example of this is the Travel Operations and Geography module, trip related activities include pre-planning, designing an itinerary, deciding the sites to visit, arranging same, the visit itself, and post-visit analysis as it is very important for the students to get the practical skills before getting into the industry (Pawgi, 2017). If there's one industry that's been hit hard by the COVID-19 pandemic, it's the travel, tourism and hospitality industries. According to some predictions, the road to recovery could last until 2024. However, some industry experts are more positive. Rather, they see the crisis as a rare opportunity to make improvements and transform the industry (ESEI, 2021), maybe this is our time to shine!

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## KEYWORDS

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Active learning, Higher Education, Tourism, Ireland.

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# eCOVID-19: A digital teaching transformation outbreak in higher hospitality education.

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## PURPOSE

The purpose of this research inquiry was to examine the impact of the digital teaching transformation outbreak in higher hospitality education as it suddenly occurred due to COVID-19 during Spring 2020. Two research questions were formed: (a) how the dynamics or synergies formed by the enforced transition from traditional to online teaching and learning have affected the quality of the teaching and learning process in hospitality higher education institutions (HHEI); and (b) what the impact on teaching and learning in the post COVID-19 period has been.

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## RESEARCH METHODS

A descriptive qualitative case-study research design was used to explore the experiences of teaching staff and how they dealt with the enforced transition to online teaching. The recruitment of and accessibility to participants was achieved through the snowball sampling process. The eCOVID-19 digital pandemic outbreak created an absolute urgency among CHEI stakeholders (CYQAA, 2020; paideia-news, 2020; Press and Information Office, 2020). This situational urgency motivated teaching staff to participate in the study due to school closures and the availability of digital tools that eased researcher and participants' interactions. Thus, the researcher in many cases was introduced to snowball clusters (Griffith et al., 2016; Noy, 2008). After the introduction of the researcher to one participant's colleague, an open invitation email/letter was sent in order to describe and specify the nature, the goal and the objectives of the study. The criterion sampling strategy was based on faculty members' digital literacies, prior online teaching and teaching expertise in HHEI-related hospitality management programs. In total, 32 participants from 11 HHEIs teaching hospitality-related majors were electronically interviewed. The research instrument was adapted from the six thematic areas of DigCompEdu, using the study's research questions. The data saturation point was determined by the sample size of the study. The research instrument was developed according to the six thematic areas of DigCompEdu. The DigCompEdu digital literacy framework has been used to stimulate research because of its strict and clear focus on educator-specific digital competencies. In order to secure the reliability and the validity of the research instrument, the open-ended questions were piloted to 10 digital literacy teaching experts. All in-depth interviews took place online. The transcription and coding of the collected data was performed using NVivo 10.

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## RESULTS AND DISCUSSION

The current research inquiry extends the literature in enhancing an understanding of how the digital teaching transformation outbreak in higher hospitality education has impacted teaching and learning during COVID-19. The first research question identified the following emerging themes: a) Externalization of tacit aspects of digital knowledge, b) Collective and intelligent actions in sharing knowledge and practicing digital competencies, c) Stimulation of organizational learning, and d) Empathy and high levels of emotional labor. The tacit aspect of knowing was a strong theme that emerged from the analysis of the findings as twenty-three ( $n = 23$ ) participants underlined its positive impact and synergies during the enforced digital transition. Participants noted the importance of tacit

knowing, emerging from their professional experiences and competencies with their industry employers that complement their professional cognition. Throughout the interviews, participants were critical of the individual contribution of each educator in assisting peers with the emerging difficulties or problems to the digital transition (n = 27). Participants dismissed organizational unpreparedness and lack of digital infrastructure and tools in the pre-COVID-19 period by referring to their personal and professional attributes (n = 24). In fact, organizational unpreparedness stimulated an interpersonal approach that activated and energized individual personality virtues to minimize the possibility of a failure (American Library Association, 2016; Kukulska-Hume, 2012). Most participants assimilated the exchanged personal tacit knowledge into their online actions and practices and utilized it as a learning vehicle in improving related personal cognitive and digital literacies. This was evident in their good quality choices and responsiveness to the quick learning of the digital tool used in their CHEI (n = 12). Interview findings reveal as well that major characteristics of the learning organization contributed to educators' professional capacity to maximize the tool's effectiveness and functionality without any problems during online teaching (n = 22). Findings suggest that individual and professional attributes and virtues such as interpersonal reliability, individual responsiveness and empathy (n = 28) were critical personal drivers in anticipating the consequences from the enforced digital transition of CHEIs due to COVID-19. Therefore, the closer to syllabus completion and final exams, the more stressful it became to keep an effective learning process, fulfilling simultaneously the designated quality assurance requirements (n = 17).

The second research question revealed the following themes: a) Changing nature of teaching and learning methodologies and approaches, b) Student centered and interactive pedagogical approaches, c) Digital-based knowledge management ecosystem approach in education. Most participants (full-time or part-time educators; n = 28) pinpointed their high concerns about the changing nature of the job's requirement in the hospitality industry and its potential need to reflect and influence modern and technology-oriented teaching and learning methodologies in HEIs. The aim is to prepare digitally competent and literate graduates to fulfill the needs of the labor market. Similarly to the themes of changing teaching and learning methodologies, the majority of participants affirmed the unintentional enhancement and contribution of alternative teaching and pedagogical methodologies during the COVID-19 pandemic (n = 27). Participants designated alternative teaching and pedagogical methodologies as individual and group project and work-based, learning outcome-oriented, and strong digital-driven techniques in engaging students for more independent study and self-regulated mode of learning. It appears that social distancing created momentum in communication synergies as students had more time to be actively engaged in personalized academic work and at the same time to be well prepared and collaborate with others in fulfilling the requirements of the assigned work (n = 22). A strong emerging theme concerning the post-COVID-19 era is the systemic responsibility of CHEIs to further concentrate their hospitality program design and implementation on digital skills and learning environments, to sustain innovation via technological infusions in their teaching (n = 18; Redecker, 2017). Participants (n = 22) acknowledged that, from a student perspective, digital teaching assisted in gaining a clearer understanding and more focus on the interrelation and connection between the courses.

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## IMPLICATIONS

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This study qualitatively examined educators' enforced transition and experience from traditional to online teaching during the COVID-19 pandemic. The study is significant to hospitality higher education providers, educators and the local professional community. The study via the lenses of eCOVID-19 underlines the emerging transformation of teaching and learning pedagogical approaches due to the dominating digital realities and technologies. The digital transformation in teaching and learning of hospitality related specializations is a momentum and not a trend. The eCOVID-19 crisis alters the necessity to incorporate digital technologies in program design and implementation to improve students' preparedness and readiness to deal with workplace digital requirements and challenges. Thus, hospitality higher education stakeholders could create digital communication spaces to externalize program learning outcomes and infuse them with the labor market expectations. As a result, stakeholders'



collaboration could be strengthened, thus, an active local professional network could advance students' employability prospects. However, the study was limited to HEIs providing accredited hospitality-related programs of study. Hence, the educators' experiences were investigated only concerning personal or interpersonal approaches used to successfully respond to the digital teaching transition. Further research could expand on the quality assurance dimension and requirement to explore and discover possible gaps or weaknesses that affect a program's quality and accreditation standards. Therefore, further research would be more useful to confirm whether or not the personal and interpersonal responsiveness led to the achievement of the learning outcomes of a program.

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## KEYWORDS

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Hospitality education, digital transition in teaching and learning, COVID-19, program design, digital literacies, teaching.

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# Tourist entrepreneurs' experiences of co-operation with university students for Sustainable Destination Development

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## PURPOSE

Purpose of this study was to describe tourist entrepreneurs' experiences of co-operation with university students solving their practical challenges for Sustainable development

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## RESEARCH METHODS

A qualitative approach was used in this study. Seventeen destination entrepreneurs, on the island of Gotland, Sweden, responded to an online survey. The survey guide contained questions about entrepreneurs' background, art of business, the challenge offered to the students; experiences over the co-operation with the students and solutions over the challenges presented by the students. In addition, questionnaire included questions on how entrepreneurs experienced the suggestions and how they were planning the implementation of them. Also questions over the sustainability issues within the solutions were brought up in questionnaire. Analyse over these responses were done by using the theoretical concepts such as design theory, change management, learning, problem solving etc.

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## RESULTS AND DISCUSSION

The major implication of the study is that destination entrepreneurs are positive in using university students in organizational change and entrepreneurs' and practical challenges. Also, the students fill the gap for needs of theoretical knowledge of the challenges. The study makes also a contribution to the knowledge of change management towards sustainable solutions by exploring how educational course can bridge the gap between theoretical and practical aspects of sustainability. Exchange of knowledge, not least in matters of sustainability, is of great importance to both parties and promotes learning.

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## IMPLICATIONS

The results show the importance of the collaboration between the universities and the surrounding society. Further research is needed to able to show how this collaboration could be developed even more. Collaboration with different disciplines around student work at the universities would also be something to be expanded and developed further. Increased interdisciplinarity seems to be developing and is also developing the tourist destination.

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## KEYWORDS

co-operation, design theory, destination development, organizational change, sustainability

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# Development of Smart Hotels in the Coronavirus (COVID-19) Pandemic Process

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## PURPOSE

The purpose of this research is to discuss the importance of smart hotels against the social / physical distance caused by COVID-19 in a theoretical framework. In the research, answers are sought for the questions whether smart hotels are against social / physical distance and whether they will accelerate the development of pandemic smart hotels.

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## RESEARCH METHODS

In the research, the concept of COVID-19 and smart hotels was investigated through secondary data, and the interaction between the two concepts was tried to be examined in line with the purpose of the research. Secondary data were obtained from scientific books, articles, papers and theses. According to these data, the COVID-19 pandemic process and the concept of smart hotels are explained in detail. The advantages of smart hotels against the concept of social / physical distance that emerged with COVID-19 have been analyzed under a separate heading in the light of the information given on two concepts.

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## RESULTS AND DISCUSSION

The effects of COVID-19 on tourism have been much more effective than the epidemics that have survived due to its high contagiousness (Li et al., 2020: 1205; Wang et al., 2020: 1068). Due to the fast and easy spread of the virus, the people of many countries in the world have been obliged to keep social / physical distance between each other (Kiper et al., 2020). As a result, people's use of common areas such as restaurants, hotels and meeting rooms in tourism has been restricted (Saraç, 2020). For this purpose, it has become necessary to establish a contactless environment by making use of technology in tourism activities. The acceptance of tourism activities as social activities has delayed the entrance of technology to hotels until this time. However, the continuing pandemic process makes it essential for tourism facilities to benefit from technology (BW Bureau, 2020). One of the most important areas of technology in hospitality businesses is smart hotels. Smart hotels have become the most appropriate approach to maintaining social distance and increasing security. Smart hotels have contactless check-in, check-out and payment facilities (Leung, 2019). In addition, small services such as bottled water and towels in room service can be performed by robots designed in smart hotels (Solomon, 2014). Robots can easily meet the guest's needs such as toothbrushes and extra towels in housekeeping (Lin, 2017). It

can also help carry luggage to rooms (Williams, 2018). In line with the data obtained from the research, there are social / physical distance rules that must be followed during the COVID-19 pandemic process, and this situation causes a significant negative impact on hotels, which require social interaction, and thus tourism activities. Technological developments in today's globalizing structure have reached a sufficient level to provide a maximum level of contactless environment in hotels. In this research, it is concluded that the features of smart hotels can provide a contactless hotel environment.

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## IMPLICATIONS

According to the research findings; smart hotels are seen as an important solution against the social / physical distance rules that emerged during the COVID-19 pandemic process and threaten the sustainability of hotel businesses. The development of smart hotels has been postponed until this time, as hotel guests want to see a person in front of them. However, the development of smart hotels is essential for tourism activities to continue. This situation certainly triggers the development of smart hotels. Although vaccination activities of COVID-19 continue today, it is stated that a non-contact life should be maintained for a while. Accordingly, it is thought that benchmarking in management will bring smart applications of hotel owners and managers to their hotels. In the applied field, it is considered that supply determiners should deploy their policies at the point of development of smart hotels. It is recommended that researchers who want to work on this subject should conduct statistical research to determine whether smart hotels have increased during the pandemic process.

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## KEYWORDS

COVID-19, Smart Tourism, Smart Hotel.

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# The after COVID-19 tourism day for Thessaloniki, Greece

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## PURPOSE

Having as an ultimate goal to build the day after COVID-19 for Thessaloniki tourism, the current work makes a first local-level comparison of the pre-pandemic and mid-2020 situation in the second largest Greek city. At the same time, authors dive into the latest tourism recovery guidelines (i.e. ETC, UNWTO, EU guidelines) in order to identify transferable solutions for the Greek case, respecting the recent Strategic Plan for Thessaloniki Tourism (Thessaloniki Tourism Organization in cooperation with International Hellenic University/Tourlab) and incorporating the urgent resilience and safety dimensions.

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## RESEARCH METHODS

A three-step procedure is followed; i) understanding the city tourism background – reviewing strategic documents and policy papers for Thessaloniki ii) taking into account the latest developments in tourism during 2020 – reviewing latest papers, guidelines and recovery proposals at international level and iii) further exploiting the results of a dedicated tourism survey at the heart of COVID-19 pandemic. The city of Thessaloniki, although not being within the top Greek tourist destinations, the last years has shown a noticeable dynamic. The pre-COVID-19 situation data and plans formulated the basis of the current work; it supported understanding of where Thessaloniki was and where the city could go with basic interventions. Following, preliminary understanding of the effects of the pandemic was attempted (tourism data) along with a critical review of recent recovery guidelines. Further to the published 2020 tourism data for Greece, a dedicated local survey, part of SUSTOURISMO Interreg ADRION project, was organized. The survey was conducted with face-to-face interviews with CAPI (Computer Assisted Personal Interviewing) taking all necessary safety measures, at main city's entrance/exit points (airport, railway station, Interurban Bus Central Station, cross-border Station between Greece and Bulgaria and main city points of interest). The sample of the survey was 300 tourists, a number imposed by time and circumstances restrictions (15 days, face-to-face on the spot surveys, limited demand). The survey was designed to acquire a sample of tourists with specific characteristics related to nationality and transport modes used to visit Thessaloniki; equal sample among domestic tourists - visitors from Balkan countries and from other EU countries (33%) and a spread over the main transport modes for reaching the city (airplane, car, train, bus etc). The questions regarded general characteristics, needs and satisfaction of



travellers, with a greater focus on mobility services and integration of services since the focus of the project is the provision of integrated tourism-mobility services. A descriptive analysis of the data collected revealed needs and satisfaction.

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## RESULTS AND DISCUSSION

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Undoubtedly COVID-19 pandemic transformed 2020 in one of the worst tourism years. Tourist arrivals in Thessaloniki city have fallen sharply (over 80%) while the profile of 2020 visitors differed significantly; domestic tourists and tourists visiting and staying in friends' homes consisted the main part of travellers. Given the current estimations for the tourist sector for the next couple of years, it is not anticipated that return to normality will occur before 2023. The unveiling of the impact of the pandemic in Thessaloniki tourism is further supported by the results of the dedicated survey. The interpretation of the survey results keeping in mind the outputs of the first two examination steps shed light on prospects of a future rebound; domestic tourism support, international 'friends' better serving, integration of tourism&mobility services, common branding of Region's destinations - marketing of a 'line of experiences' for mutually supporting Thessaloniki and the rest region's areas, investment in locals' and tourists' involvement in co-design of services and digitalization can be the way to tourism restart and resilience.

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## IMPLICATIONS

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Updated policy priorities seem necessary in order to get into a recovery path – the backbone of the current strategic orientation of Thessaloniki supporting participatory and inclusive planning, sustainable tourism, digitalization and innovation should be further strengthened with the above findings. It is supported, that a wider survey (dedicated questions regarding the latest concerns and needs & increased sample) the period after the first phase of vaccination should take place in order to re-prioritize interventions.

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## KEYWORDS

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Tourism and mobility, tourists survey, digitalization, domestic tourism, integrated services

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# Economic and Environmental Impacts of Tourism on residents' Quality of Life: Evidence from coastal communities of Eastern Province

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## PURPOSE

Once a community becomes a destination the lives of residents are deeply affected by tourism. Therefore, the quality of life (QOL) of residents in a community should be the key concern for the community leaders. If the development of tourism results in a lower standard of living, residents may be unwilling to support tourism in their community. Therefore, government planners and community promoters should take residents' perspective into account when developing and marketing recreation, travel and tourism programs. In doing so, it is proposed that tourism industry professionals can improve residents' satisfaction and increase their QOL in the community. Accordingly, the study proposed three major hypotheses: (1) residents' perception of tourism impacts affects their QOL in the community, (2) residents' satisfaction with particular life domains is affected by the perception of particular tourism impact dimensions, and (3) residents' satisfaction with particular life domains affects residents' overall quality of life satisfaction. Therefore, the purpose of this study is to investigate the direct relationships among Economic and Environmental impact of tourism, particular life domains and QOL of the residents.

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## RESEARCH METHODS

This study was designed to use a quantitative approach. The population of the study consisted of residents in Nilaveli, Passikudha and Arugambay in the Eastern Province of Sri Lanka. Three hundred respondents were selected using convenience sampling technique. Data was collected by using a questionnaire. The examination of causal relationships among variables was done with Structural Equation Modeling-Partial Least Squares (SEM-PLS). Moreover, the demographic factors were analyzed by using SPSS software.

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## RESULTS AND DISCUSSION

The results of this study revealed that there is a positive relationship between the perception of the benefits of the economic impact of tourism and residents' life satisfaction in general. Moreover, this positive perception of economic impact has statistical significance on material well-being satisfaction of residents. However, there is no significant relationship between material well-being domain and residents' overall life satisfaction. Furthermore, although residents have a negative perception on environmental impacts, their satisfaction of health & safety well-being increases and that their satisfaction of overall quality of life increases too. Furthermore, it was shown that there were some meaningful mediating effects on the relationship between the dimensions of tourism impacts and particular life domains. This study finds a gap in the literature and it will attempt to fill the empirical gap. Also in future research, researchers can get literature support for their research and help to make continuous

research in this area. It adds to existing knowledge by creating a model that explains factors regarding how individuals' perceptions of tourism impacts vary according to the destination development. Moreover, The residents in Pasikudah or Nilaveli beach might perceive the environmental impact of tourism in a positive way (they may like the Crowdedness in their area or they like to meet many tourists from the world). While the residents in other site might perceive those in a negative way, (they may think tourists interrupt their peace life) Therefore, examination will help to identify which communities that would accept which types of impact tourism and those that would not

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## IMPLICATIONS

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This finding suggests that tourism developers and marketers need to know how residents feel about tourism and how it affect their overall quality of life. If the residents of a community always feel the impact of tourism in negative way, these residents can communicate their negative feelings with tourists or other residents, and tourism developers' efforts to get residents' support maybe useless. This is an important factor when tourism planners try to get support from the residents for tourism development. future researchers can conduct the similar research in a wider manner based on other impacts such as socialcultural impacts. This study only focused on coastel communities, So Future research is need to study how the impact of tourism affects residents' quality of life in different types of communities. Moreover, the future study is needed to examine what is the relationship between the impact of tourism and particular life domains in various levels of tourism development using longitudinal study. If future study is examine this, the study is able to give an exact answer about the moderating effect of tourism development stage on the relationship between tourism impact and particular life domains.

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## KEYWORDS

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Tourism impacts, well-being life domain, quality of life, Quantitative approach, Structural Equation Modeling (SEM)

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# Romanian tourism in 2021-rise or fall?

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## PURPOSE

The purpose of this paper entitled "Romanian tourism in 2021-rise or fall?" pursues several goals, from an analysis of Romanian tourism during the summer season of the pandemic year 2020, compared to a record year, 2019, to the main practices in the tourism sector in Romania during the difficult period that is underway. Another topic pursued in the second part of this article is to establish the situation to which Romanian tourism will turn in 2021, the challenges it brings and the possible solutions that hope to revive tourism in the shortest possible time. The last part of this paper ask an important question for the future of travels, because this year, 2021, could represent a new start for this industry and there are many aspects that is worth a proper debate. Thus, a chapter that has a special importance is the evaluation of the damages caused by the pandemic with the SARS CoV 2 virus in 2020, regarding the tourism industry, but also the leisure one. This article refers to the measures promised by the Romanian Government and how well or badly they were received by the owners of Romanian tourism. There are also several graphs that present various topics about the situation in Romanian tourism in 2020. Another topic covered in the second part of this article is to establish the situation to which Romanian tourism will go in 2021. the challenges it brings and the possible solutions that it hopes will revive tourism as soon as possible. The present paper follows the evolution of the COVID pandemic in the Romanian tourism sector, analyzing elements such as overnight stays, tourist arrivals, capacity occupied by accommodation structures, to which are added various aspects related to measures and problems highlighted throughout this period. Based on the predictions issued by the authorities, by tourism actors, the last part of the article focuses on how it is considered that the year 2021 will unfold from a tourist point of view.

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## RESEARCH METHODS

At the base of this manuscript, as in case of any other, the documentation was a key factor in the process of obtaining as accurate information as possible. Thus, in the subject we approached, of a great significance were the online sources, especially many of international news web pages, which have facilitated our access to a wide range of information regarding the multitude of conventions, protocols and debates on environmental issues. Also, statistical data were also used, and their interpretation led to results that facilitated a better view on the concepts and situations analyzed, for example to created a detailed analysis about aspects about tourism, overnight stays or number of arrivals that occurred between 2019 and 2020, the year of the pandemic.

Not least, with the help of the comparative method, we managed to highlight the reality of the tourism sector in Romania between 2019 and 2020. Other research methods applied successfully in this paper are the deductive method, the inductive method and the analysis method.

The current state characterized by uncertainties is a new one, which is why, due to the restrictions imposed on society, the online environment has facilitated much easier access to information. In this sense, we started the first chapter of the paper gathering information about the study area, namely Romania, the country affected by coronavirus in 2020. In principle, the most elaborate answers on the influence of the pandemic on tourist overnight stays were provided by the site dedicated to the collection and processing of statistical data, such as [statistici.insse.ro](http://statistici.insse.ro). The comparative method was successfully applied, the results highlighting overwhelming differences between 2019 and the first pandemic year, 2020, in terms of the number of overnight stays and tourist arrivals related to the study area. Moreover, implementing the deductive method, the implications of social distancing and isolation at home of individuals were found, highlighting increases in alcohol consumption at home. At the same time, the imposition of restrictions meant the collapse of the tourism sector, implicitly the bankruptcy of certain tour operators. As a result of this fact, after an extensive analysis of the first chapter, we managed to problematize in the second chapter, an aspect that still presents the subject of many specialized studies, namely the revitalization of the post-pandemic tourism sector. The possibilities of the return of the pandemic tourism sector to the pre-pandemic rise period were exposed in detail, for which there is hope for a rebirth of the tourism sector in 2021.

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## RESULTS AND DISCUSSION

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Throughout the life of the Earth there have been and will be many difficult situations, wars, pandemics, plagues, natural disasters that can hardly be managed or can not be managed at all. But I believe that there is a beginning to every end. Yes, the tourism sector is one of the most affected, tens of millions of jobs are in danger from 2020 and more than likely will continue to be in danger in 2021, probably 2020 has brought the most layoffs, it brought a stronger-than-expected financial crisis, but the positive aspects must also be sought in order to shape them so strongly as to diminish the negative parts.

The biggest innovations, the biggest revolutions were made after unpleasant, difficult periods. But humanity has always had the power to adapt and become even stronger, difficult times have pushed people out of their comfort zone, and this push has led to new developments, new challenges. The human spirit has always proved to be creative enough to rise even higher than it has fallen. The situation is uncertain in the near future in terms of tourism, but certainly a life-saving solution will come. The wounds of tourism have always been healed by people, by trends, by the desire to explore new places, and this time it will be the same.

The whole planet is closely following the efforts of doctors to find an end to this pandemic as soon as possible, but it is also following the process of digitization, which is becoming an increasingly current topic, increasingly present in most economic branches, such as would be education-with teachers and students learning to use technology to supplement physical presence, various taxes to the state can be paid through well-developed digital platforms, but also countless other activities are now carried out with the help of technology.

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## IMPLICATIONS

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The hardest part of this pandemic was that nothing was predictable. A forecast with high accuracy is difficult to make, but with the help of as many data and statistics as possible, more useful conclusions can be drawn for future studies. The ability of the virus to adapt to all climatic conditions makes combat efforts more difficult. It takes a lot of courage, a lot of compromise, but also a lot of patience for tourism actors to return to strength before the pandemic.

Romanian tourism is a sensitive topic at the moment, in times of pandemic, but this trend has been known and cultivated over time, so the industry analyzed in this paper failed to align among similar countries in terms of the tourist potential.

However, the fact that the steps for the development of the tourism sector and its position at the level of Romania's natural tourism potential have ceased to appear or have experienced a more difficult trend on the road to natural, does not mean that the current period of the COVID-19 pandemic can not be overcome by a series of decisions well oriented to the Romanian society, but also to the industrial sectors. On this unfortunate "occasion", it is likely that national authorities together with all decision-makers in the tourism sector will rethink their guidelines on the development of the tourism sector, left in the shadow of indifference for too long, but which may mean a first pillar of state economy development. .

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## KEYWORDS

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Romanian tourism, pandemic, saving tourism, retrospective, 2020, 2021

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# Developing diving tourism in Eastern Chalkidiki. Implications and prospects in a characterized mining area

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## PURPOSE

Eastern Chalkidiki is a characterized mining area, but has also a specific tourism identity. Mining and tourism development perspectives collided violently for almost twenty years. As a result local community is quite divided. Diving tourism is an alternative tourism form. If mass, diving tourism might damage underwater ecosystems, but there is a potential to be developed in an economically efficient yet sustainable way. But sustainable tourism has to be sustainable in all three ways: environmental, social and economic (Lucrezi et al. 2017: 385). This paper adopts a whole system approach to avoid linear explanations and focuses mainly on social and secondarily on environmental or economic sustainability. The paper aims to: i) investigate diving tourism development possibilities; ii) highlight conflicted interests and different opinions among stakeholders towards diving tourism; iii) clarify if diving parks is the solution to integrate different forms of sustainable economic development in proximity

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## RESEARCH METHODS

To integrate all different stakeholders' views and concerns this research uses Musa's and Dimmock's Scuba Diving Tourism System (SDTS) framework. Purposive sampling was used due to time considerations, resources availability and covid\_19 restrictions. Even though the purposive selection of sample could not claim its geographical representativeness, stakeholders from all coastal communities in Municipality of Aristotelis [N=24] are represented. This pilot study is based on questionnaires of 25 closed and 3 open questions (semi-structured interviews) regarding diving tourism development. Quantitative and qualitative analysis was conducted respectively.

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## RESULTS AND DISCUSSION

All stakeholders consider tourism as important pillar of local economic development in Eastern Chalkidiki. They believe that diving tourism plays important role in the tourism identity of Eastern Chalkidiki despite only two diving clubs in Ouranoupolis, conducting diving around Ammouliani Island in 21 diving spots. Local community remains divided about a possible negative impact of mining on tourism development in general, but less deeply on diving tourism. The last is considered beneficial for host communities because of his rather small footprint. But stakeholders are not fully aware in restrictions may occur from diving tourism development and especially from the establishment of a



diving park. Underwater flora and fauna present particular diversity both in Ammouliani and in Stratoni and Olympiada, on the other side of the peninsula. Hippocampi in Stratoni are the jewel of the crown but they are quite few and its habitat is located outside Stratoni's port where ships load ore coming from the gold mines. Furthermore, conflicted interests between fishermen and diving tourism may appear in Eleutherides and Ammouliani. Tourism development appears to be a positive factor for environment protection even though new roads and port facilities are needed. Thus further development of diving tourism in the area questions not only the social but the environmental pillar of sustainability as well. Diving tourism implications' on host communities is a very new field of study in Greece (Avrami, L. Demertzis, N. Armenakis, A., 2021). The majority of scholars focus on island communities where tourism is almost monoculture. Furthermore, there is no other known coastal area in Europe where two conflicted activities (mining and sea tourism) take place in so close proximity.

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## IMPLICATIONS

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Research shows that stakeholders are not well informed about the restrictions but also the benefits of a diving park or a Marine Protected Area on fishing. If a diving park is to be created, stakeholders shall need better information, fishermen more educational programs and the governing body has to be established through participative procedures. A diving spots network is an interesting path to further develop diving tourism until there is need for a diving park and the necessary consensus is reached. The sample of the study was limited only to the supply-side of tourism. Further researches with larger datasets covering the demand-side as well are needed in the future.

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## KEYWORDS

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Diving tourism, sustainability, governance, stakeholders, MPAs

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# Cross-border Tourism between Greece and Albania

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## PURPOSE

Cross-border tourism in Europe is an important factor for the regional development (Stoffelen & Vanneste, 2017). The most common motives or types of cross-border tourism are fuel tourism (Banfi, Filippini & Hunt 2005), the cigarette market (Coats, 1995), the food market (Dmitrovic & Vida 2005), the medical tourism (Velissariou & Tzioumis, 2014), the casino tourism (Verbiest & Keuleers, 2004) and the sex tourism (Siegel, D. 2012, Frohlick, S. 2013). The collapse of the regime in Albania in 1985 led to the opening of borders to Greece and lifted the isolation restraints for Albanians. At the same time, it revealed major differences between the two sides of the border, leading to an increase in cross-border travel, particularly to the Greek side (reaching 944 thousand arrivals in 2019). The purpose of this survey was to investigate cross-border tourism between Greece and Albania by exploring the frequency of visits, the purpose of travel, the type of accommodation, and the satisfaction of travel experience for both sides.

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## RESEARCH METHODS

In order to answer the above questions, an extensive research was carried out at the Kakavia custom station, using a sample of 314 Greek and Albanian travelers following their visit to the neighboring country. The studied period included the Christmas 2019 and Summer 2020. Of the total sample, 156 travelers were Albanians who visited Greece and 158 were Greeks who visited Albania. During the Christmas period 2019-20, the sample amounted to a total of 217 travelers, while in the summer of 2020 the sample was only 97 travelers, due to the restrictive measures implemented in the summer of 2020 at the border with Albania due to the Covid-19. The survey was carried out through a structured questionnaire, divided into three sections, concerning Demographic data, tourism Behavior, and the Evaluation of the services offered.

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## RESULTS AND DISCUSSION

The analysis of the results also showed that the average age of Albanian travelers was 35 years and lower by 5 years compared to the average age of Greek travelers who was close to 40 years. In summer, Albanian travelers visit Greece exclusively for holidays and shopping, while in winter this percentage is only 32.5%, and other motivations such as business, medical or because they lived in Greece for work. On the contrary there was no significant difference in the motivations of travelers from Greece to Albania between summer and winter, except the travel for businesses, which was clearly higher in winter, while travel for tourism and shopping was on average at 53% in total. Apart from Athens, Thessaloniki and Ioannina, Albanians also visit the Greek islands in the summer. The Greeks travel mainly to Tirana, Argyrokastrò and the Greek-speaking villages of Albania, while in the summer they also visit the coastal cities of Sarandë and Durrës. The preferred type of accommodation was the hotel. Both Albanian and Greek survey participants said they were satisfied with their travel experience.

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## IMPLICATIONS

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The opening of Albania's border to Greece in 1985 marked the beginning of the travel movement with many prospects for both sides. Greeks discover Albania as a cheap alternative tourist destination but also for businesses. In contrast, for Albanian travelers, Greece is a destination for shopping, for summer holidays, but also for receiving medical services. According to the findings of this paper, tourists from Albanian mainly visit Athens and Thessaloniki. However, with customized advertising and promotion of the Greek tourist product, other Regions of the country, such as the Ionian islands or the coast of Epirus, could attract a growing number of tourists as the close proximity of tourist destinations can contribute to the tourism development. The growing travel flows recorded over the past decade creates good prospects for the development of special interest forms of tourism on both sides of the border, in the time after Covid-19, which can be enhanced through appropriate marketing strategies (Tosun, Dallen, Parpairis & Dan MacDonald, 2005).

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## KEYWORDS

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Cross-border Tourism, Greece, Albania, Kakavia, Customs

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# Medical Tourism and Digital Innovation as a Growth Lever

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## PURPOSE

Medical tourism, which is incorporated in the wider notion of health tourism, refers to individual's organized travel abroad to enhance or restore their health through medical intervention. Although medical tourism constitutes only a small proportion of the whole tourism sector, it is one of the most growing subsectors of the tourism industry.

Treatments offered in such travels ranging from cosmetic/dental surgeries to In-Vitro-Fertilization (IVF) treatment and organ transplantation. However, medical tourism, and the tourism industry as a whole, is already being transformed by digital technologies like Virtual/Augmented Reality, cloud computing, and more.

Furthermore, it is important that medical tourism, and the tourism industry as a whole, is already being transformed by digital technologies such as Virtual & Augmented Reality, and new digital infrastructures, like fiber high-speed internet and Wi-Fi vr6 networks, are essential in order to access more advanced technologies.

These kinds of technologies are cloud computing and data analytics or machine learning predicting models that are working better with the infrastructures described previously. Finally, more and more organizations are depending on e-services like online booking platforms, digital marketing, data analysis, and other essential business operations.

The purpose of this paper is to highlight the growth potential of medical tourism and the reasons behind it (quality measurements and presentation of available data) as well as the importance of the role that digital innovation can play in the tourism sector.

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## RESEARCH METHODS

The methodology used for the purposes of this research is the literature review (e.g. narrow specific topics) to examine recent and current literature covering the effects, the potential, and the opportunities of medical tourism in a wide range of countries.

Likewise, the literature review covers the growing importance of digitalization in the tourism sector along with its opportunities, strong points, and weaknesses in its endeavor to transform tourist products and visitor experiences.

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## RESULTS AND DISCUSSION

While there is historically a trend in medical tourism with individuals from low-income countries visiting high-income countries, this trend is now reversing. Most medical tourists, mainly coming from Europe, Canada, and the United States, seek healthcare services in Asia and Latin America due to high

healthcare costs, long waiting periods and a backlog of surgeries, as well as lack of access to innovative therapies and new technology in developed countries.

Furthermore, countries offering healthcare services to medical tourists may benefit by generating foreign exchange, creating new jobs, tackling in this way the brain drain, but there is always the risk of crowding out the local population. As for digitalization in the tourism sector, this paper finds that digital innovation leads to creativity, improves visitor satisfaction and service quality, promotes online brand visibility, and enhances visitor experiences.

Lastly, it is important to acknowledge that in medical tourism, with the new technologies described in the previous sector, companies and organizations can now work and treat patients even by distance, if this is necessary, for some cases. This is bringing up new openings and new horizons in the medical tourism.

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## IMPLICATIONS

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This research is of great importance to policymakers because it can give a good picture both of the importance of medical tourism (annual profits for the countries/companies, strategic planning for future implementations, etc.) and also the way that lower income countries can benefit from the incoming medical tourists and of the digitalization and its innovative solutions that can improve the quality of the provided services and enhance visitor experiences. Lastly, recommendations for future research priorities to further studies of the quality of services providing to medical tourists by private or public companies.

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## KEYWORDS

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Digitalization, Digital Innovation, Medical Tourism, Tourism Industry

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## SATURDAY 22 MAY 2021, 14:00-16.00 Parallel Sessions

### ROOM 1 COVID 19 AND TOURISM, Session Chair: Hugues Seraphin

390 **Philip Dietschi** The human touch of Virtual Events

396 **Ana Sofia Coelho, José Paulo Costa, Sandra Brás** and **Oliva Martins** Identifying new opportunities from the pandemic crisis

406 **Fernanda Oliveira, Maria Sofia Lopes** and **Sofia Eurico** How far have impacts of COVID-19 outbreak changed Portuguese Tourists' consumption patterns?

408 **Mariana Casal-Ribeiro** and **Rita Peres** Impacts of COVID-19 in Lisbon Tourist Destination

453 **Aleksandra Terzić, Biljana Petrevska** and **Dunja Demirović Bajrami** Personalities and Politics - prospects for outbound tourism in the pandemic blurred 2021

467 **Sofia Almeida, Susana Mesquita, Ana Ramires** and **Inês Carvalho** The Covid-19 impacts through the lens of tourist experts

502 **Leylane Bertoldo de Campos, Felipe Gomes Do Nascimento** and **Adriana Brambilla** Creativity and tourism in the pandemic period: the case of the rural community chá de jardim

# The human touch of Virtual Events

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## PURPOSE

Getz defines planned events as unique, stemming from the blend of management, program, setting and people. But when an event shifts to online, what is the setting? Who are the people attending? Do events still work as attractions to areas? Or as image-makers? Do they help in any way areas evolve? Can we in any way compare online events with face-to-face events?

The objective of this paper is to show what event managers have done in order to keep their events alive and give them a human touch since they have shifted from a face-to-face to a virtual format. The main question is: have event managers changed the way they organise an event or not. If yes, which parts of their events have been affected.

At the end also the various options offered by digital platforms will be mentioned and to what extend event managers have used them.

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## RESEARCH METHODS

A number of events have moved from face to face to virtual. In all these cases, event managers have tried to give a human touch to their event in order to distinguish them from a simple website and at the same time take full advantage of the benefits of online events. The paper will first analyse the type of events and the difficulties of shifting to online. Then the programme of major events will be compared on how it run as a face to face and how as a virtual event.

10 different, medium sized, events have been studied and analysed how they worked face-to-face and how they adapted to a virtual version, focusing on the programme / pre-event details, the execution and the total event outcome (attendance etc). The results of the analysis of face-to-face events are compared to the virtual events. If some details of an event weren't publicly available a short interview/discussion with the organiser was held.

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## RESULTS AND DISCUSSION

Business Events, depending on the desirable outcome, can be distinguished to conferences, trade show, award ceremonies, sales meetings etc. We see a number of conferences have moved from face to face to virtual. Keynote presentations are presented through platforms like Zoom, Webex, Microsoft teams and others. Participants watch the presentations from the ease of their living room, even some times asynchronous and only when it is convenient for them. This way interaction between presenter and audience is completely lost. At the same time there is no transportation cost and the conferences from local or national shift to international and at the same time the programme is enhanced with a larger number of keynote speakers from all over the world.

Trade shows lose their focus from product promotion to keynote presentations. Many trade shows focus on experts of their field and sales of participating companies are neglected. Sales people cannot step forward and begin a conversation/chat with a potential client, but have to wait for the client to take the first step.

Award ceremonies have managed to keep the programme more or less the same with the announcement of winners and a secondary entertaining programme. But the main reason a person or company participates in an award ceremony is the acknowledgement they get from their peers. This definitely

suffers when it is done through a screen. Obviously social media has helped in expanding the award ceremonies effect from one evening or a plaque on the wall to a wider audience.

Sales meetings include a number of the above elements – trainings as with conferences, show of new products for staff to promote, awards and even team building activities. Another plus of sales meetings was the ability for staff to meet with higher management, to get to know peers from other countries and also enjoys the leisure of a trip. Most virtual sales meetings are just another Skype or zoom meeting done from home.

Platforms in order to boost engagement of the audience during virtual events have:

- Set up Q&A (questions and answers) and poll options
- Build digital rooms for conversation/chat either between the attendees or with keynote speakers
- Organised B2B (business to business) meetings
- Offered trade show participants to do live product shows
- Organised contests/leader boards that count interaction of an attendee (the number of sessions participated, comments and questions, visiting stands, filling in evaluation forms etc.) or asking audience to do something like upload photos.

The above options have been used at different levels by events and the key finding is which of the above have been mostly used.

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## IMPLICATIONS

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The study focuses on events that have already been conducted and will show good practice in the event industry. The trend of virtual events will be presented in order for event managers to consult.

Future studies include:

- until what extend are events going to change
- when we go back to face-to-face events will they be the same like in the past
- what else virtual platforms will offer and how they could be used by event managers.

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## KEYWORDS

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Virtual Events, Business Events, Engagement

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# Identifying new opportunities from the pandemic crisis

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## PURPOSE

The pandemic crisis has changed economic and social behaviors. Companies are trying to redesign their products in order to identify new segments of the market. So, the research raises the present question: is it possible to react to market dynamics with the same speed, intensity, and frequency as they occur? Aiming to understand this process, the objective of this investigation is to explore best practices developed during the pandemic crisis.

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## RESEARCH METHODS

The factors related to the identification of new niche markets (OECD, 2018) had to be restructured, Marketing innovation involves design changes (new concepts) and supply changes (regarding distribution, pricing policy, promotion, or communication) of the product (Purchase & Volery, 2020) using techniques to influence the overall results (Cuevas-Vargas *et al.*, 2020). Digital channels can offer different alternatives and add value (Tang *et al.*, 2021). Through marketing innovation, it is possible to transform a crisis momentum into an opportunity.

The case study is a qualitative strategy that allows delving deeper knowledge into the phenomenon, in a real-life context (Stake, 1995; Yin, 1989; 2003). In this sense, it can be used when the objective is to better understand the phenomenon understudied of pandemic context (Kotlar & De Massis, 2013; De Massis & Kotlar, 2014).

The method considered appropriate is qualitative research through individual in-depth interview, oriented by a semi-structured guide with twelve open questions in relation to three theoretical dimensions: Product Concept, Decreased Social Contact and Marketing Innovation. A face-to-face business corporation of event management was identified. An interpretative analysis of the data collected in the interview was developed according to these theoretical dimensions.

The interview was conducted online, via the Zoom platform, on the twenty-eighth of January, two thousand twenty-one, and lasted approximately one hour and fifteen minutes, recorded on video and served as the basis for the transcribed information. Data also were collected by informal interactions,

and analyzed through an interpretative process associated with the categorization according to the variables: Product Concept, Decreased Social Contact, and Marketing Innovation.

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## RESULTS AND DISCUSSION

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The development of the new product concept (D'Attoma & Ieva, 2020) adapted to the new reality of limited social contact, integrating online and hybrid events, result in a business "opportunity" to be explored, even after the pandemic crisis. The findings result point out a few new competencies regarding the digital and virtual environment, as well as the willingness to learn these new skills. The main contribution to the knowledge is identifying optional units or skills to be implemented by higher education institutions regarding tourism courses and similars.

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## IMPLICATIONS

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Integration practice and academic fields seem necessary to meet the challenges of the dynamic market, in order to develop future generations of professionals with suitable skills and competencies. Sharing the best practices contributes to the debate of which competencies are necessary to be developed on students in order to be employed in the following years. This process can be used for teaching and training new generations. Training and flexibility are important to the development of capabilities that support future professionals through learning.

The significance of these results is associated with the size of an unprecedented crisis for the present generations, as well as the difficulty of managing those implications. Then, it is suggested that future research could identify the main competence and measure it. It is important to understand which competencies and skills should be initially developed. Digital channels can offer new concepts and, at the same time, add value. And marketing innovations help to transform a crisis into an opportunity.

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## KEYWORDS

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Marketing Innovation; Dynamic Capabilities; BTrust; Event Management;

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# How far have impacts of COVID-19 outbreak changed Portuguese Tourists' consumption patterns?

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## PURPOSE

In an unparalleled context, marked by confinement measures, restrictions on mobility and a growing perception of risk in travelling (Karl et al, 2020; Li et al, 2020; Zhang et al. 2020), the travel and tourism sector are experiencing one of the most difficult times in living memory. The effects of the pandemic in this sector are particularly dramatic in economies such as Portugal's, largely determined by tourism. Therefore, the sector needs to understand what the immediate reactions of tourism demand will be, as soon as the pandemic shows signs of receding. It is in this context, that we chose to identify the Post-COVID proximal travel behaviors (Miao et al, 2021), which may contribute to the beginning of the recovery of tourism businesses.

The main objective is to understand how the Portuguese propensity to travel was affected by the pandemic in their future travel options, namely:

- if there will be behavioural changes in trip planning and booking and a shift in destination preference (Osti & Nava, 2020);
- what will be the performance of domestic tourism (Arbulú et al, 2021), compared to years before the pandemic;
- and if it can compensate for the losses, in terms of international tourism (compared to what has already occurred in the summer of 2020).

These goals are in line with international studies that aim to identify future trends in tourism, regarding consumption (OECD, 2020; UNWTO, 2021). Furthermore, we intend to determine if age influences the characteristics of the above mentioned traveling plans.

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## RESEARCH METHODS

A questionnaire was elaborated (closed-ended questions) about how the pandemic had affected the travel plans for 2021 of Portuguese residents, soliciting information on the probability of taking a vacation, types of destinations considered, and the influence of COVID on travel plans and enjoyment. For some issues, respondents were asked to compare their choices with previous vacation behaviour (before 2020). Data were collected online from December 2020 to March 2021 by snowball sampling (n=610 respondents). Relationships between variables were analysed by chi squared tests and Spearman rank correlation.



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## RESULTS AND DISCUSSION

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Approximately half of the respondents (49%) indicated that they would likely travel on holiday during 2021. COVID health concerns were cited by the majority (79%) of the remaining respondents (100-X). Most expectant holiday-makers planned to limit travel to trips within Portugal, mostly justified by a need to help the national economy rather than concerns over COVID associated with foreign travel. Although elsewhere mountain destinations have been considered a safer destination than beach or city locations (Osti & Nava, 2020), our study indicated a clear preference for beach destinations. The intention to travel revealed distinct age demographics: 35-44 year olds were comparatively more likely to travel (especially within Portugal), whereas respondents aged over-65 were comparably less likely to travel.

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## IMPLICATIONS

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Results can be analysed from the perspective of tourism supply and destination development policies and how they should adjust to a more conscious demand regarding health, hygiene and safety issues. As for tourism enterprises, the results obtained may help in the adoption of different management strategies, sales and communication of their services that better suit the behavioural changes of consumers regarding the travel options identified. The same could happen at the level of public entities and in the way they will promote their respective tourist destination.

Future studies should try to understand how Portugal is perceived in terms of future international tourism flows and consumption behaviour. A further analysis of the impact of the tourism consumption of the Portuguese in the medium and long term would also be a line of study to be considered in order to complement the one presented here.

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## KEYWORDS

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Consumer behaviour; Covid 19; Tourism demand determinants

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# Impacts of COVID-19 in Lisbon Tourist Destination

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## PURPOSE

The COVID-19 pandemic is harshly impacting the tourism industry (Gössling et al., 2021). The purpose of this research is to question how the evolution of COVID-19 in Lisbon and government's responses to contain the outbreak have affected the tourism industry. For this purpose, the research aims to: 1. map the number of COVID-19 cases in Lisbon and all containment measures implemented throughout the year of 2020; 2. analyze the behavior of tourist arrivals, overnight stays and total revenues generated by the tourist industry in 2020; 3. compare the number of tourist arrivals, overnight stays and total revenues generated in 2020 to the same period of 2019 to assess the direct impact of COVID-19 in the tourist destination.

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## RESEARCH METHODS

Through secondary research methodology, a mix-method approach was used in this study. Extensive qualitative analysis was carried out to map all government measures implemented as attempts to contain the virus spreading and quantitative document analysis was conducted focused on publicly-available regional epidemiological data and national tourism data.

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## RESULTS AND DISCUSSION

The results show that the spread of COVID-19 followed a two-wave pattern, with an initial wave between March and May and a second more expressive and less-controlled wave between October and December. In the first wave, the Portuguese government decreed a wide closure, implementing a total lockdown to mitigate the virus. However, less severe measures, curfew and lockdown of (over)crowd-prone activities were applied during the second wave. This evidence may support the fact that implementing less restrictive measures may affect the pandemic's mitigation and vice versa. Furthermore, the results also shows the direct impact of COVID-19 in tourism, with significant losses in tourist arrivals, overnight stays and revenues generated in all months of the pandemic and more expressive in the waves months. These results can help to better understand the complexity of managing a pandemic crisis in tourism and readapt tourism crisis management models to pandemic situations, as no adaptation of these models has been explored to pandemic crisis like COVID-19 (Ritchie and Jiang, 2019).

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## IMPLICATIONS

The destination Lisbon is suffering from the pandemic COVID-19. Inevitably, the measures implemented to mitigate the virus are causing numerous tourist and economic losses. It is understood that the policy measures implemented during the first wave, although more extreme and with more

serious economic effects, were more successful in controlling the pandemic than the less severe measures implemented in the second wave of the pandemic. This paper will aid in further developing the theory and practice of pandemic crisis management in tourism destinations. Further studies should be carried out to study the success of mitigation implemented measures, monitor the pandemic's evolution until its end and to measure the impacts on the tourist industry in the medium and long term.

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## KEYWORDS

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COVID-19, Tourism, destinations, Lisbon, impact measures

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# Personalities and politics – prospects for tourism in pandemic blurred 2021

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## PURPOSE

Recent tourism research showed that, due to the COVID-19 pandemic, various psychological aspects affected people's decisions and travel behavior (Miao et al., 2021; Yang et al., 2020; Gössling et al., 2020). Tourism has never experienced such a global collapse, fiercely supported by governmental decisions in holding back all tourism-related activities. This research attempts to offer insights into a sounder understanding of tourist behavior and travel patterns by systematically identifying psychological manifestations reflected in the basic human value system. Using statistical tests, hypothesized group divide based on specific value sets related to safety and conformity and on the opposite travel needs, being embedded in the hierarchy of human values. The study further indicated that defined risk-related cluster groups have different sociodemographic characteristics and geographical distribution.

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## RESEARCH METHODS

The post-COVID travel behavior model was constructed by upgrading the Miao et al. (2021) construct, using the universal human values (Schwartz & Bardi, 2001) as principles governing all aspects of people's lives (Terzić et al., 2020). The suggested model strives to divide various risk-related psychological types and foresee their most probable travel behavior in post-pandemic circumstances, relying on value system negotiations. A quantitative approach included statistical analysis of 12 variables chosen from the original set of 21 human values within the core module Round 9 of the European Social Survey (ESS; 2018). A random sample of 45,575 respondents from 29 European countries was evaluated in SPSS 24.0 by performing factor analysis, cluster analysis, and a multiple discriminant analysis. Additionally, in reference to the UNWTO and the Eurostat databases, valuable insights into the common travel patterns of Europeans were provided. In particular, the role of the politics was discussed, being a precondition for outbound tourism prospects, strongly influencing decision-making, tourism choices, and behaviors.

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## RESULTS AND DISCUSSION

The basic human value sets determine motivation and can be used to predict general travel behavior, destination choices, leisure activities, preferences, trip length, etc. (Hedlund, 2012; Salim Saji et al.,

2015; Terzić et al., 2020; Terzić & DemirovićBajrami, 2021). Psychological constructs as determinants of travel behaviors were explored among Europeans. Such constructs might become the dominant factor in making travel decisions in post-pandemic circumstances, as strongly dependent on subjective general health and the foreseen risk-benefit calculations. By extracting two opposed factors labeled as "Openness to change" (self-direction, stimulation, and hedonism) and "Conservatism" (security, conformity, tradition), along with clustering four types of tourists labeled as risk-sensitive, risk-indifferent, risk-tolerant, and risk-resistant, the study revealed anticipated post-COVID travel behavior. Thus, dividing more conservative people whose concerns on personal safety was magnified from those whose intensified travel needs and risk-resistant personalities blurred their risk-perception. Risk-sensibility varies significantly among the groups, being influenced by socio-demographic characteristics, economic status and even differing on regional level among nations and traveling cultures. Additionally, governmental decisions and regulations proved to have an immense impact on traveling opportunities and choices. General trust in governments, economic stability and reliability on the country's health system, tend to become of great importance for outbound tourism and marketing in the proximate future.

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## IMPLICATIONS

The study highlights the need to consider the wider structural factors shaping societies along with a clear understanding of travel behavior in pandemic-induced circumstances. Besides putting a light on national politics as a strong influential factor, the research points that the basic psychological constructs of pre-COVID behavior matters in the prediction of tourist flows and behaviors in the post-COVID era. It can provide some expectations in terms of proximal and distal post-pandemic travel behavior, as basic human value systems are not something to be changed easily. Based on general characteristics of the defined tourist types with different behavioral patterns, their characteristics, and regional distribution, different marketing and management strategies can be developed and directed.

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## KEYWORDS

Travel behavior, Human values, COVID-19, Outbound tourism, Politics

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# The Covid-19 impacts through the lens of tourist experts

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## PURPOSE

This paper is an original article produced to diagnose the main impacts of Covid -19 in the tourism sector in Portugal. The research question is: what are the main impacts of Covid-19 in the tourism sector? Its objectives are: i) to present the current impact of Covid-19 in the tourism and hospitality sector, and ii) to identify the future trends for this sector, from the perspective of professionals. Data collection was carried out during two lockdowns. This study will help to fill existing gaps in the literature about the impacts of the pandemic, using as example Portugal, whose population has been harshly affected not only by the public health crisis, but also by the suspension of all tourist activities, which are fundamental to the country's economy and national Gross Domestic Product (GDP).

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## RESEARCH METHODS

This is a mixed-methods research study, which involves quantitative and qualitative data analysis. A survey was applied to 36 Portuguese tourism experts from different fields, including professionals and academics. This survey was built based on a webinar about Covid-19 impacts and on literature review. It included closed-ended (Likert scales) and open-ended questions. SPSS was used to perform quantitative analysis of close-ended questions (descriptive statistics, non-parametric categorical analysis (CATPCA), and paired t-tests), and NVivo was used to perform qualitative thematic analysis of open-ended questions (Braun & Clarke, 2006).

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## RESULTS AND DISCUSSION

Research participants were asked to rate their agreement with various impacts of Covid-19 in the tourism industry, and to comment on this topic. According to participants, economic impacts have been the most impactful ones, in particular unemployment. Although participants agreed that the economic impact dimension is significantly higher than that of any other dimension (i.e. financial/liquidity, operational, organizational or technological impacts), they identified significant impacts in all these areas. Lack of

liquidity was the main financial impact. In terms of organizational impacts, participants highlighted the emergence of new forms of organization and team management. Concerning operation and technological impacts, the majority pointed out a complete change in procedures and “a race for technology.” While recognizing that this crisis was devastating for tourism, participants also identified opportunities that might emerge from the pandemic, namely the growth of domestic tourism, while borders remain closed in several countries. The growth of sustainable tourism and the decrease of mass tourism was the main trend identified.

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## IMPLICATIONS

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This study provides both theoretical and practical implications. From a theoretical point of view, this study contributes to enrich the body of literature about COVID-19 impacts on tourism, presenting the case of Portugal as a tourism destination. From a managerial perspective, the results obtained can provide valid support for managers and also strategic decision-makers, who have to deal with important future decisions. In addition, results contribute to a more profound analysis about this pandemic through the lens of experts in the tourism. Future research should focus on analyzing the demand side, mainly risk perceptions and post-pandemic travel intentions.

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## KEYWORDS

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Covid-19 impacts; Tourism sector; hotel sector; post-covid trends

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# **Creativity and Tourism in the Pandemic Period: The Case of the rural Community Chã de Jardim / Brazil.**

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## **PURPOSE**

The community of Chã de Jardim, located in the city of Areia/PB-Brazil, has been developing its activities based on principles of community-based tourism and during the pandemic in the year 2020, sought to adopt safe and creative strategies to develop local tourism and survive the isolation period. Given the above, the objective of this study was to identify the creative strategies used by the Chã de Jardim community to face the pandemic in the year 2020. To fulfill the proposed object, the specific objectives were: to characterize the community; to describe the main strategies to promote local tourism.

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## **RESEARCH METHODS**

To meet the proposed objective, a qualitative, bibliographic study was carried out on a case study. This research had as locus the Rural Community of Chã de Jardim, located in the state of Paraíba/Brazil. The study started as a bibliographical survey about Covid-19, Rural Community of Chã de Jardim, Community Based Tourism, and tourism marketing. Due to the social isolation, the data collection to identify the creative strategies was done in a secondary way in websites of the Empresa Paraibana de Turismo S/A-PBtur, the official site of the community, and other companies of tourism promotion that reported how the community adapted to the pandemic period, as well as semi-structured interviews with the community leader Luciana Balbino. All the strategies developed from March to December 2020 were catalogued. The data were analyzed using the content analysis method.

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## **RESULTS AND DISCUSSION**

The main results showed that the community established several ways to deal with the period of isolation and restrictions that occurred at the beginning of the pandemic, adopting some strategies. Among them: the experience with m-commerce, adapting its service in the process of marketing by delivery in which the sale of meals, sweets, and baskets for commemorative dates was marketed through communication channels such as WhatsApp. Virtual guided tours:

the local coordinator promoted virtual tours in some specific points of the destination, such as the conservation unit, the restaurant, and the village, showing the attractions. There was also a financial incentive in partnership with the federal government and the private sector

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## IMPLICATIONS

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Innovation and creativity were fundamental to face the health crisis that arrived unexpectedly in 2020. The community Chã de Jardim, opted for the use of technology to innovate the service and offer personalized services. Such initiatives helped the community to face the most restrictive period of the pandemic until it was able to receive tourists again. New studies are suggested to study the economic and social impacts on the community during the time of isolation, and it is also understood that the analysis of new events in the field of tourism may contribute to future research or to the observation and analysis of similar cases

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## KEYWORDS

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Covid-19. Community-Based Tourism. Competitive Strategies.

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## ROOM 2 CULTURE AND HERITAGE TOURISM, Session Chair: Stella Kladou

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# Community Involvement and Participation in Sustainable Development of Cultural Heritage Tourism: A case from South Africa

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## PURPOSE

This paper investigated community involvement and participation in sustainable development of Cultural Heritage Tourism, in and around Mapungubwe World Heritage Site in Limpopo Province, South Africa.

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## RESEARCH METHODS

Qualitative research design was adopted for the study in a form of semi-structured interviews. Being a non-probability study (actual population scattered and largely unknown), purposive sampling method was used to select fourteen descendants' group representatives from six Mapungubwe descendants groups in Limpopo Province, South Africa. The representatives included chief/s, headman, senior descendants' members and members of the traditional council. Content analysis (development of themes and sub-themes, and identifying linkages) was used to analyse the data collected.

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## RESULTS AND DISCUSSION

The key finding is that it is important to involve communities, in particular the immediate community members, from the initial stage of CHT opportunities development because they know better the dynamics of the area where the development will be taking place and they can advise of which opportunities to prioritise. In addition, this involvement will make the communities to feel part of the process, empowered, and as a result take ownership of the development. It cannot be denied that community involvement and participation comes with its own challenges, however greater sustainable benefits can be realised, if managed properly.

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## IMPLICATIONS

Development processes, with its participation challenges, should endeavour not to exclude the communities from taking part on meaningful roles that could assist with gaining trust of these communities to see the development as their own. Future conclusive research can dwell on modelling antecedents and risks for local community involvement and participation in cultural heritage tourism.

Originality: The study presents awareness of risks and conditions that practitioners should consider regarding community involvement and participation in sustainable development of cultural heritage tourism and its management, in a South African context.

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## KEYWORDS

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Community involvement, community participation, Cultural Heritage Tourism development, sustainable development.

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# Community Development through sustainable endorsement of Gastronomy Tourism: An Ethnographic Study

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## PURPOSE

Traditional food being an important tool of intangible cultural heritage tourism many countries and regions are using local food fundamentally as of great importance in developing and sustaining regional economy. Gastronomy habit of a particular region tells about the way of life and social practices which symbolizes their traditional culture.

By embracing an ethnographic approach the study intended to access the level of community participation in food tourism activities and how gastronomy tourism can bring positive benefits. The research further aims to identify the uniqueness of the traditional food and how this local food helps to increase the place identity and destination competitiveness in the study area. Hence the study raise a question that how and what ways sustainable endorsement of gastronomy tourism can bring positive benefits to local people?

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## RESEARCH METHODS

The study has adopted a mixed method approach and actionable research, viz PAR (participatory action Research), and observation methods were embraced to gather the data from the study through a semi-structured questionnaire. A face to face and focused group interviews were conducted with the owners of local food sellers and other significant stakeholders. 100 sample were collected from the targeted population (tourists) using Judgmental Sampling along with expert sampling in gathering pertinent data through of narrative analysis, content analysis and using of non-parametric test like chi square, t-test collected data was analyzed and interpreted accordingly.

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## RESULTS & DISCUSSION

The hypothesized results implies that if food tourism can be endorsed sustainably number of community benefits including empowerment in entrepreneurship, creation of direct and indirect jobs, increase innovativeness in cultural and heritage tourism which will help to increase tourists stay duration, add value in tourism experiences whilst boosting host-guest relationship while savoring regional food. Talking about the originality of this work, this study intends to establish gastronomic tourism as a brand with idiosyncratic features which further can contribute in socio-economic development of local community.

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## IMPLICATIONS

Furthermore, identified local foods will increase the distinctiveness and place identity whilst acts as a vehicle of place branding which can be emerged as a Food tourism destination. Albeit,

a theoretical model will be proposed for tourism marketers including local food outlet owners and other stakeholders for a sustainable promotion of gastronomic tourism. The findings of the research demands a broader scope for future research, viz if the proposed model will be best fit for the responsible promotion of gastronomy tourism , how and what ways gastronomic uniqueness of particular destination can bring the Geographical Indication tag for the traditional cuisines.

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#### KEYWORDS

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Gastronomy Tourism, Community Development, Traditional Food, Ethnographic, Place Identity, Intangible Culture

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# Tourist Expectation and Tourist Satisfaction of Penang War Museum

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## PURPOSE

This research is to identify and give an overview of the tourist expectation towards tourist satisfaction of the Penang War Museum, to ensure that tourists' expectations are met when they visit the Penang War Museum, hence ensuring the Museum's sustainability. The issues that have been notified was negative reviews from tourist and fake advertising from the Museum's portal itself. Therefore, the primary objective of conducting this research project is to identify the relationship between tourist expectation and tourist satisfaction of the Penang War Museum and which dimensions of tourist expectation mostly influence the tourist satisfaction of the Penang War Museum.

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## RESEARCH METHODS

The population has been identified as 2000 number of visitors per year based on Penang War Museum resources with a sample size of 116 tourists who visited the Penang War Museum, Malaysia. For this research, a non-probability sampling is used which is categorized as convenience sample. The target gender of respondents is male and female, local and international tourists between ages 18-60 years old who visited the Penang War Museum. The sample size is determined by using Rule of Thumb, where items which are a number of questions, multiple by 5. Based on this method, 116 sets of questionnaires were distributed to the target respondents and they are required to complete the process within a week. By using Statistical Package for Social Science (SPSS) version 19, data collected through survey questionnaires are able to be analyzed.

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## RESULTS AND DISCUSSION

Descriptive analysis used to explain the fundamental features of the data collection and to test the research model, reliability Analysis. This research met all the objectives and research questions set for

this research as tourist expectation and tourist satisfaction have proven to have a positive relationship and shown that negative reviews does not affect tourist expectations towards the Penang War Museum. The most influence for tourist satisfaction of the Penang War Museum were attention and empathy as there was a highly relationship moderate level of .727 of correlation. Therefore, it is very important for the Penang War Museum to meet tourist expectation in all dimensions stated in the theoretical framework.

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## IMPLICATIONS

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This research was developed to assist future researchers in managing limitation in the study. This study provided an interpretation of the local and international tourist view of their expectation and satisfaction for dark tourism by the community, organisation's establishment, industry players and prospective researcher. Apart from that, this study will contribute to museum in order to improve their service and serve better to the tourist the needs such as Museum collections and services, staging which it can expand the tourists and enhance the Museum's performances and competitiveness. It is recommended for future researchers to improve this study in different areas of study and different population to be focused. The lack of dark tourism studies in Malaysia justifies the need for future researchers to explore Penang as a potential dark tourism destination and to extend the geographical scope of the dark tourism literature as this study only focuses on Penang in Malaysia.

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## KEYWORDS

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attention and empathy, cultural impression, escapism, historical reminiscences, value for money.

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# Unveiling Post-truth politics in Dark Tourism site Management

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## PURPOSE

*Dark Tourism* incorporates phenomena of visitation to sites associated with mass killing, incarceration, and extermination (Christou et al., 2021; Sigala et al., 2021) and, thus, is highly vulnerable to Post-truth politics biases. This study proposes and examines two research questions: a) Could unveiling such biases and preconceptions, aiming in manipulating tourists feelings, be beneficial on the frequency and quality of visits to the site? b) Could this have a positive impact on sites suffering from fact falsification and minority and political group marginalization?

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## RESEARCH METHODS

In the proposed research methodology, manifestations of post-truth politics in *Dark Tourism* are filtered by the three successive layers of a conceptual 'sieve'. Their undesirable components such as pretence, exaggerations and fact falsification are removed, hopefully leaving us with reports of meaningful interpretations of reality, based on facts and data. The first layer is based on *Phenomenology*, as related to perception and social activity, to identify the dimensions of awareness affected by such post-truth politics. (Zahavi, 2003). The next layer utilizes the concepts of *Cultural Evolution* to remove cognitive biases and assumptions (Mesoudi, 2013; Creanza et al., 2017) possibly imposed by the destination's 'mythology' and pretence. The last layer, Art, provides innovative ideas that when applied to post-truth politics further elucidate their 'iconographic' characteristics, leading to critical interpretations (Scruton, 2014). A dark tourism site, namely the 'Yedi Kule', a former prison in Thessaloniki, Greece was chosen as a case study mainly because of the contradicting historical reports for tortures that led to the public prosecutor's intervention, as well as because it is cited in a special kind of folk songs called 'rebetiko'. Qualitative analysis of available historical publications was performed, examining also press publications covering conflicting aspects (Yedi Kule, 2021 (a-d)). *Thematic Analysis* was applied for identifying, analysing and reporting patterns (codes, categories and themes) within each publication. These were determined and filtered by the respective detailed characteristics of each layer on the novel 'sieve', stored on an appropriately constructed table (on a row-by-row basis). The net result is a new report created for the dark site, totally stripped of biases and preconceptions.

Additional comparisons were made with a former Dark tourism report for the Yedi Kule, following a different approach (Stefanou et al., 2021). Other sites of dark tourism interest, suffering from biases and misconceptions that led mainly to political group marginalization are the islands of Giaros and Makronisos (Giaros&Makronisos, 2021 (a,b)). They were chosen for additional comparative analysis by the proposed 'sieve', to gain further insight and enhance its generalization capabilities.

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## RESULTS AND DISCUSSION

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Results show the efficiency of the proposed multilayer sieve in exposing such conflicting and historically inaccurate facts, in all cases, and in restoring cultural and political heritage to its actual meaning. Politicization, selective interpretation, lack of education were found to be key issues, as narrative and ‘evidence’ were often based on the political or cultural agendas of host destinations, raising issues of political power and ideology (Hollinshead, 1999; Lennon, 2017). Thus, the experience offered was not ‘authentic’ and in some cases remembrance was engineered, entailing post-truth politics and information manipulation. Appeals to emotion were detected, disconnected from policies and ignoring facts, as if they were visually ‘choreographed’ (Urry, 1990; Christensen, 2020).

The originality of the proposed approach is that, being essentially multidisciplinary, is capable of efficiently unveiling deeply rooted biases and preconceptions by contributing increasing levels of objectivity, using each successive layer in turn. In this sense it is a novel tool that can be applied in any dark tourism domain. By analysing the history of visitation to chosen dark tourism sites through available records, we conclude that the application of the proposed ‘sieve’ will have an additional strong, positive impact on the frequency and quality of visits to sites that used to be undesirable destinations. This holds stronger for sites of political marginalization, since there post-truth politics biases were found magnified. Such non-authentic narratives are soon exposed, and have notable negative impact.

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## IMPLICATIONS

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Using the novel methodology proposed and depending on real context, politics, ideology and ethos dark sites managers and tourism policy makers can improve site effectiveness and enhance their policies; by unveiling post-truth politics biases in the resulting reports, true feelings and emotions may occur in response to authentic narratives, contributing to the ‘visitor experience’. The reports resulting from the ‘sieving’ technique should inform policies for tourism stakeholders since creating multiple constructions of the past, whereby history is selectively interpreted in accordance to post-truth politics biases, gives rise to the exclusion of marginalized groups (Goulding et al., 2009) and is sooner or later unmasked. Although results are compared to a different report for the Yedi Kule site and also, the proposed methodology is applied to a couple of different Dark sites, obviously further work with different destinations is required to enhance and generalise the results.

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## KEYWORDS

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Dark Tourism, Post truth politics

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# Gastro-cultural identity and branding: Acknowledging the goose that lays the golden egg

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## PURPOSE

The paper primarily seeks to investigate if there are any synergies between gastro-cultural place identity, the identity-based approach to place branding and the experience on offer. A second objective relates to a preliminary assessment of the institutions which might have an effect on the (lack of) dialogue among the identity, branding and the offered experience

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## RESEARCH METHODS

A qualitative approach is more appropriate for this exploratory study. In specific, we analysed the information which actors with branding authority have for the island of Gökçeada (Imbros) in Turkey. At first, we collected information which branding actors share online (e.g. strategic/ developmental/ action plans, evaluation reports, projects, webpages) and offline (e.g. books, brochures and booklets addressing the visitors), and downloaded both written and visual information (e.g. photos and videos). The literature on culture *in, for* and *of* the place (Kavaratzis & Ashworth, 2015) and on institutions in place branding (Edvardsson et al., 2014) helped us identify a-priori themes for our subsequent thematic analysis.

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## RESULTS AND DISCUSSION

To this day, only conceptual works had investigated culture *in, for* and *of* the place. This study is the first example of how place branding efforts reflect such conceptualizations in practice. The paper further contributes through a preliminary discussion on institutions and how they emerge, maintain, and decay, as a result of national priorities and local efforts towards assimilation. An important contribution lies at the exploration of such themes in a largely under-investigated setting, and while considering the challenges of indigenous cultures.

This paper provides a better understanding of the role of culture, or more specifically, its gastronomy-related subdomain as this is reflected in the culture *in, for* and *of* the place (as in Kavaratzis & Ashworth, 2015). Culture, gastronomy and the place as an ecosystem include a variety of elements and dimensions, some of which may be place-specific and relevant to sub-cultures, whereas others may be national or transnational. All of these elements of culture *in, for, of* the place have, at the end of the day, a distinct importance for the identity-based approach to place branding and the sustainable development of gastronomic tourism. Unfortunately, branding efforts do not seek to effectively reflect and equally embrace all important gastro-cultural actors and cultures.

In more detail, branding actors employ a combination of elements reflecting the culture *in, for* and *of*. The *Gökçeada Cittaslow* project, events and local festivals reflect culture *in*, a folklore museum, cooking classes (addressing primarily locals), tasting of local food and products (e.g. at the farmers' market) and 'harvesting' agricultural goods and 'producing' local products (e.g. at the garden of their

accommodation facilities or by the side of their ‘host’) are examples of culture *for* Gökçeada. Some of these elements align with the culture *of* the island (i.e. local traditions, history and religion of a nowadays largely absent minority which comprised the majority of the local population till the later half of the 20<sup>th</sup> century). Still, some of these elements mostly reflect the effort of regulative institutions at the national level to influence normative and cognitive institutions locally and gastro-cultural branding efforts.

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## IMPLICATIONS

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Our study concludes that the place brand strategy reflects some resource integration, and elements of this unique integration of elements of culture *in, for, of* the place. Still, general operant resources (e.g. inclusiveness, openness) and central decision makers’ intention to co-create can contribute further, and thereby lead to more holistic experiences and brands. Whatsmore, the study sheds light on the role of institutions in order to inspire co-creation and either include or eliminate *sub-cultural differences* (Philipp, 1994: 485).

Place branding experts embrace, among others, the tourism potential of a place, while reminding how place brands should focus on *plans that define the most realistic, competitive and compelling strategic vision for the country, region or city* (Anholt, 2003: 212). Despite the clear emphasis branding scholars attribute to culture and identity, practitioners still largely focus on dominant national cultures and identities when ‘officially’ branding the place. Such practices may silent synergies which extend beyond national borders, as well as cultural identities and heritage older than the very creation of nation-states and constantly under adaptation as living organisms. The study hereby offers recommendations on how practitioners can facilitate more sustainable solutions for the place brands they are in charge of.

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## KEYWORDS

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Place branding, identity, gastronomy, institutions, culture

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# **The Cultural Impact of Tourism Development on local community. A case study at Sa Dec Flower's village, Dong Thap province, Vietnam**

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## **PURPOSE**

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This research determined local residents' attitudes towards the cultural impacts of tourism development on a local community at Sa Dec flower's village, Dong Thap Province, Vietnam with two objectives:

- To determine what positive and negative effects tourism has on the cultural values of Sa Dec's local community.
- To suggest precise recommendations to deal with the negative cultural impact of tourism development on Sa Dec's community.

The research questions:

- 1) What are negative and positive cultural impacts of tourism development on local communities at Sa Dec Flower's village, Dong Thap province, Vietnam?

- 2) How are tourism impacts on community identities, the way of life, family structures, traditional festivals and cuisines, and traditional handicrafts.
- 3) What people are going to deal with these negative impacts?

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## RESEARCH METHODS

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This study was conducted as a mixed-method study, which includes qualitative research and quantitative methods to increase successful outcomes (De Lisle, 2011). A survey of the information and data collected by questionnaires and in-depth interviews shall be conducted in this study. The questionnaires identify local people's attitudes about the cultural impacts of tourism development on community identities, the way of life, family structures, traditional festivals and cuisines, and traditional crafts in these villages. This process would take place from August 2020 to October 2020. The questionnaires consisted three parts to collect raw data.

Part 1: The researchers explored the background information of residents, namely: gender, age, occupation, living year, income, and tourism participation

Part 2: This section evaluate the positive and negative impacts of tourism development on local community at Sa Dec flower's village.

Part 3: The researchers used this part to collect residents' suggestions about solutions for minimizing negative cultural impacts of tourism development on local community at Sa Dec flower's village.

There are many ways to find the sample size according to formulae or experience. In terms of experience, Hoyle (1995) suggested sample size should be at least from 100 to 200 (Sirakaya-Turk et al., 2011, p.87). Convenient sampling and sprout development techniques of selecting respondents were used to select participants. Questionnaires were surveyed by 126 local people at Sa Dec flower's village. The target samples are people living within Sa Dec flower's village. The next step was a random sampling technique in which 126 family samples were identified randomly by computer from the alphabetic lists of households at Sa Dec flower's village was provided by Sa Dec Commune People's Committee. In each household only one person was surveyed to represent the household's attitudes towards tourism. At the time of delivering questionnaires to households, if nobody was present at an intended home, the questionnaire would be delivered to the neighboring one. Thirty questionnaires were tested to determine the validity before the final questionnaire surveys were made. In fact, the number of samples collected was 126 samples, after checking, 120 samples were satisfactory. Data from the surveyed questionnaires were descriptively analyzed using SPSS version 16 to explore the positive and negative cultural impacts of tourism development on the local community in the village of Sa Dec Flower. The mean score (M) has been interpreted using the following framework:

- $1.0 \leq M < 1.8$ : Highly unagreed
- $1.8 \leq M < 2.6$ : Unagreed
- $2.6 \leq M < 3.4$ : Moderately agreed
- $3.4 \leq M < 4.2$ : Agreed
- $4.2 \leq M \leq 5.0$ : Highly Agreed

Independent – Samples Test was conducted to compare the cultural impact assessment of the different demographic characteristics of the respondent. This helped to determine whether their perspectives on the cultural impacts of tourism development were similar or different.

With the in-depth interview questions, the researcher's purpose was to determine negative cultural impacts of tourism development on local community at Sa Dec flower's village by interviewing local tourist authorities, and local residents. The researcher directly conducted in-depth interviews with Chairman of the People's Committee of Sa Dec city and the head of Sa Dec's Office of Culture and Information. Additionally, the researcher also talked with four local people who are flower garden owners and common residents to understand the perceptions of local residents towards cultural impacts of tourism development. In-depth interview methods are used to investigate local authorities and residents about the cultural impacts of the development of tourism on the community. This will take place between 1 October 2020 and 30 October 2020. In-depth interviews were collected through semi-structured interviews with two local authorities and four residents living in the village of Sa Dec Flower.

Interviews took an average of about 20 minutes. All interviews were recorded in the Vietnamese languages and the content of the in-depth interviews would be compiled in accordance with the study objective, research questions and literature review.

In-depth interview data was analyzed using a content analysis approach. The results of the questionnaires and in-depth interviews are triangulated into precise guidelines for dealing with the negative cultural impacts of the development of tourism in the village of Sa Dec Flower.

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## RESULTS AND DISCUSSION

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According to Landford (1994), it indicated that tourism development result in not only positive outcome, but also negative impacts for local communities. In Sa Dec flower's village, tourism development brings both positive and negative cultural impacts on local people, but the positive cultural impacts are outweighed its negative impacts. The findings show that the residents' heighten pride and appreciation of their traditional handicrafts, their community identities. It is an opportunity to preserve festivals and cuisines, to promote cultural exchanges and to build a cultural tourism village. However, local people also believed that tourism had broken traditional family structures and changed the style of the traditional house. In fact, the young generation has a tendency to move a big city to look for jobs that have been made, and wooden houses have been replaced by cement houses. Planting ornamental flowers and producing powder traditional craft villages are in danger of being lost and forgotten by young generations. Through this study, the outcome will provide scientific evidences for tourism authorities, policy makers, lectures, tourism industries, tourists, and local residents to minimize negative cultural impacts of tourism development and toward the sustainable tourism development at Sa Dec flower's village.

The results of the Independent – Samples Test showed that there was a difference in the cultural impact assessment of tourism development in terms of gender, living conditions and participation in tourism. It can be seen that the reason for this gender difference is that women are more involved in tourism and benefit more from tourism. People were born in Sa Dec City evaluating negative cultural impacts overwhelmed positive ones while residents are not born in Sa Dec feel more benefit from tourism. Residents engaged in tourism business assess more positive impacts than non-tourist groups.

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## IMPLICATIONS

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To deal with the moving of young generation to large city that lead to the breakdown traditional extended families. The local government should create more job opportunities for Sa De's flower's villagers to encourage young people to stay at the community. In fact, the authorities should diversify tourism services to generate income for people thorough periodically markets, performing Southern traditional music or traditional games. These activities also educate younger generations about traditional cultural values of the community.

In terms of planting ornamental flowers and producing traditional villages of handicraft powder. Local authorities should support budgets and have advertising strategies to help local people maintain traditional brand reputations. Local government also encourages people to make scaffolds to plant flowers with traditional materials, such as bamboo, to enhance the cultural value of the craft village.

From the results of the above study, it is suggested the research would find out the positive and negative impact on cultural and social values, and investigate the relationship among different groups of people. Further research would include the environmental impact of tourism development on local life.

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## KEYWORDS

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Sa Dec flower's village, cultural impacts, local community, tourism development

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### ROOM 3 HUMAN RESOURCES MANAGEMENT, Session Chair: Spyros Avdimiotis

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# The Relationship Between Employee Complaints and Types of Mobbing at Workplaces

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## PURPOSE

Mobbing is a kind of psychological pressure and can have fatal consequences for the employee as well as for the whole company. Complaints in the workplace can be a source of mobbing for the employee who raised this complaint. Some managers prefer to respond to employee complaints by punishing workers with discipline, pay cuts or even termination. Thus, this research aimed to investigate the relationship between employee complaints and the types of mobbing at workplaces.

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## RESEARCH METHODS

This is quantitatively designed research. Survey data were collected from 142 randomly selected employees working in the service industry, mainly in health organizations operating in Karaman province in Turkey. The data were analyzed by using descriptive statistics exploratory factor analysis and linear regression analysis techniques.

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## RESULTS AND DISCUSSION

The results revealed that employee complaints about promotion and salary are the main causes of mobbing that is taken place in the form of prevention of socialization in the workplace ( $R^2=0.68$ ;  $p<0,001$ ). Similarly, complaints and problems originating from the general atmosphere and social environment in the workplace are the main sources of mobbing that is taken place in the form of blocking communication ( $R^2=0.74$ ;  $p<0,001$ ). Data analysis also revealed that there was no statistically significant relationship between decision-making-based complaints and the types of mobbing at the workplace.

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## IMPLICATIONS

Complaints are signs of discomfort that employees are suffering at the workplace. Voicing these discomforts can be an opportunity for the management to get aware of the mishandlings taken place in the organization. If there is a complaint from an employee, that can be interpreted that there are other employees who are suffering from the same subject but not complaining. Therefore, managers should treat each complaint carefully, encourage the employees to voice their ideas to get a better workplace. Management should listen to those voices and find solutions to dissolve the problems, instead of preventing employees from explaining their complaints by doing mobbing.

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## KEYWORDS

Complaint, mobbing, service industry

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# Organizational Citizenship Behavior and Employee Performance: A Moderating Effect of Work Status in Restaurant Employees in Aqaba Special Economic Zone Authority (ASEZA)

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## PURPOSE

This paper aims at investigating the Organizational Citizenship Behaviour and Employee Performance: A Moderating Effect of Work Status in Restaurant Employees in Aqaba city.

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## RESEARCH METHODS

The study's theoretical and the mathematical components are inseparable. This study is focused on the tourism and hospitality, and contains several different variables that are commonplace in that field, the results do not extend to any industry. Community in Aqaba was dominated by people under fifty years of age (from 18 to 40 years and above). More than 600 questionnaires were distributed to residents of Aqaba to gather information about its people and culture.

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## RESULTS AND DISCUSSION

In order to achieve the study outcomes the  $\beta$  indicates the individual contribution of each predictor (independent variable) to the model if other predictors are held constant. The value of  $\beta$  for Organizational citizenship behaviour and Supervisor support was 0.272 and 0.241 respectively with t-values  $\geq 1.96$ , therefore, H3 and H4 were accepted among the eight hypotheses. In order to be taken seriously, a company must make good on its promises, as well as have an attitude of openness toward long-term future generations. It is not often necessary to shell out large amounts of money to do this. So, because of this, we can expect to see increased profits if we provide for corporate compliance.

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## IMPLICATIONS

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we aim to develop the employee's abilities in the work and focus on the most important fundamentals in the satisfaction of the customer and therefore focus on the human factor in work, which is the basis of productivity in the work, and in this study, we aim to make hotels focus on employees for development and excellence in work

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## KEYWORDS

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Organizational commitment , Organizational citizenship behaviour, Individual initiative.

JEL codes: D20, D23, C91

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# Psychological Empowerment and Organizational Commitment; Evidence from the Tourism and Hospitality Sector in Turkey

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## PURPOSE

This study intends to explore the link between psychological empowerment (PE) and organizational commitment (OC) with the data obtained from tourism sector employees in Turkey. Accordingly, the goals of the study are: i) To measure the level of OC (affective, normative and continuance commitment) among employees in the tourism sector in Turkey ii) To measure the level of PE (meaning, competence, self-determination and impact) iii) To examine the relationship between PE and OC. To test the proposed relationship, three hypotheses are developed;

***H1: PE will have a positive impact on affective commitment.***

***H2: PE will have a positive impact on normative commitment.***

***H3: PE will have a positive impact on continuance commitment.***

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## RESEARCH METHODS

Each variable was measured using a 5-point Likert scale ranging from “strongly disagree” (1) to “strongly agree” (5). PE was measured by 12 items developed from the study of Spreitzer (1995). OC was measured by 9 items developed from the study of Meyer & Allen (1997). The data of the study were obtained both through the questionnaire technique via Google form and face to face interviews. Of the 118 respondents 80(68%) were men, and 38 (32%) were women. The majority of the participants (45%) are ranged in age from 17 to 25 years. Of the participants, %31 have university educations and %46 have been working between 3 and 5 years in the company. The majority of the participants have an income ranging from 4001-6000 ₺ (Turkish Liras) where the net minimum wage is wage for single people is 2,826 ₺ (\$377) a month. Data from 118 employees have been evaluated by using of the SPSS 20.0 program.

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## RESULTS AND DISCUSSION

The findings of the study reveal that the level of AC (mean = 3,81), NC (mean = 3,53), and CC (mean = 3,82) is moderate among tourism sector employees. Continuance commitment appears to be the highest of the three components of the OC which is not surprising as the respondents of the survey are from Turkey which has high unemployment rate (13,4 percent in February of 2021). In high unemployment work environments employees are likely to exhibit higher levels of CC because of the higher penalty of job loss. In such environments feelings of job insecurity among employees creates an incentive to embrace their current employment and thus they remain loyal and committed to their organization(Shapiro-Stiglitz, 1984). In terms of the correlations between the variables, the results reveal that all of the variables show significant positive correlations. On the other hand the findings

indicate employees in tourism sector felt that they are not empowered enough by their organization (mean = 2,65). that the level. This result suggests that although employee empowerment is proved to be a useful tool, managers are resistant to share their power. Accordingly, it is fair to suggest that HR practitioners should develop workplace strategies that are supporting employee empowerment which in turn positively shape OC. Overall, consistent with other studies (Joo et al., 2010; Choong et al., 2011; Rawat, 2011; İbrahim, 2020), findings of the study indicate that PE has positive and significant impacts on AC ( $\beta = .31, p < .01$ ), NC ( $\beta = .26, p < .05$ ), CC ( $\beta = .21, p < .05$ ). Therefore it is evident that there is a need to improve the current situation at tourism companies with respect to all the components of the PE which in turn would enhance OC levels of employees.

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## IMPLICATIONS

This research suggests that employees' empowerment experiences directly affect their commitment level and thus in order generate high degree of OC, the tourism companies should develop training programs to foster managers in understanding appropriate practices and behavior sets that will enhance employee empowerment. However, it is useful to evaluate the results of the research in consideration of some constraints. First of all, the present study is carried out in Turkish companies in the tourism sector and the sample size is quite small. Therefore, one may debate that generalization of the results is questionable. Future research should observe a broader set of in order to identify if any the differences exist in relation to the characteristics of its industry. Researchers should also look to impact of leadership styles, ethical climate, corporate reputation on OC.

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## KEYWORDS

psychological empowerment, affective commitment, normative commitment and continuance commitment

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# Required skills for a spa management professional

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## PURPOSE

Wellness and Spa facilities seem to be not merely significant for hotel establishments, but also are turning out to be equally important for destinations as well. In fact such facilities are becoming a compelling service distinguishing hotels from Airbnb accommodation. In this context, Wellness and Spa management is getting the attention of hoteliers who share the intention to provide high quality services to customers who seek more than just a place to spend their nights.

The department of aesthetics and cosmetology of the former Alexander Technological Educational Institution of Thessaloniki conducted a postgraduate program on the field of Therapeutic Practices, Wellness Units and Spas and within this framework the current research aims to acknowledge the efficiency of skills acquired by the first graduates. Hence, the primary research question is the efficiency of graduates' skills while the secondary research question focus on the possible corrections on the studies curriculum in order to be competitive.

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## RESEARCH METHODS

To estimate the professional absorptive capacity of an MSc graduate a primary qualitative research was contacted, among spa owners, managers, employees and academicians. Twelve in-depth interviews were contacted within the period of August to October 2020 in Greece. To be more specific, among the population of spa professionals, a sample of an academician, three experienced employees, three spa owners and five managers (three hotel spa and two stand-alone) was selected. Each interview had a duration of 20 to 25 minutes. The research instrument was a semi-structured questionnaire which was the outcome of a Delphi method of items selection.

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## RESULTS AND DISCUSSION

Primary findings of the research indicate that in terms of knowledge capabilities the required skills have a twofold orientation; The explicit orientation, which includes management, marketing, sales, treatment and product development. The tacit orientation of knowledge involves long term skills such as acknowledgement of employee organization behaviour, leadership capabilities, experience on customer handling, effective decision making, self and employees' motivation.

It should be mentioned that all interview participants highlighted that customer treatment plays an imperative role towards customer satisfaction, therefore experience on this preference is highly appreciated and scarce as well. Inline with treatment experience that spa interior design and functionality was also underlined as important predetermining positively customers. Upon this finding, researchers postulate the argument that graduates during their studies should follow a blend of theoretical and

applied courses in order to increase learning capacity, develop both tacit and explicit knowledge and gain explicit and tacit knowledge

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## IMPLICATIONS

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Findings indicate that Spa Management need a flexible and quite wide study curriculum. Graduates need to focus more on treatments, hygiene and safety of provided services, while at the same time need to focus more on managerial, organizational behavior and marketing courses. Graduates should also gain more knowledge on hospitality issues. Moreover, taking under consideration that knowledge is an amalgam of theoretical and practical knowledge, students' working placement should cover the last two semesters of a four year period of studies. Also, courses with applied content should be offered, meaning that practice labs should be adequately equipped and funded.

In this context the development of a postgraduate studies program will eventually lead to more competitive and efficient working places, with a clear and direct impact on the level of provided customers. Follow up surveys is quite important to take place since the complex combination of medical, pharmaceutical, managerial, marketing and hospitality knowledge is changing constantly and also rapidly the working environment of wellness and spa facilities.

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## KEYWORDS

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Spa Graduate Skills, Practice, Theoretical Background

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#### **ROOM 4 RELIGIOUS AND PILGRIMAGE TOURISM, Session Chair: Fotis Kilipiris**

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# Tourism and transition of indigenous cultures: A comparative analysis of two dispersed indigenous communities in Sri Lanka

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## PURPOSE

Purpose of this paper is to identify the transition of indigenous cultures with the repercussion of the tourism industry along with the related development projects in highly enclosed communities. Accordingly, with the advancement of the travel and tourism sector; traditional platform and the biography of indigenous cultures have been pushed into money-oriented hybrid patterns. Research questions addressed were: what are the major variations of Dambana and Rathugala Vedda people amidst tourism activities, how about the social organization and structure of colonized indigenous people and how about the interaction of indigenous people with the mainstream communities.

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## RESEARCH METHODS

The study entrusted on qualitative approach and evidence was captured from the Vedda people in Dambana and Rathugala areas through 29 in-depth interviews and thematic technique was used to analyse the transcribed data. The population of the research is all the "Vedda" people in Dambana and Rathugala areas and the resident stakeholders include school teachers, midwife, development officers and wildlife officers, etc. Purposive sampling technique is used to sample the saturated data. Further according to the objectives of the research; the study includes both primary and secondary data.

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## RESULTS AND DISCUSSION

Based on the findings it is revealed that Rathugala Vedda people are the lesser-known ones about "Adi Vasi" culture and they are in the stage of decline and slowly getting along with the mainstream society. Rathugala is a very poor village and most of them are willing to leave the "Adi Vasi" society and engage in economic activities for a more materialistic life. Dambana Vedda people are still preserving the traditional norms of Vedda by having a "hybrid life" generally on behalf of monetary values they gain from tourists. The "Hethme, Nae Yakku" and puberty festivals are still can manifest in the area of Dambana and they perform "Kirikoraha" beanfeast on behalf of monetary merits they gain from typical Vedda culture. As well as, with the inoculation of the British government and after the independence; with the effect of development projects and mass-tourism; Wherefore Vedda traditions, customs and culture geo spatially dissolute and they considered into a crass infelicity. Rathugala Vedda village is famous among tourists and in the meantime the village is having an antidote potential to ameliorate the concepts of wildlife tourism rather than promoting the Rathugala Vedda customs. Therefore, joint pains and high cholesterol diseases are now common and especially among Dambana caste. The tourism industry is playing a capacious role for the rapid socialization of Dambana Vedda, but still, Dambana is

a hub for traditional Vedda refinement. Further, the Dambana tribe leader; Chief Uruwarige Wannilaetto is struggling to preserve their traditions for future generations through tough controls though the money orientation was equally observed.

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## IMPLICATIONS

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This study helps to identify the transformation of traditional “Veddas” way of life with the repercussion of the tourism industry. Accordingly, Rathugala Vedda is currently within the stage of decline and Dambana Vedda people are cherishing values on behalf of tourism generated money. Tourist guides should train and it is compulsory to give them lectures about the opportunity to develop Rathugala Vedda village as a tourist hot-spot; for eco-tourism. Their unique cultural aspects especially, “Hethma” and “Kiri koraha” festivals should be marketed better among tourists. The government should introduce them to new farming techniques to uplift their collecting lifestyle. The soil of the Rathugala area is good for minor export crops. Therefore, the government and NGOs should promote minor export crops. It is necessary to introduce them to new income sources. Future researches can be conducted through mixed and longitudinal approaches to identify further issues and anthropological studies seem significant at this stage.

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## KEYWORDS

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Biography, Decline, Hybrid life, Indigenous Culture, Vedda community, Stakeholders

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# The religious tourism as a competitive advantage of the Prefecture of Pieria.

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### PURPOSE

The aim of the present paper is to search whether the prefecture of Pieria comprises an attractive destination for religious tourism and pilgrimage. For this reason the use of questionnaires takes place aiming to realize if and to what extent this form of tourism comprises a comparative and competitive advantage for the prefecture of Pieria.

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### RESEARCH METHODS

The research method of this paper is the qualitative research and more specifically the use of questionnaires with 13 questions in total. The objective was to search whether the prefecture of Pieria is a religious- pilgrimage destination. The sample is consisted of 102 participants, being Greek residents originating from other Greek counties, the European Union and Third Countries. The requirement for the participant was to have visited the prefecture of Pieria. The independency test ( $\chi^2$ ) was used for checking the correlations between the different factors, while at the same time an allocation of frequencies was conducted based on the study and presentation of frequency as much as relevant frequency.

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### RESULTS AND DISCUSSION

Based on the questionnaires answered, the fact that religious tourism indeed takes place in the prefecture of Pieria is safely concluded. As it can be seen, the most notorious religious destination is the Holy Monastery of Saint Dionisios in mountain Olympos, which was expected due to the fact that the local community recognizes the importance of the monastery as well as of the saint. Although, the insufficient exposure of the religious element of the area is deemed negative for the area as a whole. Based on the literature, the promotion of an area and one of its unique elements for competitively differentiating it from other areas, is deemed necessary. Moreover, while the necessity of the existence of a touristic Kiosk is proven, so that the tourist can receive information from, the prefecture of Pieria does not operate one. Thus, based on the answers 48% replied that they get informed by social media. Statistically important differences in relation to sex were noted in regards to the way of getting informed ( $\chi^2(101, N=102)= 8,89 p=012$ ) with most women turning to friendly acquaintances (26 people – 48,1%) in contrast to most men, choosing getting informed through the Web ( 35 people- 74,5). Finally, setting as

a foundation the fact that a comparative advantage of a prefecture could be the variety of entertainment forms besides the pilgrimage, it is concluded that the prefecture of Pieria is notorious for the the number of choices it offers regarding entertainment, which can be attributed to the prefecture's locale. The results show that religious-pilgrimage tourism is important for the prefecture because many visitors combine leisure travel with worship, however this does not consist the comparative advantage of the prefecture. It is deemed necessary for the local and religious institutions to strategically plan the promotion of religious tourism having as a drive force the promotion of the prefecture under the contemporary conditions of Covid-19.

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## IMPLICATIONS

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Due to the fact that, no other similar older researches have been conducted regarding religious tourism in Pieria, this research will be able to give some useful conclusions. These conclusions will lead us to more specialized knowledge on the tourism of the prefecture. More specifically, the prefecture of Pieria offers a lot of activities of significant economic, social, educational, cultural, even touristic importance. Although, the religious tourism in the area consists of insufficient promotion of the monuments which comes as a result of the lack of infrastructure. A potential research that could be conducted in the future would have to be addressed to solely religious tourists and thus, specific conclusions about religious and especially pilgrimage tourism and its development could be drawn, so religious tourism can finally become the competitive advantage of the prefecture.

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## KEYWORDS

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Religious – pilgrimage tourism, competitive advantage ,Pieria

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# The potential of African religious pilgrimages as a tool for tourism development in KwaZulu-Natal, South Africa

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## PURPOSE

The purpose of this study is to explore the contribution of African pilgrimages towards tourism development in South Africa. The religious sector is another sector of tourism, and this study, therefore, aimed at establishing whether the pilgrimage destinations would be perceived as a socio-economic enhancer or contributor to the country's economy.

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## RESEARCH METHODS

The study adopted a mixed method design, which suggests that both quantitative and qualitative modes of research enquiry were used during the collection, analysis and interpretation of data, (Taherdoost, 2017). A total of 280 survey questionnaires were distributed to pilgrims, and only 210 were fully completed and undergone for data analysis. A sample size of 210 respondents was considered large enough to reach the study conclusion. Qualitative interviews with 40 respondents were conducted using an audio recorder. The interviews were conducted only to those who were easily accessible and perceived to be knowledgeable about the subject of the research. Respondents were selected face-to-face using a convenience sampling method of a non-probability sampling technique from different regions of district municipalities (eThekweni Metro, iLembe, King Cetshwayo and Zululand). IBM SPSS Statistics version 26.0 software was used for quantitative data analysis and content analysis was used for qualitative data, IBM Corporation (2020). Questionnaire variable included pilgrims profile (categorical variables), perceptions of pilgrimage destinations as a socio-economic enhancer (all ordinal variables, on a 5- point Likert scale: 1- Strongly agree, to 5- strongly disagree). The ordinal variables originate from the literature study of this paper. The interviews were transcribed to closely appraise the data (Mamabolo *et. al.*, 2017).

Pearson correlation coefficient was used to determine the relationships between dependent and independent variables using bi-variate correlation coefficient analysis. Cross tabulations were used to establish common relationships between bivariate variables that were considered essential for testing the hypothesis. Chi-square tests were analysed through content analysis where the researcher filtered the meanings enclosed in the open-ended responses in order to establish the respondents' in-depth understanding and/or their own interpretation of the subject under enquiry.

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## RESULTS AND DISCUSSION

The findings, the study concludes that the potential of pilgrimage destinations for enhancing socio-economic development within the study area has not been perceived. The study developed the strategy that would play an important role in ensuring that the identified tourists' and/or pilgrims needs during



their stay at the pilgrimage destinations are addressed based on the empirical, theoretical as well as respondents' point of view.

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## IMPLICATIONS

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The study found that socio-economic contribution that could be brought by religious pilgrimages could change perceptions about pilgrimage destinations. According to the results, Tourism KwaZulu-Natal (TKZN) and local government in South Africa need to develop an operational plan to provide business education, entrepreneurship skills, and other relevant support that can empower local communities to start tourism-related businesses around the pilgrimage destinations. We are equally confident that the findings have significant implications for developing socio-economies around the world, including South Africa.

Further research on this topic or related topics is needed in other regions of South African and Sub-Saharan Africa to identify regional differences or similarities.

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## KEYWORDS

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Religious pilgrimages, pilgrimage destinations, tourism development, socio-economics, South Africa

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# An exploratory study on the dining motivations of Halal restaurants in China

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## PURPOSE

This research is aiming to investigate the motivations of non-Muslim consumers dining in Halal restaurant in the Ningxia Hui Autonomous Region in China. Particularly, the research intends to look into the acceptance level and the factors which influence the acceptance of Halal food. This study is among the first pioneering attempts to explore the potential of improving the Muslim tourist experience in China as Ning Xia is an important Muslim region in China with renowned Halal products and services provided by local communities.

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## RESEARCH METHODS

Mixed method research (Harrison, 2013) has been designed for this hospitality and culture research. First stage researchers interviewed 5 restaurant owners, a combination of Muslims and non-Muslims, to understand their perception of Halal restaurants and determine why they opened Halal businesses and who their customers were. The interviews were completed in August 2019. Thematic method is adopted to analyse interview results.

The second stage is an ongoing online questionnaire for 200 customers of the chosen restaurants in Yinchuan, the capital city in the Ningxia Hui Autonomous Region. Those customers include Muslims and non-Muslims, ranging from locals to tourists. The questionnaire covers demographic data and attitudes towards Halal food. SPSS is used to analyse questionnaire results.

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## RESULTS AND DISCUSSION

The study finds that Halal restaurants in Ningxia are a more prevalent option to both residents and tourists. The owners and managers mentioned that one of the major reasons to have Halal food is that their restaurants are in a Muslim region. Although the non-Muslim population in the city is 70%, providing Halal food means they can attract more customers. When a group of customers visit a restaurant and there is one Muslim in the group, the whole group would prefer to choose to dine at a Halal restaurant due to the dietary requirements of the Muslims and this behaviour is extremely common in Ningxia due to a widespread awareness over decades and the harmonious relationship between different ethnic groups in the region.

Another reason the owners pointed out is that the local special cuisine is cooked lamb in Halal food style, famous nation-wide. They highlighted that they are having lots of Muslim and non-Muslim tourists as customers during holiday peak times, excited to experience authentic local food. Even non-Muslim restaurant owners find Halal food is more popular for them to sell and promote compared with non-Halal food. From a marketing point of view, many restaurants do not look authentic if they are not serving Halal food in Ning Xia.

The second stage of online questionnaire should be completed in August 2022 so further results will be available to analyse.

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## IMPLICATIONS

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The current finding indicates that serving Halal food attracts both Muslims and non-Muslim locals and tourists in Ningxia. This research provides managers of small businesses marketing opportunities to promote Halal food in other regions, particularly where Halal food is not readily available (Halkias et al., 2014, Xiong and Zhang, 2020 ).

The researchers plan to investigate further customers' responses regarding Halal food, investigating related social and cultural issues. Within the research area, wherein only around 30% of its population is Muslim, Halal food and restaurants make up an overwhelming majority which successfully attracts both locals and tourists alike.

In Malaysia, the non-Muslims constitute 38% of the population. This relatively high percentage of non-Muslim consumers could indicate the opportunity for this niche market to be tapped which could then contribute more to the growth of the Halal food industry. Muhammad, Norhaziah, Nuradli and Hartini (2007) highlighted that Halal food benefits not only the Muslims but everyone in general.

This study is conducted in a province where local specialities are Halal. Further research is needed in different cities where this is not the case.

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## KEYWORDS

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Halal Food, dining motivation, Food tourism, Chinese food, Muslim and Non-Muslim Diner

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# Restarting Tourism: Resilience and Adaptability of Pilgrimage

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## PURPOSE

The purpose of this paper is to discuss the adaptability and resilience of religious pilgrimage and other values-rich journeys. These types of travelling could be very flexible and adaptive. Pilgrimage related to personal and social identity and encompassing different values and multi-sided motivational sets. Ability to adapt to the crisis includes the overcoming a challenges and transformations in the future world. The main research questions is related to the most effective strategies of the adaptability and resilience of religious pilgrimage as well as the possible transfer of those practices to other types of tourism.

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## RESEARCH METHODS

The paper reviews literature about adaptability and resilience of pilgrimage or values-rich journeys. Various classifications are applied. The challenges of post-COVID-19 travelling are discussed. Author uses different data from previous research to reinforce the arguments. Research methodology includes various methods such as surveys, interviews, observation and case studies.

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## RESULTS AND DISCUSSION

Travelling to pilgrimage places helps people discern between the relative values of different beliefs. It helps manifest and/or reaffirm existing personal or social identity. Values fostered by contemporary pilgrims can be related to religion, a search for a personal spiritual route as well as embody national, cultural or other collective ideals, or it may be a unique value of an individual.

This paper aims to achieve three purposes. First one, introducing some concepts and approaches the paper shows why the pilgrimage is the most resilient and adaptable mode of travelling. Second, the paper exposes what pilgrimage's motivation is a complex process revealing how values and identities is integrated into the everyday lives of people. Third, the paper unveiled some examples of the most effective recovery measures of tourism and introduced other measures of the development of religious tourism. Pilgrimage related to personal and social identity and encompassing different values and multisided motivational sets could be a very flexible and adaptive system. The physical journey can transform into a spiritual journey or virtual pilgrimage, travel intentions can be reached using the help of another person or the sacred place itself can be created in a home environment. So the key finding is that those journeys that relate to personal or social identity can easily transform into other elements of identity expression. Main discussion related to the future of values-rich journeys. New technological, social, environmental and legal factors, global health situation creates such discussion points as international travel versus local travel, mass tourism versus individual travel, and physical travel versus travel experience at home.

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## IMPLICATIONS

The lockdown in response to the COVID-19 pandemic has generated a lot of initiatives. Everyday religious services took on new forms, tourists and pilgrims have had the opportunity to focus more on national and regional pilgrimage sites. The main social factors that will influence tourism and pilgrimage could be changes in lifestyle, changes of mobility, demographic shifts and ageing, migration of global

health. However, values-rich journeys will remain one of the most flexible and dynamic in the travel industry. The findings of the research clearly show the possible trends of tourism development. This includes individual trips to the remote pilgrimage locations. In general, individual trips can become more popular compared to organized bus trips. In the near future the entire tourism sector will be affected not only by the global health situation, but also by various technological, social, environmental and legal factors. The main technological factors that will influence future of pilgrimage are travel digitalization. Virtual reality combined with the already existing equipment such as indoor sport walking tracks or indoor cycling systems could create such services as virtual reality trips to Santiago de Compostela or a cycling trip to the Hill of Crosses in Lithuania. Pilgrimage and tourism could get benefits from such research areas as neurolinguistics and neuromarketing, related to the research areas of the travel simulation stimulus.

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## KEYWORDS

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Resilience and adaptability of religious tourism, alternative forms of pilgrimage, post-COVID-19 pilgrimage, values-rich journeys, values and identity in pilgrimage.

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# Adaptative Facebook Communication of Orthodox Entities in Covid-19 Context

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## PURPOSE

Following the consumer trends in the new reality that are switching to digital channels, the main purpose of the paper is to analyse the options for the religious services consumer to find digital offers and their communication patterns. In Romania, Facebook is definitely the most popular social media platform, with a weekly usage rate of 82% in 2020. The Facebook communication between Orthodox religious entities and their believers was considered for the research. To gain a better understanding of the way in which the religious online communication is performed, first concern of the study referred to the identification of an existing standardized framework for online communication of different religious entities. Authors assumed that offline notoriety can be replicated online, and in this respect the number of followers was analysed. The hypotheses of the study are: H1 During the emergency state the phenomenon of online communication has intensified; H2 The type of the post - original messages or shared - determines the consumers implication on digital communication channels; H3 Posts frequency influences the number of the online reactions; H4 Posts containing video and photos are generating more online reactions.

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## RESEARCH METHODS

The article is based on a longitudinal retrospective study, focused on the Facebook communication between Orthodox religious entities and their followers/believers, before, during and after the Covid-19 pandemic emergency state. A number of 25 monasteries, 78 urban and 79 rural parishes in the Orthodox Archiepiscopacy of Cluj (second biggest diocese in Transylvania-Romania with more than 750.000 members) constituted the subjects of the study. Data regarding the frequency and the type of the posts (text, photo, video or live transmissions), and the feed-back of the consumers (comments, share, reactions) were automatically collected from public pages, using Facepager application, for three successive stages: 120 days before, 60 days of emergency state (due to the Covid-19 pandemic) and 180 days after. More than 5,300 posts were included. Quantitative analysis was performed using SPSS-Windows version.

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## RESULTS AND DISCUSSION

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The polymorphic pattern of entities as Facebook actors highlights the lack of a unitary (Facebook/on-line) communication. Religious entities with high notoriety offline continue to have the largest number of followers online. When face-to-face interaction is prohibited and religious tourism and pilgrimage can not be practiced, the social media communication can be a tool for 'business continuity' even for religious entities. Monasteries remain the most followed religious entities in online environments, and with the highest levels of reaction. The study reveals that only parishes have intensified the posts number in the emergency state. Original messages determine an increase of 342% of the consumers implication in comparison with only 38.8% for shared posts. Posts frequency does not directly influence the number of the online reactions. In average a video is generating 216 reactions, definitely much more than less than 10 reactions for photos, links and status. The results of the paper contribute to the understanding of the Orthodox religious entities involvement in Facebook communication. As from authors knowledge there is a lack of researches on online communication of these religious entities, especially from Romania.

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## IMPLICATIONS

The results can be used by the decision makers as starting point for the development of an official unitary (Facebook/on-line) communication strategy. Due to the importance of the monasteries as influential entities, the need of a professional approach, professional training or at least professional consultancy is strongly recommended for online PR/communication. In the context of artificial intelligence development and its future ubiquity, the priests, monks/nuns and other church staff might actively enhance their ITC skills.

A similar analysis from an interconfessional perspective might reveal significant differences in communication behaviors. A content analysis of the posts and comments might highlight the main themes, concepts and ideas posted on Facebook platform and the relationship between them.

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## KEYWORDS

Communication, Facebook, Orthodox, Covid-19

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# Return of the Tourists: A New Hope for Destination Sustainability

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## PURPOSE

The purpose of this study was to understand the types of relationships local residents or the host community have with a marine park which transformed from a local picnic ground into an international tourist destination in the past decade. The key research question was how do residents experience and perceive tourism development. We chose to focus on residents who visit the park as a site of leisure and recreation. Pre-pandemic access to recreation on the marine park had been affected by high international tourists numbers. Social sustainability is often overlooked in discussions of destination sustainability specifically when the host community is defined only as employees or entrepreneurs. Local residents are also recreationists who share public space with tourists. One facet of social sustainability is access to recreation places for the host community (McClinchey, 2017). ‘Hosts’ are likely to have stronger emotional bonds to places, or ‘topophilia’ (Christou, 2020). There is a need to understand how hosts relationships with place change due to tourism development.

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## RESEARCH METHODS

This exploratory study was designed within an interpretive inquiry paradigm to understand the experiences of the host community with tourism development on Tunku Abdul Rahman Marine Park (TARP) in Sabah, Malaysian Borneo. A qualitative research design incorporating method triangulation was employed for this purpose. This included focus group (FG) interviews, visitor employed photography (VEP) and an adapted Q-methodology with photo elicitation used to evoke memories during the Q-sort and second FG interview. A purposive sample of twenty local residents participated in this study. Four homogenous groups of five participants visited TARP for the first interview and VEP session. The interview guide focused on thoughts, feelings and experiences of the three components of Place: activities, resources and conceptions following Pearce (2005). A concourse of 761 photographs was collected in total and later reduced to 250 as the Q-set by the researcher. Later, groups met to conduct the Q-sort of photographs which guided the second FG interview. Interviews were audio and video taped, transcribed and subjected to a thematic analysis assisted by ATLAS.ti (version 7) software and produced eight themes. The integral role of the researcher as instrument and the trustworthiness of findings was built into the research design. This included triangulation of methods, audit trails for data collection, code data tables and thematic networks for analysis and an account to address personal reflexivity.

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## RESULTS AND DISCUSSION

Analysis produced five positive and three negative themes which describe place meanings. These were used to discern four types of host community's relationship to TARP. A place meanings demand typology was developed based on these results. Four categories are proposed based on six features adapted from Fan et al. (2014) for developing a tourist typology. Host visitors can be categorised as Enthusiast, Associate, Ambivalent and Disconnected. Each category differs in terms of their encounters with place, the intensity of their place meanings (deep to shallow), their attitudes (positive or negative), their behaviour (regular visitor, likely to return, undecided, unlikely to return) and also whether they are likely to recommend others to visit the marine park. Each category is also linked to certain positive or negative themes which depict the varying importance of activities, resources and conceptions of Place amongst different host visitors.

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## IMPLICATIONS

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Findings are contextual but provide an original theoretical insight to revitalise the marine park for social sustainability. Domestic tourism has restarted and will attract the Enthusiast and Associate visitors. While borders remain closed, park authorities could attract the Ambivalent and Disconnected visitors to return. Future work will need to examine and confirm this typology. Post pandemic, the return of tourists will be a euphoric event if due consideration is given to the attachment of residents to places that have evolved into tourist spaces. We hope that when tourists return, this public space will be shared in a more balanced manner. Destination sustainability should ensure continued access to places and spaces that matter to the host community.

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## KEYWORDS

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Host community typology, sense of place, Malaysian Borneo, social sustainability

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# Sensory-rich experiences in wine terroirs across space and time: evidence from a Portuguese wine route

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## PURPOSE

In the context of a broad research project focused on wine tourism in Portugal, this study aims to investigate the interrelation between sensory impressions (Agapito et al., 2013) and space-time behaviour (Caldeira & Kastenholz, 2020). This research question grounds the study. To the best of our knowledge this is the first study that specifically explores the connection between these two intrinsic facets of wine tourism experience: its multisensory character (Kastenholz et al., 2021; Santos et al., 2019) and its spatiotemporal dimension, particularly evident in wine routes travel (Gu et al., 2021).

The research model allowed examining the association between spatiotemporal behaviour and sensory impressions, as well as exploring the impact of these experience dimensions on satisfaction and future behavioural intentions (Caldeira & Kastenholz, 2018; Lv et al., 2020).

The terroir (Holland et al., 2014) associated with the Bairrada Route, in the Center of Portugal, was taken as the case study.

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## RESEARCH METHODS

For data collection, a watch-like device equipped with GPS technology was used, along with a post-visit face-to-face survey applied to leisure tourists visiting the Bairrada Route (N = 116) at their accommodation facility (Caldeira & Kastenholz, 2018). Data analysis assumed a dual nature: spatial and statistical. At the spatial level, the tourists' movements were mapped via the QGIS software for further analysis. At a statistical level, quantitative data were collected through the survey and also extracted from the tracking application: Garmin Connect. Statistical tests allowed to test the hypotheses posited. These mixed methods made it possible to obtain greater accuracy and breadth of information.

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## RESULTS AND DISCUSSION

Results reveal that, in fact, tourists' sensory impressions and spatiotemporal behaviour are associated and allow for empirical confirmation that these two experience dimensions are inextricably linked. Rural wine tourists include multiple attractions in their day visit, simultaneously in search for and influenced by their sensory impressions. Destination familiarity and group dynamics emerge as relevant conditioning factors. In addition, sensory and spatiotemporal dimensions are confirmed as relevant predictors of satisfaction and loyalty in the context of wine tourism. Thus, understanding the relations

between these dimensions is an important step contributing to the debate of the nature of the tourist experience in rural (here wine-producing) destinations. This knowledge allows for more competitive wine tourism destinations, better prepared for designing well-targeted offers, thereby enhancing visitors' satisfaction stimulating their repeat visitation and recommendations.

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## IMPLICATIONS

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In the post-pandemic context, when rural and less crowded destinations are expected to continue to receive increased demand, this research makes a valuable contribution to tourist experience enhancement and destination attractiveness in the wine tourism context. Practical implications for the management of the Bairrada wine route, particularly regarding activities on offer, communication and signalling, are presented. It is also shown that efficient territorial governance, enhanced supply of personalised wine experiences and sustainable mobility are instrumental to wine routes development. Future research should focus on replicating the study on other wine tourism routes, as well as in other types of tourism destinations. This should help validate and potentially explore other moderating variables involved in the relationship and dynamics between sensory impressions and space-time behaviour.

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## KEYWORDS

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Wine Tourist Experience; Senses; Spatiotemporal Tourist Behaviour; Wine Route; Satisfaction; Loyalty; Portugal.

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# Carbon Footprint of Tourism Sector in Portugal – Calculator development

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## PURPOSE

A Carbon Footprint (CF) calculator was developed to be applied to a Portuguese touristic accommodation in order to measure the CO<sub>2</sub>e emissions, propose mitigations actions and contribute to a sustainable touristic activity.

Research questions: How much a touristic accommodation contributed to CO<sub>2</sub>e emissions? How can tourism reduce it CF? It is possible to contribute to carbon neutrality?

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## RESEARCH METHODS

CF calculator development was based on Jain et al. (2017) work and is divided in 2 essential steps: components and indicators selection, and calculation formulas development. Calculator was developed in Microsoft Excel (version 365) and was based on CO<sub>2</sub>e emissions resulting from consumption of electricity, water, fuels and food, laundry and waste production (components) and used 10 environmental indicators. These indicators were: electricity consumption, electricity produced (renewable energy), water consumption, wastewater production, laundry production, consumption of fuels (stationary combustion), distance travelled by automobiles, urban waste production, amount of recycled/ reused waste and food consumption. Intensive research was made to obtain Portuguese emission factors per indicator, however, it was used others database: European emission factors for food, Inventory of Average GHG Emissions from Denmark, Norway and Sweden for recyclable waste, and the universal emission factors provided by the IPCC for data related with fuels consumption.

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## RESULTS AND DISCUSSION



Tourism CF should be assessed using methods that cover all life cycle or the tourism-related goods and services supply chain emissions (Lenzen et al., 2018). Infrastructures are responsible for CO<sub>2</sub>e direct and indirect emissions from the construction to the exploration phase (Castellani and Sala, 2012). CF calculator involved a mass and energy flows assessment for each indicator related to each component analyzed. Total accommodation CF calculation was carried out taking into account the partial CF per component. Additionally, a monthly and annual comparison of each indicator's emissions contribution is made using graphs. The emissions amount per overnight stay, per room, per area were also assessed. Total emission value was additionally transformed into global hectare (gha), considering that each ton of CO<sub>2</sub>e emitted is equivalent to 0.256 gha (Lin et al., 2019). Avoided emissions calculation gives to the management the information about its efforts in CF reduction and two indicators were considered: electricity production from renewable energy sources and the amount of separated waste for recycle/reuse. Moreover, to achieve carbon neutrality, it is necessary to apply compensation actions and this option was considered through reforestation measures.

The tourism sector growth is causing an increase in CO<sub>2</sub>e emissions. However, to reduce or compensate tourism emissions, it is necessary to measure and monitor them and this is precisely where the CF calculator for the accommodation sector comes in. Although, there are some calculators online, they are related to the country reality or use the outdated emission factors. Since Portugal is the territory where it was intend to act, it was important based the calculator on national emission factors. This calculator incorporates the most used components in this field, such as electricity and fuels, and four others that are not normally integrated, water, laundry, waste and food and the avoided emissions. The general formula is the following:

$$CF = \sum(\text{Data of each component} * \text{Emission factor})$$

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## IMPLICATIONS

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The CF calculator could be a powerful tool for monitoring and reducing CO<sub>2</sub>e emissions from the Portuguese tourism sector, particularly regarding the accommodation sector. To apply this in other countries, it is necessary to change the indicator emission factors discussed above. It allows the CO<sub>2</sub>e calculation on scientific basis and support the reduction targets up to 2100, since the tourism sector has an important weight in CO<sub>2</sub>e emissions. Moreover, it permits to the travelers, entrepreneurs and investors to choose the alternatives with less environmental impact. It can be applied in restaurants and residences, since the indicators are similar in all cases.

This calculator must be validated and more components and environmental indicators must be added to perform a broad analysis in all life cycle of a tourism accommodation.

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## KEYWORDS

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Carbon Footprint Calculator; Environmental Indicators; Greenhouse Gases; Sustainable Tourism

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# Sustainability, indicators and tourism intelligence: the case of urban tourism

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## PURPOSE

The main aim is to propose a system of sustainability indicators focused on urban tourism and the analysis of its key dimensions (namely economic, social, environmental and institutional) over time, whilst guaranteeing robustness in the light of far-reaching changes such as those that have occurred in the global tourism industry in the wake of COVID-19. The proposed system will provide tourism destination managers with an information tool that will boost efficiency and enable them to define strategies in line with the principles of sustainability. Moreover, the indicator system creates an information framework that can be shared among stakeholders in order to enhance negotiation processes and strengthen their tourism products.

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## RESEARCH METHODS

The methodology used in order to achieve this objective can be divided into three essential phases: research, design and development. Our case study is based on A Coruña, a city lying in north-west Spain. The research phase centres on an analysis of the characteristics of city-based urban tourism and its principal stakeholders, highlighting the principal assets and defining the most appropriate strategic approach. Work in this phase includes identifying the characteristics of the tourism product and determining their correlation with the stakeholders and the sustainability principles defined. Secondary sources of information are used, obtained mainly from public administrations. The indicator design and development process begins with a discussion of the priority issues, identifying a wide set of potential indicators; ensuring the existence or possibility of obtaining of sufficient data in order to construct the indicators; and determining suitable selection criteria. The information necessary to create the indicators comes from public statistical data, as well as directly from the stakeholders themselves, gathered principally from surveys and interviews. The application of the system would constitute a fourth phase, beyond the scope of this study, which would require the prior assessment of the indicators' capacity for success and consequent use, as well as the collection of the necessary data, the design of the reporting system and the assessment of the results obtained in order to adopt decisions and correct any possible deviations.

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## RESULTS AND DISCUSSION

The originality of our work lies in integrating the tourism product concept into a single model, providing the basis, sustainability and measurement thereof via a series of indicators. The principal findings can be grouped into three broad sections: 1) A standard system is necessary in order to draw comparisons between the indicators, despite the clear need to consider the specific characteristics of each city; 2) indicator design must necessarily be based on the in-depth study of stakeholder profiles and needs; 3) assessing sustainability is an ongoing process that requires taking all stakeholders into consideration, not merely destination managers.

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## IMPLICATIONS

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The main contribution of this study is a proposal for a tool that would enable stakeholders to make informed decisions and assess their management and contribution to the sustainability of urban tourism. A greater degree of transparency would be achieved for both the stakeholder negotiation process and the monitoring of objectives, on an individual level and in terms of the destination and tourism product. One of the key implications of this model is that it reflects the need for cooperation among all those involved, strengthening their mutual collaboration and raising their responsibility towards the policies adopted. Furthermore, by encouraging its widespread use, it could act as an assessment instrument on a national scale. The next stage of this project would be to apply the system to obtain data that would allow for the analysis of the results and the introduction of an improvement process, whilst also permitting a standardisation process based on city profiles and the construction of summary composite indicators. Finally, it would also be necessary to investigate further the negotiation mechanisms deployed by the various stakeholders and the means of integrating them into the model.

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## KEYWORDS

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Sustainability, Indicators, Urban tourism, Stakeholders, Social value.

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# Analysis of the fulfilment of the European goals for municipal solid waste generation in the Balearic Islands.

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## PURPOSE

The Balearic Islands is the Spanish region with the highest Municipal Solid Waste (MSW) generation per capita, and its selective collection rates are still low. This study has a three-fold purpose. First, it explores the economic, social and environmental variables that influence MSW generation in these relevant tourist islands, identifying those with the most significant influence. Next, a mathematical model that represents the relationships between these variables and their historical evolution is developed. Finally, through this model, MSW generation foreseeable future evolution is obtained for different scenarios related to the European Union's municipal waste goals and the various types of waste.

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## RESEARCH METHODS

A set of methods combining Econometric Modeling, System Dynamics and Scenario Analysis is applied to obtain the amounts for the different MSW fractions until 2030 and 2035 years, under several selected scenarios and assumptions related to the fulfilment of the European Union's goals.

Environmental, social, and economic historical data were obtained from the Balearics Islands and Spanish governments' official sources, the Spanish National Framework of Waste Management Plan and the MSW European Directives.

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## RESULTS AND DISCUSSION

The fundamental driving forces of MSW generation in the Balearic Islands are found through an econometric model based on historical data. In particular, a comparative analysis between the impact of the equivalent tourist population and the resident population on MSW generation shows that each additional tourist produces 1.87 kg/day of waste, while each additional resident generates 1.52 kg/day. In addition, the results also show that an increase of 1% in the GDP per capita in the Balearic Islands, increases the waste generated by 1.06 kg/day.

Then, the evolution of these driving forces is simulated based on the structural relationships among the variables and the fulfilment of the MSW European legally binding goals regarding the different fractions of municipal waste is analysed and discussed. The targets to be reached are 55% in 2025, 60% in 2030, and 65% in 2035 of minimum percentages of recycled or reused waste rates. Besides, the maximum amount of MSW sent to landfills in 2035 should not exceed 10%. Results from simulations under different scenarios and hypotheses show that the Balearic Islands are far from the needed pathway to meet the EU goals.

Lastly, the more efficient strategies and policies to achieve those targets for 2030 and 2035 are discussed for this touristic archipelago, which has one of Spain's highest per capita income. Some of them include the complete implementation of the organic fraction collection in all municipalities, increasing waste charges, and taking advantage of European funds to accelerate the ecological transition and improve waste infrastructure.

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## IMPLICATIONS

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Considering that this study identifies waste generation drivers and explores their interrelationships, it has important implications in the context of the circular economy. In particular, it provides valuable insights that can help policy-makers and decision-makers act on the root causes of MSW generation in the Balearic Islands and move towards a more sustainable tourism model.

It is expected that after the pandemic, tourism will return to the growth path of the last years before the pandemic, and that the equivalent tourist population will continue to grow in the Balearic Islands. However, this increase in tourists cannot grow indefinitely since the MSW generation per capita has to decrease in the future due to the binding goals established by the EU.

One of the main problems is that the current waste charges in this archipelago do not cover collection, transport and treatment costs of the household and business wastes because they are conceived as flat rates independent of the amount of generated waste. Therefore, relevant changes should be made by the Balearics political decision-makers in the current MSW management system to comply with the European Union's binding goals and move towards a more sustainable tourism development based on the circular economy's principles.

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## KEYWORDS

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Tourism sustainability; Municipal waste management; Waste generation rates; Econometric model; Balearics islands.

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**ROOM 6 TOURISM AND HOSPITALITY EDUCATION, Session Chair: Georgios Linaroudis**

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# Structural aspects of tourism consciousness: The duality of professionalism and natural environment

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## PURPOSE

The purpose of this research is to examine the entirety of the concept of tourism consciousness. The research questions pertain to the identification of the main structural aspects of tourism consciousness, the tracing of any discrepancies there might be in the perceptions globally and, finally, the classification of the the factors according to their significance. The footing of this attempt has been the ever-increasing use of the term tourism consciousness throughout the entire world. As a non tangible conception, it is of utter importance to approach it cautiously and circumspectly in order to be as precise as possible.

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## RESEARCH METHODS

This study is a bibliographic research that took place in a 5 month period. In order to collect the data that has been used in the study, a plethora of papers has been examined, along with conference proceedings as well as official statements from major contributors in the tourism industry. After the critical examination of the literature there has been a fundamental segmentation of the individual elements that constitute the idea of tourism consciousness as well as an arrangement of the most commonly mentioned parts to the least mentioned. An approach to the nature consciousness was deemed necessary so as to understand better the extensions of the concept. One of the most remarkable outcome that occurred later on was the differentiation between the perceptions of the East and the West, especially about the aspect of “professionalism”. Therefore, inevitably, the study has taken a comparative turn between different mindsets and approaches.

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## RESULTS AND DISCUSSION

The first objective that this research was targeting to achieve was the profound clarification of the term “tourism consciousness” in means of its structural aspects. First of all, it has to be mentioned that there has been spotted an incorrect, interchangeable use of tourism consciousness, tourism awareness and conscious tourism. These three terms do share some traits but they represent different meanings on their own. This fact by itself has rendered the clarification process significantly more difficult and time consuming. Concerning the structural aspects of tourism consciousness, these are multiple and include the following: cultural respect, authentic experiences, professionalism, work ethic, quality in services,

protection of the environment, mitigation of the negative effects of tourism and the achievement of sustainability. Between these factors there are three that stand out more than the others: cultural respect, professionalism and the environmental protection. Furthermore, all the aforementioned components take into consideration the interplay between local community, travelers and tourism professionals. Finally, a major deviation between East and West has been spotted. In the East, tourism consciousness focuses more on the cultural respect and high quality services while in the West the focal point shifts towards the mitigation of the negative results of tourism as well as the protection of the environment in order to achieve sustainability.

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## IMPLICATIONS

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The results of the study are based on the analysis of the data that has been drawn from the existing literature. As long as the concept of tourism consciousness appears to be intensely multifactorial, the complexity constantly seems to pose a threat to the thorough examination. Additional studies need to be engineered and implemented in order to settle on the components of the term in question as well as to locate optimal practices globally that have as their goal the achievement of tourism consciousness creation or fortification.

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## KEYWORDS

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Tourism consciousness, professionalism, cultural respect, environmental protection

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# University-industry relationships in tourism - a signalling theory approach

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## PURPOSE

This study aims to identify the university-industry relationships creation process from the signalling theory. There are multiple distinct signals used to successfully transfer information about scientists' qualities to prospective industry partners. In this study, signals used by scientists to attract business partners were identified and the role of signals on scientist' engagement in relationships with business was tested. The article answers the following detailed research questions:

- What are the signals indicating a high level of scientists' knowledge and competence?
- What is the role of passive signals related to individual characteristics (academic position, degree or title) in signalling researchers' expertise and competence in collaboration?
- What is the importance of active forms of signalling (expert activity, social media activity, involvement in professional organisations) on cooperation with business?

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## RESEARCH METHODS

Taking into account the complex nature of the research, a mixed stance of analysis was employed. The quantitative analysis was based on an online questionnaire carried out among 76 scientists involved in Poland's tourism research. Invitation with a link to the online survey was sent to 325 scientists who declared tourism and hospitality specialisations in 2018. The contact information was drawn from the Polish Science database maintained by the National Information Processing Institute, covering a population of academic researchers in Poland. Variables related to two types of signalling were employed: passive and active. The passive signals are not aimed directly at gaining business partners and include the level of faculty, the kind of university and the scientific position (measured by obtaining a habilitation). The second group of signals is related to scientists' activity, whose direct recipients are individuals from outside of the scientific world. These include scientists' presence in the media as an expert, scientists' professional involvement in social media and scientists' activity in organisations and professional associations. These activities are direct indicators of the scientist's practical value and may suggest selecting such a person for future collaboration. All of the variables were dichotomised in order to examine relationships under study, and the chi-square test of independence was applied. Data were analysed using the IBM SPSS Statistics version 26.0. The second stage of empirical analysis included a qualitative approach. Open-ended questions from scientists' study were taken into account. The interviews were analysed with Atlas.ti software.

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## RESULTS AND DISCUSSION

According to the chi-square test of independence ( $\chi^2(1) = 8.031$ ,  $p = 0.005$ ), there is enough evidence to suggest an association between being active in professional organisations and being engaged in cooperation with industry. The qualitative part helped to capture other signals, e.g. signalling by graduates. The researchers also highlighted the high cost of signalling, which consists of the time and effort required to establish cooperation.



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## IMPLICATIONS

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Stiglitz (2000) assumes that information asymmetry is the primary source of markets and contracts incompleteness. One possible approach for effectively mitigating information asymmetries in university-industry relationships is signalling. The signalling theory assumes that the informed party (e.g., scientist) can send observable signs to the less knowledgeable party (e.g., business partners and entrepreneurs) to disclose information asymmetry and promote exchange (Spence 1973). The results indicated the signalling theory as an alternative avenue to explain university-industry relationships. This article contributes to the matching process's theoretical and practical issues and helps understand how and what makes scientific knowledge markets work better. The results of the analysis have important implications. First, they suggest that scientists willing to increase their impact on the outside academia world should actively communicate their willingness and competence. Second, despite formal academic superiority, practitioners prefer to cooperate with "medium ranked/average" scientists. It turned out that practical knowledge and the ability to collaborate were more important than scientific excellence. This paper extends the literature in two important ways. It offers an alternative explanation of determinants of academic entrepreneurship and business engagement. Moreover, a link between the individual-level signalling activity and engagement in university-industry relationships was established. Future studies should deepen the problem of signalling costs on the knowledge market, including time and effort as barriers to engagement with industry relationships.

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## KEYWORDS

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university-industry relationships, signalling theory, tourism

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# The impact of COVID-19 on Tourism Education: The Example of the University of Zagreb Faculty of Economics and Business, Croatia

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## PURPOSE

This paper should answer the questions: “when and why did the changes in the tourism education appear?”, “how can the education system adapt to the changes caused by COVID-19?” and “what has been changed in the education of future tourism experts at the University of Zagreb Faculty of Economics and Business since COVID-19 affected Croatia?”. Objectives, set in this paper, are to: analyze the situation in tourism education caused by COVID-19 generally and at the Faculty of Economics and Business Zagreb during and after the pandemic, in order to point out the possible guidelines for the future tourism education development.

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## RESEARCH METHODS

As the paper focuses on the University of Zagreb Faculty of Economics and Business and its tourism education, the population, that represents the full deliberate sample of this qualitative research, includes all the lecturers at the Department of Tourism. There are six professors, five assistant professors and one expert associate of the Department who teach different fields of tourism and different approaches to this situation. Due to the special epidemiological measures, the questionnaires will be sent via email as a Google Forms and it will include questions regarding the tourism education in the last year at the Faculty and its modifications caused by the pandemic. The lectures will be asked to answer the different types of questions about changes, improvements and adapting the tourism education to the pandemic situation and their appearance in the practice. The results will be collected automatically and anonymously and the data analysis will be performed.

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## RESULTS AND DISCUSSION

The results of this study will be correlated with the impact of COVID-19 on the tourism education at the University of Zagreb Faculty of Economics and Business and how the lectures react to this crisis where tourists significantly changed their behaviour and habits. Key findings, including the adjustment of the Department of Tourism members to the pandemic situation will be a base for the further discussion, which can lead to the improvements of tourism education, implementing modified syllabuses

and introducing new courses. This research can contribute to the level of tourism education quality at the University of Zagreb Faculty of Economics and Business and it can be implemented to other universities, faculties and departments within and outside the Republic of Croatia. This paper is the first empirical research in Croatia whose purpose is to define problems in tourism education caused by the pandemic at the institution.

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## IMPLICATIONS

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This paper contributes to the future development of tourism by standing out the importance of changing the perspective in tourism education and giving the real image of it. As students are the future of a country's economy and tourism, it is important to teach them how to deal with crisis management by adapting to the market and new changes. The key findings of this paper can be implemented in the future development strategy of higher education institutions which need to be focused on the big impact of this situation. The example of this research and the University of Zagreb should be implemented by other universities whether they teach tourism or not, since the research of the impact of COVID-19 and its consequences on the economy, can contribute to the future sustainable development guidelines.

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## KEYWORDS

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Tourism Education, Changes in Education, University of Zagreb Faculty of Economics and Business, Croatia, COVID-19

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# The effects of students' self-learning capability and teaching styles of lecturers on learning outcomes in tourism

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## PURPOSE

The primary purpose of this research is to determine the relationship between students' self-learning capability, teaching styles of lecturers, Covid-19 conditions and student's learning outcomes during Covid-19. Besides, the second purpose is to reveal the mediating effect of distance learning tools both on the student's self-learning capability-student's learning outcomes and teaching styles-students' learning outcomes relationships.

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## RESEARCH METHODS

The mixed-methods approach including an experimental design and quantitative model was preferred for this research. In experimental design, to evaluate the distance education methods including student's self-learning capability, teaching styles of lecturers, Covid-19 conditions, distance learning tools, and student's learning outcomes, an experiment was conducted in two courses at the Tourism Faculty of ISUBU in Turkey. Experiments were carried out with the participation of 25 students in a common lesson in four different studies of two departments. A total of 8 experiments were conducted, and at the end of each experiment, an exam was applied to all students related to the lectured subject to evaluate learning outcomes as a students' course performance.

In the second stage, quantitative research has followed the experimental study. The target population for the study was students of the ISUBU. The main criteria for the respondents is to attend courses via distance learning tools. Second, an online survey was conducted to obtain data from March 20 to May 7, 2021. A total of 414 questionnaires were gathered from students through a scale with 34 items under five dimensions. The students were asked to answer questions about student's self-learning capability, teaching styles of lecturers, Covid-19 conditions, distance learning tools, and student's learning outcomes. After filtering invalid responses, a total of 400 responses were used. The study examined the hypothesized model using SEM via LISREL with the maximum likelihood estimation method.

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## RESULTS AND DISCUSSION

Tourism education is faced with many challenges in distance learning methods as it is carried out both theoretically and practically. In higher tourism education, it is not only the learning readiness of students

and the lecture styles of lectures that affects learning, but the structure of higher tourism education also affects learning outcomes in general. The learning performance of tourism students who have to stay away from tourism educational practices during the Covid-19 pandemic is lower than other students. This is why tourism students are deprived of the knowledge, skills and competencies they will gain through practice, making such a result inevitable.

According to the result of the experimental studies, it is seen that experiment-4 including lectures with live, interactive and enriched content has more influenced the student's learning performances. Student's self-learning capability that being one of the most important predictors of learning outcomes in distance education should be in line with their course performance. Similarly, previous studies found that students that have more opportunities for learning score higher on courses in distance education than students who were forced by Covid-19. As expected, questioning, repetition, and subject evaluation was a positive predictor of student's self-learning capability that would be improved the learning performance as an outcome of distance learning during the Covid-19. Moreover, the evidence indicated that distance learning tools with features as audio, video and recording mediate to generate a significant indirect effect on student's learning outcomes. On the other hand, distance learning tools play an important role in mediating teaching styles and students' learning outcomes.

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## IMPLICATIONS

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The results of this study have important theoretical and managerial implications. While some researchers argue that student and lecturer-based factors affecting the distance learning outcomes in the pre-Covid-19 term are not different than during Covid-19, some stated that the pressure of Covid-19 has affected the learning performance through both students' learning capability and teaching styles of lecturers. Although distance learning tools have mediated the relation between dependent and independent variables, the findings of this study underlined the importance of the direct effect of Covid-19 conditions clearly on students' learning capability, teaching styles of lecturers, and distance learning outcomes.

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## KEYWORDS

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Covid-19, self-learning capability, teaching styles, learning outcomes, distance learning tools

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# Responding to challenges of tourism educators: Majuba Municipality Department of Education, South Africa

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## PURPOSE

What are the challenges experienced by Amajuba Grade 10, 11 and 12 tourism teachers and Technical and Vocational Education and Training (TVET) college facilitators in the Newcastle region, South Africa?

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## RESEARCH METHODS

The study area is in the the District Municipality of Amajuba in the province of KwaZulu Natal, Newcastle. In South Africa, district municipalities are custodians of areas outside metropolitan areas. The population for the study was fifteen (N=15) schools and one (N=1) TVET college as this is the number of public high schools and TVET college offerering tourism as a subject. Based on the information already provided on schools that offer tourism the sampling method was purposive. The research followed the exploratory case study method. Baxter and Jack (2008) recommend qualitative case study methodology as it provides tools for researchers to study complex phenomena within their contexts; useful to develop theory, evaluate programs, and develop interventions. In this case the aim was to develop interventions as a University of Technology based on findings from the research question, with an intention to plan interventions. A single focus group strategy was implemented for this research.

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## RESULTS AND DISCUSSION

Describe here the key findings of the study, including experimental, correlational, or theoretical results. It should also provide a brief explanation and discussion of the results. Do not change formatting! The results reveal that high school tourism teachers and TVET facilitators have similar challenges regarding delivery of content caused by absence of training support and availability of resources, Especially modern technology.

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## IMPLICATIONS

In line with one of the Tshwane University of Technology's (TUT) mandate of being responsive to regional, national and international developmental needs; the institution encourages collaborations with parties where academics may enhance their knowledge or where academics may build capacity for communities. The project was conducted during September 2019 with the aim to confirm a workshop date during the first quarter of 2020 to provide support regarding content delivery face-to-face. Due to the first hard COVID-19 Lockdown in South Africa which started on the 26<sup>th</sup> March 2020, lack of educational technolgy and network connections, the project was placed on hold. The COVID-19



pandemic has highlighted challenges faced by schools in the Amajuba District Municipality, as demonstrated by this case study where a capacity building intervention has failed due to lack of technology and connectivity for most of the schools. This study has contributed unintentionally to submissions that school principals may use in requesting for technological equipment and connectivity to the Amajuba Department of Education.

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## KEYWORDS

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Tourism Education, COVID-19, capacity-building, partnerships, network connections, Educational Technology.

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## **ROOM 7 TOURISM PLANNING AND DEVELOPMENT, Session Chair: Ioannis Valachis**

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# Comparative Study of Legislative Regulations Concerning Tourist Consumption

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## PURPOSE

The purpose of this article is a comparative analysis of the legal framework regarding the consumer functions of tourism among Greece, Spain and Cyprus in order to address policy issues. The ultimate objectives of this research refer to the following:

- The regulatory framework that exists for consumer functions in these countries,
- The body/bodies that are responsible for drafting the legislation of these countries,
- The identification of similarities and differences on the legal framework of the examined countries,
- The investigation of the upgrading of the regulatory framework in relation to the consumer functions that compose the tourist product.

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## RESEARCH METHODS

The methodology is based on qualitative research, by analyzing secondary data and examining the legislation that affects tourism consumption in all aspects of tourism operation. The secondary research, rely on the recording and subsequent comparison of the regulatory framework of the countries of Greece, Cyprus and Spain, that record arrangements and regulations on legal framework regarding categories of the tourist consumption.

The primary research, is based on in-depth interviews with representatives of the Greek Ministry of Tourism and The Association of Travel and Tourism Offices in Greece, bodies which contribute either directly or indirectly, in shaping tourism policy that underpins the tourism product offered. The bodies answer in a series of questions concerning specific issues of consumer functions recorded in the Greek legal framework, such as, consumer functionality, tourism policy and education issues, as well as questions on emergencies, on the occasion of coronavirus pandemic.

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## RESULTS AND DISCUSSION

The legislative framework of the examined countries covers consumer functions that compose their tourist product. Issues such as licensing, business registration, operational and technical specifications,

penalties and fines imposed in case of non-compliance with the existing provisions, thematic tourism, tourism product promotion, were examined.

The findings for the three countries about providing operation license of tourist companies, enterprise registration, technical and functional specifications, penalties both administrative and criminal in non-compliance with the legislation, are common.

In Spain, each autonomous community has legal right to develop the tourism policy in accordance with its priorities, but without derogate from the country's tourism policy which implemented by the Ministry of Industry, Trade and Tourism. Responsible supervisory body for the implementation of the law is in Greece and Cyprus are the Ministry of Tourism and the Deputy Ministry of Tourism respectively, while in Spain the implementation of the tourism policy is applicated at regional level by the autonomous communities.

Both Greece and Spain have a national organization for promoting tourism and its alternative forms, while for this role in Cyprus is responsible the Deputy Ministry of Tourism.

Cyprus does not have legislative framework for thematic tourism and special tourism infrastructure installations, whilst Greece and Spain have redefined their tourism product, by promoting thematic tourism and its alternative forms, upgrading their technical and functional specifications of tourist consumption.

The Greek government adapted very quickly and effectively to the health crisis. During the pandemic, multiple measures have been taken, having as an objective to protect travelers, local communities and people working in travel and tourism. To this end, Health protocols were issued and implemented in all tourism industries.

This research contributes to knowledge, in a way that a comparative analysis has been made among countries, recording regulations, provisions and elements of legislative framework, concerning categories of tourism consumption.

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## IMPLICATIONS

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The findings of this comparative analysis highlights the stakeholders' contribution in the decision-making process of the legislative framework concerning the tourist consumption and also the impact of it in special forms of the tourism sector. The elements of the regulatory framework could monitor and evaluate, in future research, the continuing challenges that affect horizontally the tourism ecosystem.

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## KEYWORDS

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Legal framework, Tourism Consumption, Tourism Policy.

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# Innovation in tourism as a strategy for Blue tourism development in Albania

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## PURPOSE

Tourism is one of the most affected sectors during the Covid-19 pandemic period. If we refer to the World Tourism Barometer, in the period January-October 2020, the number of foreign tourists fell approximately 72% globally, compared to a year before (WTB, 2020; Bakar, N.A., & Rosbi, S. 2020; Jamal, T., & Budke, C. 2020). The forecasts for 2020 planned the second half of 2021, as a potential opportunity for the gradual return of tourism to normality, a plan which looks to be increasingly difficult. Tour operators in Albania have been facing the consequences of the pandemic crisis for more than a year now. The number of foreign tourists in Albania during 2020 was less than half of those of the previous year. (about 2.4 mil in 2020, compared to 6.1 mil in 2019.) (INSTAT, 2020). In these circumstances, a great commitment of several actors is required in parallel, in order to contribute to the recovery of this sector, in the shortest possible time. The main objective of this study is to analyze the role that investment in innovation can play, as a safe mechanism, for the recovery of the tourism sector in the post-covid period in Albania. The research questions of the study are: What are the factors that prevent private businesses in touristic (coastal) areas from investing in innovation? What are the types of innovation that will have the greatest impact on the recovery of blue tourism in Albania?

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## RESEARCH METHODS

This will be an analytical study, based on primary and secondary data. Primary data are collected through in-depth interviews with business executives (hotels, restaurants, travel agencies) in the coastal areas of Saranda, Vlora, Durres and Lezha (15 interviews) in Albania. The interview has semi-structured and open questions (5 semi-structured questions and 5 open questions). The snowball sampling method is used to gather qualitative data. The population are large SME operating in this part of Albania (in tourism industries). Data analysis is based on descriptive analyses of interviews results. We have also used NVivo software to analyze the qualitative results of the interviews.

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## RESULTS AND DISCUSSION

This is an original study with the main focus on the role of innovation in competitiveness and growth in tourism sector in Albania. The results of the study show that investment in innovative services and innovation in marketing are the two main types of innovation, which will help the recovery and sustainable development of blue tourism in Albania. The main reason why these companies do not invest in innovation is because of financial issues. The lack of investment in innovation is also related to the lack of information about the role and types of innovation in business.

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## IMPLICATIONS

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The results of this study will help tourism stakeholders in different directions, but with the same purpose: Improving the development of tourism sector in Albania, through innovation. Tourist Operators learn the role and the importance of innovation in their sustainable development. The political actors learn how to support innovation in tourism through different policies, mechanisms and activities that foster innovation. Researchers of innovation in tourism get some insights about the relationship between innovation and tourism sector during crisis. In the future, other interesting areas of research might be interesting such as: Innovation in business model in tourism; the digitalization of tourist destinations; blue tourism and service innovation etc.

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## KEYWORDS

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innovation, tourism, innovation in business services, innovation in marketing

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# The role of local administrations in the reactivation of tourism. Case study: CBT in Medellín, Colombia.

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## PURPOSE

The Covid-19 pandemic has impacted the global economy, specially in the tourism sector. According to the World Travel & Tourism Council (2021) the industry suffered a loss of almost US \$4.5 trillion. It is imperative the union of efforts from the academy, the governments and the industry to prepare and execute an economic reactivation based on the principles of sustainability established by the United Nations. This is why the researchers addressed their efforts to answer this question: What are the strategies that cities administrations have developed to favour the reactivation of the tourism sector following the United Nations SDG?

The objective of this research is to describe the procedures made by the local administration of the city of Medellín, Colombia in order to prepare the city with a new offer of Community-Based Tourism (CBT) as a sustainable strategy for the economic reactivation after the Covid-19 pandemic in the path for the accomplishment of the UN SDG.

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## RESEARCH METHODS

A mixture of qualitative techniques was used to collect and analyze the information such as participative observation during the planning and execution of one academic program for tourism leaders interested on community-based tourism. This program was performed from October to December of 2020 within an initial group of 120 people, residents of the city of Medellín (selected from a group of 700 people enrolled), from the final group of certified people (81) 21 new projects of CBT were created throughout the city.

A content analysis of municipal government plans and their management reports including the United Nations Sustainable Development Goals were also included in the research.

And a literature review was undertaken to strengthen the framework applying the PRISMA check list.

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## RESULTS AND DISCUSSION

The results of the research show how the administration of the city of Medellín have developed a CBT strategy that let the consolidation of a new offer of tourism for all visitors as part of the economic reactivation plan, also as a strategy to achieve the 11<sup>th</sup> SDG: “Sustainable Cities and Communities”.

Within the strategy, the Tourism board of Medellín in alliance with the academy, a group of 120 people were selected to perform a 120 hours course in leadership and CBT with an emphasis in the use of practical tools that could be used to create a new offer in tourism. As result, 81 people were certified and 21 new community based products were created, from which, 15 are going to be accompanied (in a second phase) by the local administration and the academy for the execution of the business plans.

The purpose of this research is to contribute to the development of new skills in local sustainable tourism.

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## IMPLICATIONS

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The SDGs seek to develop 17 goals, including Goal number 11 Sustainable cities and communities. This document seeks to show how communities are developing actions to achieve the objective and create cities but above all sustainable communities. The economic breakdown originated by the Covid-19 pandemics have urged the accomplishment of this goal looking for sustainable actions that generate employment and of course, to increase the revenue of the city, in this case, the CBT have been identified as a potential solution to attract tourist as a strategy for the internationalization of the territory.

Prospective: Further research will be valued in this area, to collect all the strategies applied by different cities for the economic reactivation, specially in the tourism sector, this would help other territories to learn from successful strategies.

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## KEYWORDS

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Community-based tourism; CBT; Medellín; SDG; Development

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# Tourism and urban conservation in historic centres: The case of Chania

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## PURPOSE

The paper investigates and evaluates the effects of tourism in the historic centre of Chania in order to propose policies for its sustainable development. In the recent years the relocation of the area's citizens because of short-term housing leasing and the constant development of supplementary to tourism uses as recreation and other activities have led to a new functional status of the area. Although the visitors are increasing and the economic benefits from this development are high, the social and environmental effects of this development lead to the area's degradation. The period of COVID and the reduced tourism flows showed the disadvantages of the highly dependent tourism mono-functional development and at the same time it became the reason for reconsideration of the kind of development this historic area should have. The purpose of the paper is to analyse the changes caused by tourism in terms of urban conservation. With the use of quantitative data, it will examine the changes caused by tourism in Chania's historic center and with the use of qualitative data it will examine the way the area's inhabitants, visitors and entrepreneurs face the tourism development today. The research question is how the way of tourism development until today has shaped an urban landscape in terms of conservation and sustainable development.

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## RESEARCH METHODS

The paper will analyze the effect of tourism in the historic centre of Chania, and it will evaluate this development according to the historic urban conservation principles. It will combine quantitative and qualitative analysis. In the first section quantitative analysis will proceed to the investigation of the spatial distribution of tourism infrastructure and their supplementary uses. It will record the land uses as they are shaped today in the area and it will examine the tourism infrastructures spatial distribution and forms in Chania's historic center. It will also examine how other urban parameters as public spaces and mobility are influenced by the intense tourism development. With the use of maps, it will proceed in a SWOT analysis which will show the spatial characteristics of the area connected with tourism.

In the second section with the use of questionnaires it will investigate how citizens are influenced by this kind of development and what is their vision for the area's future. The questionnaires will be distributed in the area's inhabitants, entrepreneurs, and visitors and their purpose is to analyze how these different groups evaluate the tourism development of the area until today, and what are their proposals for the area's future. The questionnaires will be promoted in 100 people through social media as the COVID conditions do not allow the in-situ research.

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## RESULTS AND DISCUSSION

The study aims to analyze the role of tourism in the historic center of Chania and propose spatial policies for its development in terms of urban conservation. It will combine the theoretical framework for urban conservation according to the existing international principles and propose policies for the areas tourism development in terms of sustainable development. The key findings of the research are divided in two categories. The first is the recording and evaluation of tourism activities spatial distribution and the second is about the way the stakeholders perceive the tourism development. The originality of the

research is the combination of both quantitative and qualitative data for the recognition and the evaluation of the area's development and the proposal of strategies in terms of historic urban conservation.

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## IMPLICATIONS

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The results will proceed to proposals for the areas spatial development. The aim of the research is to propose strategies for the conservation of the historic center and its tourism development in terms of sustainability. It can be a guide for policymakers to define strategies regarding the development of the area with respect to its cultural identity. The definition of guidelines can be a tool which can be used in many other historic areas of Greece with common characteristics.

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## KEYWORDS

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Historic centres, Chania, urban conservation, tourism

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# Empowerment in tourism context: Developing vs developed country

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## PURPOSE

Community involvement in tourism, both in the tourism industry and in the decision-making process, is crucial in achieving sustainable tourism destinations. However, the condition might different between developed and developing countries. The research is conducted to identify the difference in measuring empowerment outcomes in the developed and developing countries and factors that influence those community empowerment outcomes. Several aspects identified are the methods used (i.e., quantitative, qualitative, or mixed methods) in measuring community empowerment and factors that influence the community empowerment outcome.

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## RESEARCH METHODS

The method used is a systematic literature review with a primary focus on the empirical literature. However, the literature reviewed is not limited to peer-reviewed literature. The literature includes all thesis and proceeding papers that are used in English and Bahasa Indonesia. The keywords used in finding the literature are the terms “empowerment” and “tourism” in the title, topic, and research abstract of published articles. From the process, the literature found are 81 articles (date up to 2018), which means there is a gap from 2018 – 2020. To analyze the literature, we used close coding. The theme uses to analyze the data are the method use and factors influence community empowerment.

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## RESULTS AND DISCUSSION

The result indicated that scholars using a quantitative and qualitative approach to measure community empowerment outcome, both in developing and developed countries. While for the community empowerment process, the method used is mostly a qualitative approach. It is because the process is a complex process that will need a deeper understanding that can be answered by open-ended questions (Mack *et al.*, 2005; Guion, Diehl and McDonald, 2011). In measuring empowerment outcome, the most influential conceptualization of empowerment in tourism comes from Scheyvens (1999), whose framework for assessing ecotourism-related empowerment outcomes for local communities incorporates economic, social, cultural, and political dimensions (Aghazamani and Hunt, 2017).

Several factors that influence community empowerment in developing countries are involved in the tourism industry, leadership, information and knowledge, culture, power structure, interaction with an outsider, regulation, the role of tourism stakeholder, type of tourism, lack of capital, geographical factor, and women empowerment. While in a developed country, the factors that emerged from the literature regarding factors that influence community empowerment are less than in a developing country. Those factors are individual characteristic (e.g., age) (Boley, Maruyama and Woosnam, 2015), type of tourism (Maruyama *et al.*, 2015; Maruyama, Woosnam and Boley, 2016), leadership (Karthik, Guchait and Lei, 2014), gender (Mrema, 2014; Ayscue *et al.*, 2016) and culture (Maruyama, Woosnam and Boley, 2016; Strzelecka, Boley and Woosnam, 2017).

The factors that influence community empowerment in developing countries are a difference from developed countries. The study indicated that the community context, in this case, is country context

(developed and developing countries) is an important factor to consider is the community empowerment implementation. Community empowerment is a concept that is considered to support the development of sustainable tourism. However, the implementation has not paid much attention to the conditions in which the concept is applied. There are quite a lot of studies that discuss the application of the concept of community empowerment, but no one has yet seen whether the concept can be applied similarly in all conditions of the community.

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## IMPLICATIONS

The differences in influencing factors of community empowerment outcome show that the implementation of the community empowerment concept needs to consider the community context. Therefore, when the government designs specific policy related to community empowerment, they should consider the country context, and not just follow what is already made by other countries. Also, when stakeholders want to implement the community empowerment concept, the stakeholders should consider the community context where the concept will apply.

For future research, there is a need to design a new framework in assessing community empowerment outcomes based on community context (developed and developing countries) dan others tourism types. It is because Scheyvens framework build based on a certain type of tourism (ecotourism).

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## KEYWORDS

Influencing factor, community context, empowerment process, outcome

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# Regional differentiation of priorities and the use of EU funds for the development of tourism in Poland

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## PURPOSE

The importance of tourism for local and regional development made rationale for supporting it by the European Union funds under regional policy, which in 2014-2020 were allocated in all regions of Poland. Thus the purpose of the study was to define and look into regional differences in: (i) the types and values of projects supporting tourism and carried out under Regional Operational Programs (ROPs), (ii) the types of beneficiaries, (iii) achieved effects and (iv) relations between these characteristics.

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## RESEARCH METHODS

The research had three stages: literature review aimed at defining the positive and negative impacts of tourism on local and regional development, analysis of the assumptions made in voivodship development strategies and ROPs 2014-2020 and analysis of 1214 projects supporting tourism under ROPs. The qualitative and quantitative data was extracted from the Central ICT System SL2014, as of 30/09/2020, for hard projects, whose effects are durable and support the development of tourism through the use and protection of resources indicated as strategic for the development of various forms of tourism. Data was processed using standard qualitative analysis and descriptive statistics.

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## RESULTS AND DISCUSSION

EU funds were obtained by various beneficiaries, including: local governments (PLN 2,578 million), churches and religious associations (PLN 1,045 million), voivodships (PLN 666 million PLN), enterprises (PLN 450 million), associations (PLN 342 million) etc. The funds co-financed projects effectively using and protecting resources indicated in the literature as strategic for the development of various forms of tourism. The values and types of analysed investments vary significantly in regions. This diversity is very well illustrated by the number of projects and the total value of EU funding obtained by the beneficiaries of individual voivodships: from only 17 projects and PLN 114 million supporting the development of tourism in Lubuskie Voivodship, up to 166 projects and PLN 729 million supporting the development of this sector in Małopolskie Voivodship. The thematic differentiation is a positive thing, as it reflects the adjustment of the investments to local resources and tourism development factors. Among 1214 projects supporting tourism, 41% were implemented in rural areas, 31% in small towns, 18% in large cities and 10% without assigning to a specific category of areas – e.g. infrastructure

network. Tourism projects in large cities obtained the lowest amount of EU funding in Podlaskie Voivodeship (less than PLN 5 million), and the largest in Łódzkie (PLN 356 million), which made the smallest (4%) and the largest (57%) share in the total value of EU funding obtained for tourism projects in the whole region. In the category of small town areas, the smallest amount of EU funding was obtained for tourism projects also in Podlaskie Voivodeship (PLN 17 million), and the largest in Warmia and Mazury (PLN 233.5 million). Rural areas obtained the smallest support for tourism projects in Lubuskie Voivodeship (PLN 13 million), and the largest in Małopolskie (PLN 238 million).

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## IMPLICATIONS

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Through the implementation of projects co-financed under ROPs 2014-2020, beneficiaries contributed to the achievement of the assumptions and goals of these programmes. The type of the analyzed investments and their direct effects significantly strengthen factors stimulating various forms of tourism, while limiting their negative impact on social development and the quality of the natural environment in Poland. It proves that the priorities set out in strategic documents were in line with the needs of tourism in individual regions in 2014-2020 and such policy should be continued. On the other hand, poorer use of EU funds for tourism in some regions requires continuation of research into its causes. Due to the limitation of the scale of arrivals of foreign tourists and restrictions for domestic tourists because of SARS-CoV-2 pandemic, EU funds available under operational programmes have already been re-allocated to support tourism sector.

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## KEYWORDS

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Tourism, EU funds, regional development, Poland

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## ROOM 8 TRAVEL AND LEISURE, Session Chair: Panagiotis Kassianidis

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# Tourism and (im)mobilities in tourist city. Tackling Barcelona tourism monoculture in times of crisis.

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## PURPOSE

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Tourism in Barcelona has registered unprecedented growth since the celebration of the Olympics Games of 1992. The tourism development in the Catalan city has been welcomed as a source of economic development together with triggering processes of accumulation by dispossession embedded on inequalities (Delgado, 2007) and claiming for tourism degrowth (Milano, Novelli & Cheer, 2019). Recently, with the COVID-19 crisis, the city of Barcelona has moved from overtourism to undertourism and has been witnessed a material reappropriation and symbolic resignification of historically touristified spaces. From a policy level, to cope with the crisis, local authorities have focused on reactivating the value chain of the tourism sector with few aids of a fiscal nature such as reductions, tax exemptions and legal moratoriums. Within this scenario, the heavy rely on the tourism monoculture has shown the high socio-economic vulnerability among workers and stakeholders with an high dependence on the tourism revenues. The research explores the effects of the COVID-19 induced urban tourism crisis in the city of Barcelona and analyzes the immediate policy responses and countermeasures adopted by local government institutions. Based on the analysis of these short-term measures, the paper highlights how the COVID-19 crisis has emphasised the urgent need to move towards new models of urban tourism economies and new regimes of (im)mobilities. Finally, the research analyzes the critical discourses and urban contestations of social movements (Colomb & Novy, 2016) and their proposals to rebuild the tourism model and address the economic dependence on tourist mobility in the city of Barcelona.

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## RESEARCH METHODS

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The research is based on an on-going ethnographical research started in 2018 in the District of Gràcia which count with participant observation and semi-structures interviews with Gràcia's residents. The ethnographical research involved the participant observation with the activist group *Assemblea de Barris pel Decreixement Turístic* (Assembly of Neighbourhoods for Tourism Degrowth, ADBT) and the social movements activism claims to improve more inclusive tourism model.

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## RESULTS AND DISCUSSION

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The aim of this paper is to discuss how Barcelona's social movements, workers and residents have approached the tourism induced crisis by COVID-19 and how and if the discourses in opposition to the tourism sector have changed within the pandemic crisis. Moreover, the research shed light on the responses given by Barcelona's social movements, workers and residents in the District of Gràcia during the pandemic crisis and how the tourism reactivation is proposed by these agents.

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## IMPLICATIONS

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The research might contribute to the policy making approach implemented in tourist cities during troubled times and provide the base for future research on urban tourism (im)mobilities.

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## KEYWORDS

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Tourism, (im)mobilities, Barcelona, COVID-19

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# Autonomous/controlled motivations for young travellers: A self-determination theory perspective

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## PURPOSE

While theories of motivation have had widespread application in tourism, few studies have attempted to identify specific motivations for youth travellers within a more structured theory-driven approach. With this objective in mind, the present study sought to explore various factors that motivate young travellers. Using self-determination theory (SDT; Ryan and Deci, 2000) as the theoretical underpinning and deploying a scale-development protocol suggested by Hinkin (1995), the current study uses a combination of qualitative and quantitative methodologies, combined with a thorough literature review, and multiple stages of data collection and rigorous scale-development protocols, to develop and propose factors that motivate youth to travel.

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## RESEARCH METHODS

The target population was individuals aged 16–29 who are frequent travellers and travelled in the last 3 months before the conduct of the survey. In the first stage, the inductive approach, in-depth face-to-face interviews were carried out with 25 frequent young travellers in the 16–29 agegroup, chosen at random from a group of 125 willing respondents from a prominent business school in India. The second stage, the deductive approach, was an extensive review of the literature on travel motivations, which involved surveying relevant journals using an ancestry approach. The items identified for each of the motivations were converted into a questionnaire, which was checked for face validity and clarity of meaning. The data collection was facilitated by a specialist tourism agency. A total of 782 respondents participated in the entire study. The data was subjected to cleaning followed by dimension reduction (EFA) using principal component analysis in SPSS with varimax rotation followed by Confirmatory factor analysis (CFA) and structural equation modelling (SEM) using AMOS 22.

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## RESULTS AND DISCUSSION

In line with the tenets of SDT, our study findings indicate that travel motivation is a simultaneous interplay of seven motivations, three autonomous motivations and four controlled motivations, each with a significant impact on travel intentions. A total of 30 items were created and segregated into seven first-level motivation constructs mapped to SDT: knowledge-seeking (intrinsic regulation), escape (integrated regulation), a sense of accomplishment (identified regulation), experience stimulation (introjected regulation), social relationships (introjected regulation), social media compulsion (external regulation) and destination rewards (external regulation). Of these, the first three were further classified as autonomous motivations, while the remaining four were classified as controlled motivations (Ryan



and Deci, 2000). An EFA, two-stage CFA and model check empirically established the higher-order proposed framework, with 27 items in the final scale.

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## IMPLICATIONS

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The study makes two key theoretical contributions. First, it introduces SDT into the domain of travel motivations. The second related contribution is that the use of a multi-dimensional motivation framework based on SDT complements other such hierarchical motivation frameworks like TCL and TCP (Pearce, 1988). Also, the current study has a number of implications for destination marketers seeking to deploy effective marketing strategies to attract young tourists and to focus on the factors that motivate them to travel. The study proposes that the seven motivations act simultaneously and, hence, that the destination image should be communicated so as to impact some or all of these factors effectively. The study has certain shortcomings. First, it was carried out in a specific geographical location in India, so the results cannot be generalized to the entire population of youth travellers across the globe. Second, although the objective of the study is to investigate motivations for travel in young people, a comparison of such motivations with those of other age groups is lacking. Future studies can provide a typology of such travel motivations for young people (aged 16–29), comparing them with those of adults (aged 29+) and proposing commonalities and differentiations across the two age groups.

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## KEYWORDS

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youth, travel motivation, self-determination theory, autonomous motivation, controlled motivation

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# Generation Z attitude towards domestic tourism: a case of KwaZulu-Natal

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## PURPOSE

Every individual is born into a generational cohort of peers who have similar life experiences that go on to shape different generational characteristics. The purpose of this study is to explore South African KwaZulu-Natal Generation Z members' (born between 1995- 2012) attitude towards domestic tourism. A survey of literature shows dearth of study on Generation Z attitude towards domestic tourism.

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## RESEARCH METHODS

The study was conducted in four major towns in South African KwaZulu-Natal province namely: Durban, Pietermaritzburg, Richards Bay, and St. Lucia. The study area was chosen as it is a very popular tourism destination in Africa, with much emphasis on tourism offerings such as natural and cultural heritage, sea-sand-sun, and events. Generational theory conceptualized by Karl Mannheim was seen as appropriate to operationalise study variables. Quantitative research method – questionnaire survey (385 respondents) was used to generate data in this study. This study employed non-probability sampling method for data collection, and purposive sampling was used to target members of this generation in KwaZulu-Natal. Descriptive (frequency distribution) and bivariate analyses (comparing two variables), were performed using Mann-Whitney U test and Kruskal-Wallis test.

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## RESULTS AND DISCUSSION

Data collected show that KwaZulu-Natal Generation Z members portray positive attitude towards domestic tourism in South Africa. However, limited funds and not having the opportunity deter more KwaZulu-Natal Generation Z members from getting involved in domestic tourism activities. Results also highlight that respondents above 20 years of age, the female gender and employed respondents show higher demand for domestic tourism than their counterparts. It is vital to note that Generation Z members portray the need for strengthening self-knowledge and constantly looking for personalized tourism activities, thus the continuous search of tourism opportunities.

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## IMPLICATIONS

This study recommends that KwaZulu-Natal tourism marketing should concentrate on making the domestic tourism sites appealing to this market segment (Generation Z members in this case) by highlighting provincial and local tourist attractions in the community and also, elaborating on the social and psychological benefits of involvement in domestic tourism. Further research can be conducted around this topic in other provinces or regions in South Africa or other nations in Africa. These further

studies will highlight regional or national differences and suggest how to close any gaps found, or address pertinent issues around the study.

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## KEYWORDS

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Generation Z, domestic tourism, recreational activities, Kwazulu-Natal, South Africa

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# Package Tour Satisfaction and Successful Holiday Experience: Package Outbound Tourists' Perspective in Sri Lanka

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## PURPOSE

Package tourism is a pre-arranged service that is formed when different tourists join to travel in an organized way. Tour operators are responsible for creating and implementing the package tour. Tourist satisfaction is a very sensitive area. There is a general idea that the tour package satisfaction leads to a successful tour experience. Tour experience is a collection of product and service that consumed at the destination, and the community involvement or their interaction with tourists. And this study strives to explore the relationship among the components of the tour package with successful tour experience. The study expects to extend the theory of tourist behaviour and empirically advise the tour operators to design successful experiences.

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## RESEARCH METHODS

Five key components in package tour used to examine the relationship. Pre-tour service, transportation and destination service, accommodation, food and beverage, and shopping and entertainment activities are the five selected components. To achieve the objectives of the study quantitative research design was used because the study is coming under the deductive approach. The population of the study is package tour, outbound travelers in Sri Lanka. The data were collected using a structured questionnaire distributed to the 140 outbound travellers from the Colombo district travel agencies in Sri Lanka. Convenience sampling technique was used for the data analysis. The analysis was performed by using SmartPLS- Structural Equation Modelling (PLS-SEM).

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## RESULTS AND DISCUSSION

The result reflects, that there is a relationship between package tour satisfaction and a successful holiday experience. Therefore, it is argued that there is a weak positive relationship between satisfaction and experience in a package tour. Further, the study revealed that transportation and destination service play a major role in tour package satisfaction and successful holiday experience. Pre-tour service and shopping and entertainment activities were also essential for the tour package satisfaction and successful tour experience whereas, accommodation service was the least important as per the findings of the study.

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## IMPLICATIONS

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The study reconfirmed that there is a positive relationship between package tour components and tour experience and the detailed item-wise impacts were revealed in the final refined model. The study recommends that tour operators should focus on the least satisfactory components and further, they should be more flexible with the tour planning and conducting. Hence, the study recommends that the tour operator should focus on the least satisfactory components, and further, they should be more flexible with the tour planning and conducting. In future studies, should analyse the internal and external factor effect on the tour experience in the package tour.

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## KEYWORDS

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Package Tour, Tourism Experience, Package Tour Satisfaction, Outbound, Sri Lanka Tourism

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# Withdrawal of tourism and leisure firms from the UN Global Compact programme

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## PURPOSE

Sustainability reporting is a voluntary tool for disclosing sustainable development efforts and is increasingly used by companies (Hahn and Kühnen, 2013). Between 2000 and 2020, about 820 companies from the tourism and leisure industry signed up to the UN Global Compact guidelines, which cover ten principles in the field of labour, human rights, environment and anti-corruption. While most of the principles are not a major challenge, at least for companies in the developed world, the environmental goals are more difficult to achieve. It is therefore not so surprising that many companies (60 per cent) have failed to report on their sustainability performance against the UN Global Compact goals and have fallen out of the programme.

The reasons why tourism and leisure companies stop signing up to the UN Global Compact Guidelines are not well understood. It is well known that tourism and leisure companies have a high carbon footprint (Lenzen et al., 2018), which challenges its environmental sustainability. Another challenge that has received much attention in the last decade is the problem of overtourism, which is both an environmental and socioeconomic challenge (Oklevik et al. 2019). This may suggest that this sector struggles with several aspects of commitment to the sustainability goals of the UN Global Compact programme.

The aim of this paper is to examine factors that influence the likelihood of a tourism and leisure company to remain in the UN Global Compact Programme. This work builds on Rasche et al. (2020), who analysed the UN Global compact status using a survival model. The main contribution is that country-specific factors related to environmental performance are included.

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## RESEARCH METHODS

A Cox proportional hazard model is used to estimate the probability of staying in the UN global compact programme. Factors include company-specific factors such as size, ownership and environmental performance indicators (CO<sub>2</sub> emissions, air pollution, loss of tree cover). Control variables include components that measure various dimensions of the political environment faced by companies operating in a country (political stability and absence of violence, stability of government and control of corruption) as well as GDP per capita as a measure of economic development. The data consists of the UN global compact database linked with information on environmental performance and institutional quality at the country level. The estimation sample includes airlines, hotels, rental services and event organisers in about 100 countries for the period 2001-2020. Large tourism firms are overrepresented in the sample with a share of 32 percent.

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## RESULTS AND DISCUSSION

The estimation results show that both listed companies and NGOs including foundations in the tourism sector have a higher rate of active sustainability reporting than companies in the reference category (unlisted companies and non-NGOs). The latter is related to the fact that there is more pressure on these companies from stakeholders to do their part in solving societal challenges. The environmental performance indicators are highly important in determining the UN Global Compact status. The results imply that tourism businesses in countries that have made progress in decoupling emissions and economic growth are more likely to remain in the UN Global Compact programme. The air quality index indicator is significant at the 1 per cent level.

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## IMPLICATIONS

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The finding that environmental progress is the main driver for the decision to join or leave the UN Global Compact programme shows that the commitment of society and government to corporate environmental sustainability goals is of great importance. Three out of ten UN Global Compact goals (Principles 7-9) relate to the environment, and here it is difficult to make progress at the corporate level if there is no general commitment from decision-makers in a society. The finding that institutional and political factors such as level of corruption and economic development do not play a role is a surprising result. This might indicate that this is not the main obstacle to staying in the programme.

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## KEYWORDS

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UN global compact programme, Sustainability reporting, Tourism and leisure firms, Environmental performance, Duration analysis.

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# Bicycle touring experiences as a social inclusion activity for visually disabled individuals

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## PURPOSE

Cycling activities for recreational or touristic purposes offer many experiences that will serve the well-being of individuals. Cycling activities can be considered as a physical and mental rehabilitation method for both disabled wells as non-disabled individuals. In this context, the literature points out that cycling activities facilitate the socialization of disabled individuals and social exclusion reduces (Dunford et al., 2016). However, there are scarcely any studies that provide empirical evidence to provide deeper insights into the cycling experience of disadvantaged individuals.

For an example of cycling activities of disabled individuals, it is possible to see practices in which visually disabled individuals participate in cycling activities by tandem (two-person bicycles). These practices are conducted together with disabled and non-disabled individuals: a non-disabled person (pilot) controlling the handlebar of the bicycle and a pedaling person who cannot see behind him/her (co-pilot). These cycling activities are not only for disabled individuals, they are considered as activities where disabled and non-disabled individuals can experience socialization. Thus, In this context, the study has two main objectives. Firstly, it is aimed to examine the experiences of visually impaired individuals who participate in touristic and recreational activities with tandem bicycles. Secondly it is aimed to reveal the reflections of these experiences within the scope of social inclusion.

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## RESEARCH METHODS

In this research, an exploratory study was conducted with visually disabled cyclists living in Turkey. The data of the study were collected by using the in-depth interview method, one of the qualitative research methods. The question form was prepared on the basis of the literature review. The research population consists of visually disabled bike users with recreational and touristic purposes. Participants were determined using the snowball sampling method. Also, in the process of participant selection, it has been paid attention that participants have been participating in recreational or touristic cycling activities for at least two years. A total of six participants were interviewed. Thematic analysis was applied to the collected data with the help of NVivo 12 analysis program. In thematic analysis, a three-stage coding procedure that encompasses open coding, axial coding and selective coding was employed.

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## RESULTS AND DISCUSSION

As a result of the analysis, four themes were reached: *experiences and embodiment*, *challenges and equality*, *communication between pilots*, and *social inclusion*. First, the analysis revealed that the

participants have nature, entertainment, exploration, learning, freedom, relaxation, and socialization experiences by the embodiment. These experiences are similar to the results of studies on bicycle tourists (Ritchie, et al. 2010). Then, it is seen that the difficulty of the activity for the pilot and co-pilot is similar. In other words, cycling can unite disabled and non-disabled individuals under equal conditions. Also, there is a friendship between disabled and non-disabled individuals rather than a volunteering relationship. Finally, the facilitating to accessing social environments and the raising awareness on disability, as well as the developing 'the cyclist' social identity for visually disabled support visually disabled individuals' social inclusion by bicycle touring. According to the literature, continuous participation in cycling activities can give individuals a bicycle identity and belonging (Shipway, et al. 2016). On the other hand, this study, as an original contribution to the literature, shows that disabled individuals experience social inclusion having a 'cyclist identity'.

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## IMPLICATIONS

The results of the study can be a guide to improving and designing visually disabled participants' experiences in recreational and touristic activity organizations. Therefore, the results of the study provide benefits for policymakers and businesses in disabilities tourism in the context of understanding demand. Bicycle touring activities can be extended not only with the visually disabled but also with other individuals with disadvantages such as down syndrome or hearing loss who can do activities with tandem bikes. In this context, the participation of disadvantaged individuals in tourist mobility through cycling activities will also serve socially sustainable tourism. In future studies, market analysis can be used to determine the needs of the demand side for developing bicycle tourism within the scope of tourism for the disabled.

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## KEYWORDS

Disabled tourism, visually disabled, bicycle tourism, tourism experience, social inclusion

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# Personal organized tours as a compromise between organized tour packages and individual tourism

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## PURPOSE

The form of “personal organized tours” defined as “tailor made” tours, upon request, for small homogenous groups. The aim of this study is to identify the consumer behaviour of the individual tourist of this form of tourism in both stages of preparation and implementation. Three research questions are formulated: (a) To what extent this form of tourism is a compromise between organized and individual tourism? (b) What is the “life cycle” of the relevant market segments in consuming tourism this form of tourism? (c) What is the role of the Covid19 on the choice of “personal organized tours” in the post pandemic era?

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## RESEARCH METHODS

Qualitative methods were adopted, using in-depth interviews of 25 households of outgoing Israeli travellers, upon completion of trips, via a semi-structured questionnaire. To understand the entire life cycle of the product, the research focused on interviewees in the +50 age bracket, with experience of at least 10 trips in the form of personal organized tours. The selected interviewees were 25 family units (households), mostly couples, but some were singles. All interviews were carried out in their homes, which enabled them to be assisted by material from their trips. As an addition two focus groups, of 5 participants each, were carried out. Interviews were performed prior the Covid19, and repeated during the pandemic in order to forecast possible future changes. As to underpin findings, in-depth interviews were performed with the managers of nine main suppliers of individual customized packages for outgoing tourism.

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## RESULTS AND DISCUSSION

Personal organized tourists are identified by high education, above average income, dominance of “push factors” in their motivation for the choice of destination. They have their own sources of information (mainly internet and word of mouth) with less dependency on travel agent. Their relatively high skills and knowledge provides them self-judgment about conditions at destinations,

The research exposes clearly the “life cycle” of the personal organized tourists from the stage of adopting this form of tourism, until it stopped in an old age. Prior the pandemic, “life cycle” analysis showed patterns as follows: in early age (about 40-50) preference for travelling was with friends, purchasing a partial package (necessary services) from supplier, and choosing high complex trips in far distances and long duration of time. Regarding risk perception, unlike other studies, findings show that “official state warnings” are usually neglected. In an older age there is preference for travel with family, purchasing a full package (all services), choosing less complex trips with relatively close destinations and for a shorter time. Risk perception is not changed in old ages, and in case of inability to travel independently, they prefer to stop travelling at all rather joining a standardized organized group.

With regard to post COVID19 period, a wide consent was found of all ages that “personal organized tours” are the appropriate respond for travel. Besides, a clear difference was found in tourist behaviour between the periods prior and post pandemic, as behaviour that normally appear in late ages, as aforementioned, are advanced to earlier ages. For instance, post pandemic travellers are more careful,

relying more on tour operators, and considering official state warning, mainly about health situation at destinations. The clear selection of “personal organized tours” stems from the perception that organized tour packages (groups) might be a source of infection, while travelling completely individually is not safe enough in the near horizon.

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## IMPLICATIONS

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Regarding managerial implications, it worth noting that “Personal Organized Tours” is an exclusive evolving mode of niche tourism, requiring on one hand an non-compromised level of service, bur on the other hand identified by a high willingness to pay. Thus, suppliers need to acknowledge it in responding new trends.

Future research is recommended for understanding the “life cycle” of associated tourist modes as organized tour pakcages and individual tourism and their implications on personal organized tours, prior and post Covid19 in order to outline the best respond for future tourism.

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## KEYWORDS

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customized packages, standardized packages, tailor made, life cycle, organized tours

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# Pricing of virtual academic conferences

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## PURPOSE

In times of the Covid-19 pandemic, virtual academic conferences have become the new, but still unexplored reality (Dillette and Ponting 2020, Seraphin 2021). Some conferences have been held in hybrid form. Since this is a new market, many conference organisers suffer from imperfect information on demand and how much they can or should charge (Schoenig 2020).

The aim of this study is to investigate factors of importance for virtual academic conference fees in tourism and related sectors (leisure, hospitality, sports). This study contributes to the growing body of research on the importance of virtual conferences in times of restricted mobility. Dolasinski et al. (2020) suggest that further research is needed to better understand the impact and effectiveness of virtual events. In general, Ryan et al. (2020) point out that digitally designed events are increasing, and this affects all stages of a conference. Previous studies investigate trends, willingness to pay and motivations for face-to-face academic conferences (Chen and Tham 2019; Godovykh and Hahm 2020; Kim et al. 2020; Kim, Kim and Oh 2020).

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## RESEARCH METHODS

The hedonic pricing model is used to estimate the determinants of conference fees of virtual conferences. Factors include size, whether it is a regular regularly scheduled conference, the academic reputation of the host organisation, location and whether it is a hybrid conference. A count data model is applied to 66 academic conferences in the field of tourism and related fields since mid-2020.

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## RESULTS AND DISCUSSION

The median price is \$61 and the average price is \$106. One third of the conferences are free of charge. Estimations show that the fee depends on duration, location and whether the conference is in a hybrid format. A one-day conference is on average \$46 cheaper than a two-days conference. Hybrid formats charge a higher price for online participants than fully virtual conferences. The willingness to pay for academic conferences in the US is \$34 higher than in other countries while other quality factors do not play a role.

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## IMPLICATIONS

The median fee is relatively low reflecting the low willingness to pay. Associations depending on conference fees and donations for their activities may have difficulties to earn money in the virtual era. One option for organisers is to offer the possibility to donate. Future work should consider other conference-specific factors such as the number and reputation of keynote speakers, whether there is a discussant, and any planned special issues in peer-reviewed journals.

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## KEYWORDS

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Virtual conferences, Academic conferences, Conference fee, Tourism and hospitality.

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## ROOM 9 CONSUMER BEHAVIOR IN TOURISM, Session Chair: Prokopis Christou

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# How COVID -19 affected Baby Boomers' tourist attitudes in Greece?

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## PURPOSE

This paper explores how COVID 19 affected the attitudes of Greek elderly people and more particular those of the generation called “Baby Boomers” regarding their decision about going or not going for holidays. In particular it aims to identify the main attitudes of Baby Boomers that will go for holidays within COVID 19 crisis and the main attitudes of those that will not go for holidays and to cluster them into groups according to their behaviour.

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## RESEARCH METHODS

The researchers elaborated a primary survey in summer of 2020 on 159 persons of the examined generation in Greece. A pilot survey performed to 30 respondents before the main survey took place in the summer of 2020. The representativeness of the sample assessed by checking the proportion of the members of the sample who declared that would go for holidays within COVID-19 crisis with those of the pilot survey adopting the methodology proposed by Siardos (1997) and adopted by Tsourgiannis (2019). Adopting the methodological approach of Tsourgiannis et al. (2015) multivariate analysis including principal component analysis (PCA), hierarchical and k-means cluster analysis, quadratic discriminant analysis (QDA) conducted separately to the 69 respondents who declared that will go for holidays in order to identify their main attitudes regarding their decision to go for vacations within COVID 19 crisis as well as to the 90 persons who responded that will not go for holidays in order to identify and their key attitudes regarding their decision not to go for vacations within COVID 19 crisis. Finally chi-square analysis conducted to develop the profile of each identified by the cluster analysis group of people who will go for holidays within COVID-19 crisis regarding their demographic characteristics, their preferences about their holidays /travel , their preferences about the social networks and their information about COVID 19. Chi-square analysis also used to develop the profile of each group of people that will not go for holidays within COVID-19 crisis regarding their demographic characteristics.

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## RESULTS AND DISCUSSION

About 57% of the respondents declared that will not go for holidays whilst the 43% of them answered that will go. PCA identified two main factors affecting the attitudes towards holiday issues of babyboomers that will not go for holidays within COVID 19 crisis: (a) Concern regarding efficient prevention measures towards COVID 19 and (b) Economic reasons. On the other hand the factors according to PCA that affect the attitudes of Greek elderly people that will go for holidays within COVID -19 crisis towards holidays' issues are (a) Entertainment in organized beaches and by having meals at hotels or restaurants and (b) Entertainment at beach bars and bars. Cluster analysis indicated BabyBoomers who will not go for holidays can be classified also into three groups based on their attitudes towards holiday issues, as following: (a) Provident, (b) Cautious and (c) Opportunists. Moreover, those elderly people that will go for holidays can be classified into three groups according to their attitudes towards holiday issues,: (a) Conscious (b) Bon Viveurs and (c) Ambivalent. Chi-square analysis identified significant association between babyboomers' decision to go for holidays within COVID-19 pandemic and their demographic characteristics, their preferences about their holidays /travel , their preferences about the social networks and the information sources they use in order to informed about the safety of their holiday decision regarding COVID 19. A significant association found between babyboomers' decision not go for holidays within COVID 19 crisis and their demographic characteristics.

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## IMPLICATIONS

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The above information is important for decision makers in tourism industry sectors and for the policy makers because it can be used for the implementation of appropriate regulation programs and tools. Managers and owners in tourism enterprises should also be informed about the attitudes and factors influencing Greek elderly people' decision to not go for holidays due to COVID-19 crisis in order to make the appropriate decisions and conduct accordingly their marketing and business plans.

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## KEYWORDS

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Marketing, Tourism Marketing, COVID-19, Baby Boomers.

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# Promoting employability of hospitality management students during COVID-19 in South Africa

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## PURPOSE

Given the changes and challenges in the world of work caused by COVID-19, this paper investigated the amendments made by HEI to WIL modules during COVID-19, ensuring that students obtain the required industry experience during the COVID-19 lockdown regulations. The paper set out to determine the impact of COVID-19 on hospitality WIL placements and identifying new approaches for future hospitality WIL modules to ensure students gain relevant industry experiences through placements even during a pandemic.

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## RESEARCH METHODS

Mixed methodologies were applied to firstly obtain and confirm constructs and secondly to validate the constructs through semi-structured interviews. The mixed method approach allowed for triangulation and enriched the findings and offered an alternative form of validation. Method triangulation was applied by combining qualitative and quantitative data collection and data analysis techniques, and theoretical triangulation involved the interpretation of the data from an educational perspective of curriculum development, a vocational perspective of industry requirements, and a social-economic perspective of graduate employability. Two sets of data were obtained from semi-structured personal interviews with two groups of experts, i.e., higher education experts and industry professionals respectively from two provinces in South Africa, namely Gauteng and the Western Cape. This methodology was considered relevant because it enabled the researchers to elicit spontaneous responses that led to information rich and open-ended data.

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## RESULTS AND DISCUSSION

Emergency amendments that were made by HEI's to the WIL approaches during COVID-19 included a reduction in time spent in the onsite hospitality workplace, changes in the scheduling of academic calendars, the introduction of mentorship programmes, a move towards blended and IT supported learning, the transformation from onsite hands-on learning to case-based and project-based learning, and the writing of reflective reports. These amendments were made to ensure that students obtain the relevant and required contextualized hospitality industry learning experiences. Respondents agreed that students who were enrolled in more academic or management-related undergraduate programmes, will not have been affected as much as students who were enrolled in the more vocationally orientated certificate or culinary programmes.

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## IMPLICATIONS

This study affirms the importance and relevance of industry specific WIL experience. The completion of WIL modules enables students to obtain multi-dimensional skills that provide a broad understanding of the specific hospitality sector and promote employability when students gain understanding in the importance of flexibility and adaptability required in the dynamic hospitality industry. Research participants agree that the COVID-19 pandemic and subsequent emergency amendments made to WIL practices, forced them to rethink the effectiveness of existing practices. Most of the amendments made will be incorporated in the planning, scheduling, and layout of future WIL modules in various programmes. The turbulence in a Covid-19 hospitality industry requires students to have relevant skills, knowledge, service attitude and the ability to adapt in a changing work environment. Since the unemployment rates in South Africa were extremely high before COVID-19, and was further negatively affected by COVID-19, the development of long-term employability traits through relevant and appropriate WIL approaches is increasingly seen as an indicator of successful teaching and learning in higher education hospitality management programmes

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## KEYWORDS

Work-integrated learning; hospitality, higher education, employability; COVID-19

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# Determinants of Intentions to Use NFC Mobile Payments in a Pandemic Context

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## PURPOSE

Given the advantages of NFC mobile payments, several studies have been conducted to understand which factors affect its adoption (e.g. Dutot 2015; Oliveira et al. 2016; Ramos de Luna et al. 2017). Yet, in a meta-analysis of Factors affecting consumers' mobile payment behavior, Liu, Ben and Zhang (2019) noted that findings are often inconsistent or inconclusive. On the other hand, there appear to have been no studies on how contactless payment being a more hygiene means of payment may affect consumers' use of contactless payments. In the context of a Worldwide pandemic, it is both relevant and important to examine this issue. This study addresses these gaps by proposing a model to examine which factors affect intentions to use Near Field Communication (NFC) mobile payments, adding a new variable, Perceived Hygiene of NFC mobile payments. The model is based on the Technology Acceptance Model, using the variables Perceived Ease of Use, Perceived Usefulness, and Attitude. It also includes Compatibility from Roger's Innovation Diffusion theory, Perceived Security and Past Experience with mobile payments.

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## RESEARCH METHODS

A questionnaire was developed based by adapting measures from the extant literature. However, new measures were proposed for Perceived Hygiene, since it has never been used in other studies. To test the 11 hypotheses, data was collected through an online questionnaire to Portuguese respondents during the month of September of 2020, posting the link on Social Media. A total of 210 responses were obtained and used in the analyses. Partial Least Squares Structural Equation Modeling (PLS-SEM) was employed to test the proposed hypotheses.

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## RESULTS AND DISCUSSION

This study highlights which factors influence intentions to use NFC mobile payments. The most important factors affecting intentions to use NFC mobile payments is Attitude towards this type of payment and previous experience. The findings also reveal that attitude is influenced by perceived usefulness, perceived ease of use and compatibility. Perceived Usefulness and Compatibility do not have a significant direct effect on intentions to use NFC, but have a significant indirect effect. Although Perceived Hygiene, does not directly affect on intentions to use NFC mobile payments, it has a significant effect on perceived usefulness, which has a total significant effect on intentions to use NFC. Based on these findings, marketers can create campaigns to increase contactless payments.

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## IMPLICATIONS

The findings of this study are essential to understand which determinants are crucial to expand the use of NFC technology in a pandemic context. Its use can help to control the spread of viruses. This study also proposes a new determinant of intentions to use NFC mobile payments, Perceived Hygiene, with new items to measure it confirmed to be valid. Marketing campaigns should show consumers how NFC is easy to use, useful and compatible with their lifestyles. Creating incentives, such as discounts, for example, for people to use NFC mobile payment could be an effective strategy to incentive them to try it and recognize the benefits. Marketing campaigns could also focus on NFC being more hygienic, useful in controlling the spread of all types of viruses and germs, to increase perceived usefulness. These marketing campaigns could be done through mobile advertising. Another effective strategy could be the merchants themselves explaining to customers how they can pay using this technology. Since this study used a convenience sample, generalizations should be made with caution. Future research should be conducted in other countries to see if the results hold in different cultures. It would also be worthwhile to complement the results of this study with qualitative information from interviews or focus groups, for instance, to investigate possible barriers to the use of NFC mobile payments.

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#### KEYWORDS

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Attitude, Compatibility, NFC Mobile Payments, Perceived Hygiene, Technology Use

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# Gender and age differences in destination image evaluation: the case of Drama, Greece

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## PURPOSE

Destination image has been studied in the last decades, intensively pinpointing its significance in the tourism industry domain (Hahm et al., 2019; Jeng et al., 2019; Kamenidou et al., 2013). Destination areas differ in the degree of tourism resources. Some regions are fortunate to have rich tourism resources, while others have poor, making them more or less competitive compared to others (Lee & King, 2006). Thus, it is essential to know if a region is a primary destination itself and what weaknesses are to be improved and what strengths are to be fully utilized in order to attract and service more tourists and be competitive in the marketplace (Michael et al., 2019; Molina et al., 2010; Lee & King, 2006). This is even more essential for a destination that does not offer the classic 3S of tourism: Sun, Sea, and Sand. Such an area is considered Drama Greece, which does not enjoy these attributes. Thus, the research questions that arose are what Dramas' image is as a destination by actual tourists, based on their satisfaction evaluation encountering Drama as a tourism destination? The second research question that arose is this image differentiated upon tourists' age and gender? These two research questions led to the aim and objectives of the study. Thus, this paper focuses on the city of Drama, Greece, with the paper's aim to identify the destination image by domestic tourists via satisfaction evaluation of the destination image components. It also has its aim to explore any gender and age differences based on this evaluation.

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## RESEARCH METHODS

An online questionnaire was utilized based on previous research (e.g., Tasci & Gartner, 2007; Gallarza et al., 2002; Pike, 2002; Chon, 1990) and was distributed via Facebook and e-mail, employing a non-

probability sampling method (convenience and snowball sampling). Over four months, 499 tourists participated. These 499 questionnaires were valid and used for data analysis. Data analysis involved frequencies, percentages, means, factor analysis with varimax rotation, t-test for independent samples, and One-way ANOVA ( $\alpha=0.05$  level).

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## RESULTS AND DISCUSSION

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Results reveal that satisfaction was not observed in all cases of the destination image components since no item was rated with an  $MS>4.00$ . This result indicates that all components are considered as weaknesses and must be dealt with to ensure satisfaction. Most destination image components provided neither high nor low evaluation, while few had a tendency towards high evaluation (five items had  $MS>3.51$ ). Exploratory Factor analysis with Principle Component analysis (Varimax rotation) produced four dimensions ("Attractions and infrastructure," "Value for money and entertainment," "Clean and safe destination," and "Wine tourism destination"). T-test results reveal that gender affects the evaluation of the second and third dimension of Dramas destination image, whereas, in both cases, females rated higher the two dimensions than male participants. Additionally, age was found to influence the third and fourth dimensions of destination image significantly.

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## IMPLICATIONS

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Marketing communication guidelines for reaching future positive destination evaluation by tourists are needed. The authorities of the area must implement marketing communication strategies in order to be synchronized and reproduce the right messages towards the potential tourists, which reflects the advantages of the area. On the other hand, all the items have low evaluation scores ( $MS<4.00$ ) and need to be improved or strengthened. This implies that if authorities of the area are interested in enjoying the benefits of tourism for the area, they need to develop a long-run plan and amend the issues examined, which have great potential for improvement. Future research which would focus on international tourists visiting the area would provide insight and equally of interest is a comparative study of domestic vs. international tourists' evaluation of Dramas' destination image.

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## KEYWORDS

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Destination image, marketing communication, consumer evaluation, gender and age differences

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# Erasmus-Driven Destination Experience and Students' Ambassadorship Behavior: a Multi-Stakeholder Perspective

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## PURPOSE

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This study deepens scientific knowledge about the visit experience of Erasmus students and their willingness to act as destination Brand Ambassadors. Based on existing literature (Chen et al. 2015), five explorative research questions were developed to guide a multi-method qualitative research: R.Q.1: What dimensions does the Erasmus experience have? R.Q.2. When and why do Erasmus students have place attachment and speak well about their exchange city?; R.Q.3. In which way do the Erasmus students feel linked to their exchange city?; R.Q.4. Which aspects of the experience lead to positive word of mouth recommendation? R.Q.5. Can place attachment lead to the predisposition of the Erasmus students to go back to their exchange city? The first objective is theoretical (explorative): to analyze the multidimensionality of the Erasmus exchange (R.Q.1 and R.Q.2). The second one is empirical (descriptive) and seeks to explore the psychological mechanisms that influence the choice to recommend a city as a tourist destination R.Q.3. and R.Q.4) and to examine how the Erasmus program helps the touristic development of a city (R.Q.5.)

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## RESEARCH METHODS

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Given the exploratory nature of the approach, qualitative methods were chosen. To assure reliability and allow triangulation (Carú et al. 2014), 3 different techniques were chosen to gather information from 3 stakeholders in the city of Valencia (Spain), which is the second preferred Erasmus destination in the country: a) 3 focus groups with 18 Erasmus students (6 each), current (12) and former (6), all with different backgrounds and different nationalities; b) open-ended questions with 2 staff members of the International Relations Office at 2 different Universities and 5 former Erasmus students; and c) personal



in-depth interview (Manager of the students' association "Happy Erasmus" in Valencia). A content analysis was then applied to collective qualitative data.

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## RESULTS AND DISCUSSION

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Findings revealed that the Erasmus-driven visit experience is defined by 4 dimensions: academic (i.e. employability), social (e.g. meet people from all around the world „in a single city” and „make friends” ), personal (enjoy „many trips”), and cultural (i.e. discovering new cultures). Findings also emphasize important word of mouth recommendation from the 4 publics: the current and former Erasmus students define Valencia as a “special city” and “as home” sharing photos and positive impressions on social networks; they also recommend it as a nice (Erasmus) destination. Their answers express also the loyalty towards the exchange city by their desire to come back for another internship or just for visit. Erasmus students feel linked to the city by their personal experiences and by the easy integration in different Erasmus associations which facilitate the discovering of the city. The significance of findings outlines that the place attachment leads to loyalty (in former students) and the desire to return to a place (in current ones). Therefore, many students want to stay longer (by choosing Master programs afterwards) or return to their exchange city (through internship programs).

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## IMPLICATIONS

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When compared to previous works on the richness and multidimensionality of Erasmus students experience (e.g. Chen et al, 2014; Gallarza et al. 2017; Li et al. 2016; Schartner, 2015), this paper offers a multi-stakeholder driven perspective (i.e. students, current and former, academic coordinators and tourism managers). Second, building up on the theory of university alumni as a repeat visitor (Schofield & Fallon 2012), this paper brings further qualitative outcomes on subjective impressions, feelings and thoughts that can help tourist managers to build on the idea of considering Erasmus students as Brand Ambassadors for the exchange city as a tourist destination, showing therefore both attitudinal and behavioral loyalty. Managerial implications of this work are derived for the DMOs (Destination Management Organization) of Valencia: the Erasmus exchange program would help to develop the tourism of the city and improve its tourism promotion. Future research might aim, also informed by our qualitative findings, to run a quantitative study (e.g. SEM, cluster analysis, etc) to quantitatively understand moderators and profiles of the ambassadorship behavior.

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## KEYWORDS

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Erasmus program; qualitative study; brand ambassador; place attachment;

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# Delineating Generation Z travellers' place attachment within a night urban tourism context: A consumption values perspective

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## PURPOSE

The night-time economy comprises consumption activities between 6pm and 6am (Chen, Wang, Li, Wei, & Yuan, 2020), an important part of which is night tourism at urban destinations (Eldridge & Smith, 2019). Generation Z consumers form an important customer segment for the global economy (Priporas et al. 2017), including the night tourism, as they appear to be particularly interested in city nightlife (Haddouche & Salomon, 2018). This study aims to examine Generation Z travelers' perceived value dimensions of night tourism, and the respective effects on their attachment to the urban tourism destination. This has been materialized by employing the theory of consumption values (Sheth, Newman, & Gross, 1991), through the functional, social, epistemic, green, and safety values of night-time leisure activities. Accordingly, five research hypotheses were proposed to explore the relationships between each of the perceived value dimensions and place attachment to the tourism destination.

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## RESEARCH METHODS

A survey was carried out to collect data from Chinese Generation Z travelers who had participated in night tourism activities in the past 12 months. The questionnaire was designed in English and was then translated into Chinese. All items were adapted from the published literature and measured via a seven-point Likert scale (with anchors 1= strongly disagree and 7= strongly agree). After conducting a pilot test to improve readability of the measurement instrument, the final version of it was shared online via the Wenjuanxing survey platform, which generated 259 responses. 108 males and 151 females participated in the main survey. A PLS-SEM technique was employed to explore and quantify the contribution of the various types of consumption values to place attachment.

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## RESULTS AND DISCUSSION

The measurement / outer model shows acceptable reliability, convergent validity, and discriminant validity and the structural / inner model has shown satisfactory fit to the data. The data analysis results demonstrate that each of epistemic value ( $\beta = 0.29$ ,  $p < 0.001$ ), green value ( $\beta = 0.21$ ,  $p < 0.01$ ), and safety value ( $\beta = 0.36$ ,  $p < 0.01$ ) of night-time urban leisure activities significantly and positively influence Generation Z travelers' attachment to night tourism destinations. On the other hand, the influences of functional and social values on Gen Zers place attachment were not significant at  $p = 0.05$ .

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## IMPLICATIONS

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This study contributes to the emerging field of night tourism (Eldridge & Smith, 2019; Huang & Wang, 2018) by showcasing how epistemic value, green value, and safety value of night tourism leisure activities contribute to Generation Z travelers' attachment to a tourism destination. It also examines and models Generation Z travelers' value perceptions and subsequent travel behaviors toward night tourism destinations. Based on the study findings, Generation Z travelers pay attention to epistemic value, green value, and safety value in the night tourism experience, rather than the utilitarian attributes or the opportunity to get more socially accepted. The study findings suggest that tourism destination marketers should capitalize on the unique tourism resources of a destination with a round-the-clock perspective in order to create a multi-faceted tourism product (Chen & Phou, 2013); specific emphasis should be put on the epistemic value of the activities – including the night-time ones – which can offer maximum effectiveness in terms of increasing attachment. Furthermore, marketers should build on environmental sustainability when developing night tourism, as green value can significantly contribute to Generation Z travelers' place attachment. In addition, local governments should ensure public safety by providing adequate lighting on streets and taking proper measures at key metropolitan areas of high visitation during night hours. Because of the limitations of the current study, it is recommended that forthcoming research may conduct the survey onsite and use a larger sample size to assess the study's findings in different geographical locations.

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## KEYWORDS

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Place attachment; consumption values; Generation Z travelers

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# Unveiling the antecedents of senior citizens' behavioral intentions to travel : A mixed-method approach

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## PURPOSE

The purpose of this study is to identify senior citizen tourists' 'push' and 'pull' factors, their perceived travel risks and perceived travel constraints in order to develop and validate a scale on factors that affect senior citizens' behavioral intentions to travel in terms of approach/avoidance.

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## RESEARCH METHODS

A mixed-method design has been used to identify and validate the factors. Initially, the factors were identified through systematic literature review and semi-structured interviews with 20 different experts consisting of senior industry professionals, government officers, academic researchers etc. with a common expertise in senior citizen tourism. A survey questionnaire consisting of the identified factors was then administered to a total of 641 respondents chosen through non-probabilistic purposive sampling from Odisha and West Bengal, the front runner eastern Indian states in population ageing. Thereafter, an exploratory factor analysis was performed on the identified factors and finally a confirmatory factor analysis was performed to validate the extracted factors.

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## RESULTS AND DISCUSSION

Tourist motivations ('push' and 'pull' factors), perceived travel risks and perceived travel constraints were identified as key antecedents of senior citizens' behavioral intentions to travel. Results of EFA and CFA rendered six dimensions of push factors (improving health & wellness, escape & relaxation, novelty & knowledge seeking, status & pride, self-fulfilment & spirituality, socialization & spending time with family), three dimensions of pull factors (familiarity and friendliness quotient of the destination, hygiene and health safety of the destination, ease of consumption of tourist experiences), two dimensions of perceived travel risks (functional or performance risks and health risks) and three dimensions of perceived travel constraints (deteriorating health conditions, lack of support/companion and outbreak of COVID-19) when it comes to senior citizen tourists. Two new dimensions (familiarity and friendliness quotient of the destination, hygiene and health safety of the destination) were identified under pull factors. The present study contributes to the existing pool of knowledge on senior citizens' tourism by identifying the additional factors that affects the behavioral intentions to travel. Further, the study develops and validates the items through qualitative and quantitative analysis. With limited earlier studies dedicated to understanding the influence of combined impact of both positive and negative factors on travel decision-making processes of tourists makes it imperative to understanding tourist psychology from an all-encompassing viewpoint of considering both positive influences like motivations as well as negative influences like perceived risks and constraints especially when it comes to senior tourists.

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## IMPLICATIONS

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Senior tourists are a segment that require special attention as they have different needs compared to their younger counterparts and they generally have a higher need for accessible facilities. A major role would be played by this market segment when it comes to the strategic planning and development of tourism marketing by industry players over the upcoming years. Since the senior tourist market is characterized by pronounced lack of seasonality hence it is considered a market that aids in an enduring and sustainable development of the industry. A dearth of investigation into the discouraging factors such as perceived risks or constraints for differentiated tourist groups has been observed by earlier researchers. Developing a framework that aims to deconstruct the senior citizen tourist market based on the variables of motivational factors, perceived travel risks, perceived travel constraints and how they influence travel intentions would substantially enhance the understanding in this regard to develop more effective positioning strategies, especially in the post COVID-19 era, as senior citizen tourists' behavioral intentions to travel might be impacted greatly due to heightened perceived travel risks and perceived travel constraints. The future researchers can take into account how retrospective regret propels senior citizens to travel because many revealed that they feel that they should have travelled and explored more in their younger years. Also, studies should be conducted on whether availability of priority services at a destination can be an effective pull factor for senior citizen tourists.

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## KEYWORDS

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Senior tourism, Tourist motivations, Perceived Travel Risks, Perceived Travel Constraints, Behavioral Intentions to Travel

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# Understanding guests' behavior for green hotels: The moderating role of Involvement

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## PURPOSE

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Research Objectives: The aims of this research are as follows;

1. Identify the significant factors of guests' adoption behavior for green hotels based on value theory and innovation adoption theory and examine how these are related to green hotel guest' adoption behaviour in India.
2. Investigate the association between innovation characteristics, consumer innovativeness, values (utilitarian, hedonic and biospheric) and guests' intention to visit/stay at green hotels in India.
3. Examine the moderating role of guests' involvement level to adopt green rooms in green hotels.

Research questions: The research questions of this paper are as follows;

4. What are the various factors affecting guests' intention and adoption behavior to visit/stay at green hotels.
5. How different levels of involvement (high versus low) influence guests' likelihood to adopt green rooms in green hotels.

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## RESEARCH METHODS

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This paper intends to develop and test an integrated model that combines the value theory and innovation adoption theory to examine the hotel guests' behavioural decision factors on adopting green behaviour in green hotels in India. In addition, it investigates the moderating role of hotel guests' involvement of green behavior in everyday life.

Research design: The study is based on descriptive research design. A structured questionnaire was used to collect the data.

Population: The research population was guests who had booked a green room or visited a green hotel at least one time during their tours/travels.

Research instrument: Survey method was used to collect the data using convenience sampling.

Data: Primary data was collected for this paper from 312 participants.

Analysis: Collected data was analyzed using Structural Equation Modelling.

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## RESULTS AND DISCUSSION

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This paper proposes a model to understand guests' intention to adopt green practices and adoption behavior for green hotels via merging the value theory and innovation adoption theory in a single model. Surprisingly, although literature on relationships examined applying the theoretical lens of value theory are popular, there is scant literature examining the relationships between perceived innovation

characteristics, consumer innovativeness, values (utilitarian, hedonic and biospheric), adoption intention and adoption behaviour in the context of green hotels in India.

Findings suggest that value theory and innovation adoption theory effectively explain guests' intention to adopt green practices and adoption behavior to stay at green hotel. Furthermore, involvement of green behaviours' was found to be a key driver of guests' adoption behaviour for green hotels. Additionally, this paper found that guests' intention to adopt green practices acts as a mediator between the innovation characteristics and their adoption behavior for green hotels.

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## IMPLICATIONS

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Managerial/policy implications: This paper implication to the hotel managers and policy planners is as follows:

- 1) It proposes a conceptual framework, which help managers and policy planners to identify factors affecting adoption behavior for green hotels via integrating value theory and innovation adoption theory;
- 2) It compares value theory and innovation adoption theory, and developed model under this study to prove latter's superiority;
- 3) It investigates the moderating role of guests' involvement of green behaviours in their green decision-making process.

The guests' intention to adopt green practices and adoption behavior for green hotels has been examined in the context of Indian hospitality environment and thereby limits the generalization of results to other industry and country contexts. A future research can conduct in context of other industry and country other than India. Future research should involve larger sample of guests with and with-out green hotel visiting/staying experience for the developed model in this study. Further researchers need to develop different methodologies to accommodate particular building types (eg., owner-occupied properties instead of rental property) and perceptions of green building design and green purchase behaviour.

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## KEYWORDS

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Consumer innovativeness, Green hotels, Innovation adoption theory, SEM, Value theory

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## SATURDAY 22 MAY 2021, 16:00-18:00 Parallel Sessions

### ROOM 1 COVID 19 AND TOURISM, Session Chair: Ifigeneia Mylona

363 **Fayrene Chieng, Ying Ying Tiong and Tek Yew Lew** From Stay in Touch to Stay in Tech: Enhancing Tourist Engagement through Smart Tourism Technology

540 **Susana Silva and Paulo Carvalho** Impact of the COVID-19 on rural tourism in Portugal: the stakeholders' perceptions

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563 **Dolores Sánchez-Aguilera, Angela Martinez-Rivas and Jaime Martinez-Ruiz** Gone with the COVID-19. Impacts on tourism business in the neighbourhoods of Barri Gòtic and Sagrada Família (Barcelona, Spain).

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# From Stay in Touch to Stay in Tech: Enhancing Tourist Engagement through Smart Tourism Technology

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## PURPOSE

Covid-19 pandemic affected service industry such as tourism and hospitality. Strigent health protocol and social distancing rules are the new norms. Technologies are being considered as solutions to keep people isolated while continuing providing services (Fipra, 2020). Furthermore, the development of smart cities encourages destination marketers to embrace smart technologies to enrich tourist experiences and cultivate destination competitiveness (Buhalis and Amaranggana, 2014). Tourists are not only visiting a destination with unique local attractions but a destination with safe, innovative and personalized travel experiences (Buonincontri and Micera, 2016; Buhalis, 2019). In the field of tourism, experience and engagement are considered as vital influencing factors of tourists' behavioural intentions determine tourist destination choices (Azis et al., 2020, Jeong and Shin, 2019; Kim, Chiang and Tang, 2017). However, few studies have delved into the psychological mechanisms that explain the relationship between tourist experience of smart tourism technology and tourist engagement (Azis et al. 2020). In light of this, this study aims to address the following research questions: (1) How will smart tourism technologies affect memorable tourism experience? (2) Do memorable tourism experience influence tourist engagement?

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## RESEARCH METHODS

The literature review discussed in this research is based on systematic review of smart tourism relevant papers that have been published from 2014 to 2020. The research was conducted mainly through Google, Google Scholar and Scopus.

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## RESULTS AND DISCUSSION

Smart tourism technology (STT) refers to applications used to enhance tourists' experiences as well as generate added values (Neuhofer, Buhalis and Ladkin, 2015). To measure its effectiveness, past studies categorized STTs by four dimensions: informativeness, accessibility, interactivity and personalization (Azis et al., 2020; Huang et al., 2017; Jeong and Shin, 2019; Lee et al., 2018). The adoption of STTs allows tourists to easily access, utilize and share information among the participating users (Jeong and Shin, 2019). Furthermore, they are able to interact with the tourism staff via real-time communications (Buhalis and Amaranggana, 2014). Therefore, STTs may foster memorable experiences which are pleasant experiences at smart tourism destinations that are remembered and recalled positively (Zhang

et al., 2018). A memorable tourism experience is a key factor of tourist engagement (Kim and Fesenmaier, 2017). Tourist engagement refers to tourist's mental state of being involved with and dedicated to a specific offering at a tourism destination (Taheri, Jafari, and O'Gorman, 2014). Rasoolimanesh et al. (2019) suggest that engagement includes five dimensions of enthusiasm, attention, absorption, interaction, and identification. In Teng's (2020) study on film tourism, the author pivots that film tourism experiences created at a film location enable film tourists to deeply engage in the filmed location. Applying this to smart tourism context, smart tourism experience is likely to be created through opportunities to share tourism-related information and interact with participating users through real-time communication systems, helps tourists to recall memories of people and trips. These unique and memorable experiences foster tourist enthusiasm, attention, absorption, interaction and identification with the smart destination and hence enhance tourist engagement.

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## IMPLICATIONS

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This study facilitates an understanding of tourists experience and tourist engagement and offers insights in how to engage tourists by using smart tourism technology. Tourists usage rate of STTs at destinations is expected to increase during and post pandemic. The study highlights to destination marketers with useful suggestions on effective deployment of STTs at tourism destinations to cultivate tourists' memorable experience. They should ensure quality performance of the five key dimensions of SSTs which are accessibility of quality and trustworthy information, highly interactive sharing tourism-related that are personalized to their needs.

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## KEYWORDS

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Smart tourism, smart tourism technology, tourist memorable experience, tourist engagement

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# Sustainability Assessment of Community-Based Tourism and the recovery from Covid-19 crises

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## PURPOSE

How to prepare communities that rely on tourism to recover from crises? This paper aims to discuss the sustainability assessment of community-based tourism (SACBT) as a planning tool to help communities recovery due to the Covid-19 pandemic.

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## RESEARCH METHODS

This study is related to a broader research that aims to develop a methodology for assessing sustainability of community-based tourism (CBT). As it is considering a planning tool, searches was carried out in scientific databases using the combination of terms as sustainability assessment, community-based tourism, resilience, recovery, crisis and Covid-19 pandemic seeking to find studies that would relate these to the first theme. The indicators for SACBT tool had already been defined based on literature review, considering sustainable tourism and CBT principles, in three sustainability dimensions: social, economic and natural. The main categories of variables used to evaluate the sustainability of CBT were local benefits, local resource conservation, and social capital. The data collection was a questionnaire, composed by sentences in a 5-point Likert scale (1 - totally disagree - to 5 - completely agree), to measure the respondents opinion. The empirical research was carried out on an island fishing community called Men de Sá, located in the Brazilian state of Sergipe, composed by around 70 households. It is in an early stage of CBT experience, that has been being developed in the last decade. It was interviewed 43 community members of different households in December of 2020. The data were analyzed using the SPSS statistics software.

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## RESULTS AND DISCUSSION

The literature review shows that few studies have been developed to assess the sustainability at small scale. Regarding the pandemic, it is expected that few studies about tourism recovery have been carried out so far, nevertheless some of those (Gössling, S.; Scott, D., & Hall, C. M., 2021; Hall, C. H., Scotte, D., & Gossling, S., 2020) are related to major analyses scale, tanking into consideration general data. Thus, it is not possible to specify the real needs of small communities when the recovery of the CBT are planned, especially if they seek to reach the sustainability. It was found that studies related to natural disaster are also feasible to help understanding how communities have been recovering through CBT experiences (Rindrasih, 2018), since those cases and the Covid-19 Pandemic are sorts of crises that affect tourism and sustainable development. With regard to empirical research that assessed the sustainability of CBT at community of Mem de Sá Island, it was found a medium level of sustainability

(3,63 in a scale 1-5), where the economic dimension was the most affected. Comparing the results found in 2014 by Faxina, Freitas & Trevizan (2021), where the sustainability of the community was assessed, the natural dimension had reached the worst level instead. It is necessary to consider that at that time were used a different tool, seeking to analyse the general sustainability. However, it suggests that the pandemic had played an economic negative impact on the community. The SACBT allows community leaders and local government identifying what the priorities are to guide the recovery process. Additionally, systematic evaluation provide information to monitor the development, and strengthen the weakness, preparing the community for the future.

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## IMPLICATIONS

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This study highlights the importance of the planning and monitoring in recovery process, and brings the SACBT as a tool for it. The use of indicators allows more accuracy to community leaders and local government understand the local problems, and to take action. New studies are suggested to consider the transformations post crisis as an indicator of community resilience and sustainability, and to analyse in what extent the resilience can affect the sustainability.

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## KEYWORDS

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Community-based tourism; Assessment; Sustainability; Recovery; Crisis.

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# Impact of the COVID-19 on rural tourism in Portugal: the stakeholders' perceptions

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## PURPOSE

The aim of this study is to figure out how the accommodation and tourist entertainment sector stakeholders perceived the impact of the COVID-19 pandemic on rural tourism in Portugal. This research tries to understand what their predictions were before the pandemic took hold, the reality lived during the summer holiday period and the role of the pandemic in that, the expected scenario for 2021, and the main motivations for the choice of the rural destination.

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## RESEARCH METHODS

A scientific literature review framed the trend of choosing rural as a holiday destination, supported by Portuguese tourism statistics. After that, a quantitative research approach was employed, aimed at a group of tour operators. An online questionnaire survey was sent out to the accommodation and tourist entertainment collaborative networks, in a total of 25 organizations, and their associates, after the end of the traditional period for summer holidays. The main topics for evaluation were perceptions about holidaymaking in rural areas: a) before March 2020; b) during the pandemic; c) the underlying motivation; and d) the forecast for the 2021 summer holidays in the same pandemic context. Data were analysed using SPSS software.

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## RESULTS AND DISCUSSION

Evidence from the scientific literature review confirms that rural tourism was gaining in visibility as a (domestic) tourist destination choice in COVID-19 time (Korstanje, 2020; Vaishar & Štastná, 2020; Zhu & Deng, 2020). Statistical data show that despite the pandemic having had a negative global impact on rural tourism in Portugal (INE, 2021; Silva, 2020), it was the accommodation category that registered lower losses, strengthened its relative weight in total guests and overnight stays and recorded the major demand increases in May and June reopening (INE, 2021). The preliminary results of the survey questionnaire corroborate this evidence. It shows that: a) before March 2020 there was already an expectation that it would be an exceptional year for rural tourism through the growth of the national and international market; b) stakeholders agree that the pandemic has led to changes in the destinations of Portuguese tourists, with the countryside being the most popular destination as an increase in tourists was registered, especially of Portuguese, the main market for demand; the rural has become more attractive in the context of the pandemic because it adapted to the safety requirements; c) tourists were motivated by the sense of safety conveyed, reinforced by its low population density, the international travel restrictions, and the constraints imposed by the Portuguese authorities; rural was also perceived as an alternative destination because of the pandemic; and d) for the next summer holidays stakeholders expect that the rural environment will remain an important holiday destination, particularly for

Portuguese tourists. The analysis of the perspective of accommodation and tourist entertainment stakeholders, emphasizing three different points in time from a quantitative and market demand perspective and the motivations, are the original contributions of this study to enrich the literature about a topic on which there is as yet very little empirical research.

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## IMPLICATIONS

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The results are still preliminary and restricted to a small sample, but it can be consolidated since the research is still in progress. These initial findings make a significant contribution to Portuguese institutional decision-making bodies at levels from local to central because they provide evidence about the relevance of domestic tourism and the rural environment. These factors must be into consideration when deciding about the tourism recovery strategy. For instance, this study provides managerial implications on the target (demand market and destinations) of the future national, regional or local tourism campaigns, which should encourage people to explore the country, particularly the interior and rural areas, highlighting their attractions and qualities. But they could also support the creation of financial incentives to upgrade the rural tourism product. Further studies should replicate this quantitative research and so continue to monitor the development of this perception over time. It should also be backed up by studies on the tourists' perception.

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## KEYWORDS

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Rural tourism, COVID-19, summer holidays, stakeholders' perceptions, Portugal.

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# COVID-19 Impacts on Chinese outbound tourism and survival strategy

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## PURPOSE

China has been the world's largest outbound travel market when measured by trips and expenditures before the COVID-19 pandemic occurred. With China's COVID-19 lockdown over, travel is beginning to restart there. This exploratory study reviews the overall impacts of COVID-19 pandemic on China's outbound tourism, explore how China's outbound tourism-related economic sectors responded during the epidemic from the perspectives of policy support, corporate self-rescue, new opportunities for tourism demand, etc. The research hypothesis considers China's experience and travel trends as references that can shed light on what other countries can and cannot expect for their own travel recoveries.

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## RESEARCH METHODS

Technological advances have led to vast amounts of data that has been collected, compiled, and archived, and that is now easily accessible for research. This study uses data collection methods from different sources. The analysis reviews official government policy reports and strategies as primary data for qualitative research, in order to explore the Chinese model for tourism management in epidemic crisis. Secondly, the study collect publications as books, newspapers, magazines, journals, online portals from China Tourism Academy. Our research consider large-scale tourism online forum, representative online travel agencies such as Ctrip's response measures, China Tourism Expert conference and China Outbound Tourism Research Institute to examine how Chinese outbound tourism players are responding to the covid-19 impacts during the current pandemic.

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## RESULTS AND DISCUSSION

China's outbound tourism industry has suffered a huge blow, but China's domestic short-distance tourism has recovered well. This is inseparable from China's strict anti-epidemic policy and the use of big data to control the flow of people in real time. Chinese outbound tourism companies suffered heavy losses at the beginning of the epidemic, but were able to adjust their market strategies in time and make full use of practises as virtual tourism, live broadcast and e-commerce sales to realize their own self-rescue.

Whether China's outbound travel can be resumed depends on the global anti-epidemic situation, but the Chinese people's willingness to travel is very strong. The result indicates that self-guided and self-driven tours become dominant, they prefer to travel locally with families. Outdoor scenic attractions are the most popular destinations for future travel. Engaging customers through the latest social media is necessary. The survival path of the recovery of Chinese tourism is full of specific Chinese characteristics, and perhaps these conditions are not replicable to other countries.



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## IMPLICATIONS

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A strong central government and effective anti-epidemic policies are the basis for restarting tourism in China. For tourist receiving countries that have been hit hard by the epidemic, new strategies developed in China can be examined as innovative tools to face the tourism crisis, specially in the areas of tourism and technology, e-commerce, and social networks. In addition to, changes in tourism demand after the epidemic, the reshaping of the image of each destination market, and the relationship between epidemic trauma and repair and tourism are all issues worthy of research in the future.

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## KEYWORDS

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COVID-19 Impacts, China's tourism recovery , survival experience

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# Gone with the COVID-19. Impacts on tourism business in the neighbourhoods of Barri Gòtic and Sagrada Família (Barcelona, Spain).

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## PURPOSE

Barcelona is considered a benchmark among tourist cities in Europe. Before the pandemic, a recurring theme in the city's tourism literature focused on the issue of overtourism and citizen movements of rejection towards tourism. However, the confinement and paralysis of tourist flows are generating obvious impacts (closed hotels, change in the use of houses previously destined for tourist rental, effects on trade and companies addressed to tourist customers). In this context, a clear example of the changes is the restructuring observed in tourism-related businesses (catering establishments and other businesses closely related to this activity) in two emblematic neighbourhoods with high tourist frequencies before COVID irruption: the Gothic Quarter, in the surroundings of the cathedral and Sagrada Família, next to the Gaudí temple. The research aims to analyze the differential impact of the pandemic based on the residential fabric of the neighbourhood. The hypothesis of the work is that urban areas with a greater presence of residents are more resilient to the crisis triggered by COVID.

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## RESEARCH METHODS

The research developed combines the application of quantitative analysis techniques, based on the analysis of the censuses of economic activities carried out by the Barcelona city council (2014, 2016 and 2019), with the realization of field work to analyze the dynamics of the case studies and qualitative techniques (semi-structured interviews to a selection of actors involved). The follow-up of the case studies has been carried out in different contexts of restriction and lockdown in the city of Barcelona, with a planned fieldwork applied to a selection of three urban transects in each of the case study neighbourhoods.

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## RESULTS AND DISCUSSION

The emergence of the COVID-19 pandemic is leaving very visible effects on the tourist and commercial dynamics of Barcelona. The first relevant element has been the sharp decline in the number of visitors, which has left many businesses in a very precarious situation. Second, the management of the health situation in the different waves of the pandemic has led to a complex situation of restrictions (of hours, types of business) that has led to the closure of businesses both temporarily and permanently in some

areas of the city with high tourist frequentation before COVID. The new scenario related to the pandemic shows a significant transformation of the hospitality services but also retail businesses, which is witnessing a restructuring process in main tourist neighbourhoods: The results of the research show a different impact on areas with great tourist gentrification, as is the case of the urban transects of the Barri Gòtic, while the sectors close to the Sagrada Família show greater resilience to business closures.

#### IMPLICATIONS

The follow-up of the changes in the interpandemic stage allows to observe the changes that the tourist activity in Barcelona is experiencing. The analysis of the transformations pretends to be an effective tool for developing public policies in Barcelona in different areas: retail trade management, tourism activities, housing and even mobility.

#### KEYWORDS

COVID-19 Impacts, retail and tourism services, tourism restructuring

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# The wellbeing of tourism employees a year after the pandemic outbreak

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## PURPOSE

This study investigates how tourism employees perceive ‘wellbeing’ and how their wellbeing has been affected by the pandemic, a year after its outbreak.

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## RESEARCH METHODS

An interpretivist approach was used to allow people’s personal reflections (Collis and Hussey, 2014) and individual interpretations (Christou, 2018). The study took place in Cyprus- a popular tourist destination in Europe that has a mature tourism product. Due to the exploratory nature of the study, we targeted people working in the tourism industry in various positions while using semi-structured and open-ended questions to allow the emergence of novel findings (Christou and Sharpley, 2019), such as ‘*What do you understand by the term “wellbeing”?*’ ‘*How has your wellbeing been affected by the pandemic?- can you please elaborate as much as possible?*’.

In total, 50 interviews were carried out in a period of approximately three months through the use of technological means (that is, ‘zoom meetings’) with employees who have been working in the industry from two years to nearly half a century. A snowball sampling method ensured the inclusion of participants coming from different cultural backgrounds, age groups and from different tourism positions (such as, managers, front line and back-stage personnel, and service providers). A three step thematic analysis was followed (Christou et al., 2020). This involved the assignment of conceptual codes to transcripts, followed by the assembling of findings into second-order grouping to enable understandings of people’s views and perceptions regarding wellbeing, and establishing a sense of conceptual linkages between the formed categories to ensure deliverable outcomes.

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## RESULTS AND DISCUSSION

The study comes as a response to researchers call for further insights regarding the nexus of wellbeing and tourism (Agarwal, 2021; Teo et al., 2020; Suess et al., 2018) and as such it offers an additional and rather neglected notion (that of ‘liberty’) in any theoretical and practical discussion of peoples’ wellbeing. Participants made reference to wellbeing aspects that cover both subjective- hedonistic and psychological- eudemonic differentiations of the notion (Agarwal, 2021). In more detail, they acknowledge that the pandemic has affected both their personal and workplace lives by (e.g.) not allowing them to visit their beloved ones for lengthy periods, been restricted at their homes, not being allowed to travel, and having to constantly wear masks and keep physical distance at their workplace. Furthermore, they acknowledge various endogenous (i.e. personal), endo-organizational (i.e. human resource management policies), and exogenous (i.e. environmental) factors that affect their wellbeing. Their ‘love’ for their occupation entails a sense of *offering* towards a society in need and for these

reasons they do not consider a change of career; This outcome is remarkable and ought to be stressed. The broad topic of ‘freedom’ emerged from the findings as an outcome that probably wouldn’t have been given such an emphasis by people working in the tourism industry prior the pandemic. That is, the pandemic resulted in travel restrictions, lockdowns and restrictions on movements. Because of these restrictions, informants conceive that they have been deprived from ‘freedom’ and ‘liberty’ to act in certain ways in their personal and workplace lives (e.g. to travel, keep distance from guests and having to wear masks). They perceive that these have negatively affected their psychological and social wellbeing. The findings of this study do not challenge the use of necessary travel, and social distancing restrictions for the health and wellbeing of themselves and others. Yet, they bring to the surface the rather neglected notion of ‘freedom’ while evaluating and attempting to foster the wellbeing of people.

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## IMPLICATIONS

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This study reconfirms actions of previous research related to the fostering of wellbeing of individuals (Agarwal, 2021; Smith and Diekmann, 2017). Nonetheless, it reveals a possibly neglected issue- that, of the sense of ‘freedom’ and its withdrawal from people. This opens some new research avenues regarding the nexus of ‘freedom/liberty’, wellbeing and tourism. At a practical level, it is suggested that the UN Sustainable Development Goals of WHO consider the implications of freedom deprivation while examining, evaluating or attempting to foster the wellbeing of people. Tourism stakeholders particularly at managerial positions have an important role to play while trying to target ‘freedom/liberty’ related issues for the wellbeing of their employees. This may be translated as managers ensure a further sense of freedom for their employees, in terms of (e.g.) further free time to spend with their families, flexibility in decision making, autonomy in delivering their views, a sense of liberty to express complaints and concerns, and even rewards that come in the form of ‘travel’. A limitation of the study is that the number of informants did not allow differences to emerge based on sub-groups (i.e. age and years of service in the field). Further research is recommended regarding the nexus of tourism and wellbeing in a post-covid era.

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## KEYWORDS

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Tourism; Wellbeing; Employees; Pandemic impacts

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## ROOM 2 CRUISE AND MARINE TOURISM, Session Chair: Georgios Skoufas

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# Dark Tourism and Recreational Wreck SCUBA Dive: preliminary investigation of a potential touristic trend

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## PURPOSE

Recreational SCUBA diving rises the last 30 years as one of the most dynamic touristic sectors (Dimmock and Musa, 2015). Advances in SCUBA gear technology, development of user's friendly equipment, new approach of training and education are some of the factors that form the new term of SCUBA Diving Tourism System (Dimmock and Cummins 2013). Investigating divers' motivations, previous studies demonstrate that "seeing historically significant shipwrecks", "researching or learning more about wrecks" and "observing the effect of time (decay) on a wreck" appear as important ones (Edney, 2012). However, a wreck is a location where a tragedy took place, and these ideas constitute the main object of a new emerged tourism form, that of Dark Tourism (Gould and Lewis, 2007). In this order of idea, the current survey investigates whether the combination of SCUBA wreck diving and Wreck Dark Tourism offers an opportunity for the creation of a new touristic product. The working hypothesis is the question addressed in both sense: Could a wreck diver be characterized as a dark tourist? Could a dark tourist be motivated to become a diver in order to visit a wreck?

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## RESEARCH METHODS

The main target group in the present research is recreational SCUBA divers. Using as a tool the open interviews, a first approach was implemented. The main part of the study took place in Chalkidiki (North Aegean Sea, Greece), among the customer-divers and the diving center's stakeholders. The common point of all divers was the diving site of wreck "Mitilini", located in Toroneos Bay (Chalkidiki). Following the obtained results, a SWOT analysis was attempted in order to investigate the possibility to connect recreational wreck diving with dark tourism.

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## RESULTS AND DISCUSSION

As a general remark, resulting from the interviews' approach, diver's knowledge on the wreck's history is very poor. For the majority of divers, the wreck appears as a diving site where they could observe different forms of marine life/organisms. Previous studies demonstrate that within the divers' group the motivation to "look at underwater animal and plant life" (2nd place) is higher than to "see shipwrecks" (16th place) (Meisel-Lusby and Cottrell, 2008). However, the customers' motivations and expectations could be re-oriented, using the powerful tool of briefing (Hamimerton, 2016).

Among the strength points, the number of wrecks in Greek Seas (ships and airplanes), located at accessible depth for recreational divers (depth limit 40m) is one of the most significant. In the present case study, the wreck of "Mitilini" is located at 17 meters depth, accessible also for the first SCUBA diver's training (depth limit at 18 meters).



At the same time, the location depth could be also a weakness point. In many cases, the wreck's environment could be the cause of diver's fear and anxiety, which is a serious risk factor in SCUBA diving. Considering the recreational wreck diving (Edney, 2011), as well as the deep wreck technical diving (Smith, 2006), the appropriate training courses and the special equipment increase the activity's cost. Another important limiting factor is also the diver's carrying capacity of the wreck.

Taking into consideration divers' motivations such as "the sense of discovery involved", "thinking there is a lot of action here" (Meisel-Lusby and Cottrell, 2008), combined to dark tourism's new touristic trend, a great opportunity rises.

However, a lot of different factors could constitute and/or include potential threats. Particular attention should be accorded to the corrosion induced by sea water and sea organisms, which changes the wreck's image in time, and "destroys" the diving hot spot.

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## IMPLICATIONS

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The preliminary investigation presents particularly optimistic results towards the formation of a new touristic product, based on the common motivations and expectations of tourists from different sectors. However, key questions require further investigation, such as whether the fear that motivates dark tourism, would act as a motivator or a deterrent for a recreational diver?

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## KEYWORDS

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wreck SCUBA diving, dark tourism

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# Public Aquaria and recreational SCUBA divers interactions

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## PURPOSE

For many years, public aquaria appear as a great opportunity to provide additional education to students, interested in wildlife (Rennie and McClafferty, 1995; Ballantyne, 2004). In many cases, public aquaria offer the chance to visitors to observe vulnerable and threatened species (Buckley et al. 2017). Focusing on public aquaria's visitors' segmentation, the population of recreational SCUBA divers, is of a great importance. The common motivation of most visitors is "to see the living sea" (Meisel-Lusby and Cottrell, 2008). The great advantage of divers is that they have the image of "the real sea", through their dives. Several questions form the aim of the current survey. Could divers be considered as enthusiastic public aquaria visitors? Are there wrong perceptions in divers' mind, and could public aquaria re-educate divers? Do divers constitute a potential group to participate in environmental awareness projects?

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## RESEARCH METHODS

The current survey, investigates the interactions between public aquaria and recreational SCUBA divers, focusing on Greek ones. A total of 90 E-questionnaires were distributed to Greek divers, in order to evaluate their expectations, regarding public aquaria. The first part of the questionnaires concerns the demographic data of divers, such as age, sex, training level, etc. The second includes their diving preferences as depth, bottom's type, etc. Finally, a group of questions investigates the diver's perception and knowledge of the aquatic world.

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## RESULTS AND DISCUSSION

The first attempt in the current research is to define divers' experience, via their training level. The 3 most important categories are: instructors (50% of the investigated population), open water divers (22,22% of the investigated population) and advanced divers (16,67% of the investigated population).

Diver's expectations concerning the marine organisms that they would observe, during their dives and during an aquarium's visit, are very interesting. In both cases, the main target is fish. Previous studies demonstrated the same trend, where the expectation "see nice fish" appears to be the second divers' preference (Meisel-Lusby and Cottrell, 2008). Surprising is the fact that, none diver would prefer to observe algae. On the other hand, it is impressive that about 1/4 of divers choose to dive in *Posidonia oceanica* beds. In this order of idea, the wrong diver's perception of marine life is more dramatic, concerning the flora. A percentage of 16,67% of divers wrongly believe that the alien invasive green alga *Caulerpa taxifolia* is a Mediterranean autochthonous species. An important percentage of divers have visited a public aquarium, in Greece or in another country. Among these divers, 75% visited Thalassokosmos, the public aquarium in Crete island.

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## IMPLICATIONS

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Media's and movies' industries ("The Big blue" (1988), "Finding Nemo" (2003) or «Finding Dory» (2016)) (Milizt and Foale, 2015) enhance new trends in marine life's tourism. However, public aquaria could offer a more appropriate aquatic wildlife education and change all the wrong thinks and perceptions, especially for the aquatic flora. Divers are positively related to this idea, as demonstrates the frequency of their visits in public aquaria as well as their interest in wild marine life. A new tourist's product rises in the market based on all the above mentioned, which is diving in public aquaria. At this point it should be mentioned that in USA there exist more than 8 public aquaria, where visitors can dive and thus observe fish and other organisms. In the present study, a percentage of 63,16% of the diver's sample would see sharks in the public aquaria. For the Mediterranean Sea, divers face the opportunity to dive with a shark as a dream and public aquaria have the possibility to satisfy this expectation (offers an innovative touristic product) and at the same time educate public for vulnerable species, such as sharks.

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## KEYWORDS

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Public Aquaria, Recreational SCUBA diving

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# Development of Marina Services in the Context of Sustainable Water and Coastal Tourism

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## PURPOSE

The popularity of water and coastal tourism is steadily increasing. Marinas – an important part of water tourism activity – are complex organizations that have heterogeneous business structures with numerous suppliers of various tourist services. Their purpose is to ensure provision of those amenities, collectively referred to as ‘marina services.’ Marina is defined as “a specially designed harbor with moorings for pleasure yachts and small boats” (Oxford Dictionaries, 2014). From a tourism development perspective, marinas can be characterized as a coastal destination and analyzed through the prism of place marketing (Neslihan Paker, Ceren Altuntas, 2016), taking into consideration what marina visitors seek and pay attention to (South Coast Baltic Survey, 2017).

Despite the fact that marinas contribute to the diversification of tourism flows, development of niche tourism, strengthening the coherence of touristic demands and local residents’ recreational interests, while developing marina services it is crucial to create ‘a unique selling proposition’ to stand out in a competitive environment (Heron et. al., 2012).

The analysis of marina development cases in different countries has uncovered that in most instances the attention is given to the overall growth of water tourism and development of the related infrastructure. However, the two following issues remain overlooked or not given enough attention:

1. An exclusive tourism product is not created for target audiences;
2. There is a lack of uniform and efficient marketing and communication measures for marinas in international markets.

Purpose of the research is: to determine the components of the analyzed tourism product, which are relevant for visitors of marina in the context of sustainable water and coastal tourism.

Objectives of research:

- To analyse the changes of the content of marina services product in transition to sustainable tourism.
- To identify the expression of orientation to sustainable tourism in the behavior of marina visitors.
- To determine which factors affect the attractiveness of marina services to consumers.

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## RESEARCH METHODS

Methodology utilized survey as the primary methodology of this study. The population of the study comprises foreign and local visitors of marina in Lithuania. The target sample

was 398 visitors. The sampling procedure utilized quota sampling in which the visitors as the respondents was maintained with 239 local visitors and 159 as foreign visitors. Data analyses included descriptive statistics and exploratory factor analysis to generate the dimensions of visitor behaviors

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## RESULTS AND DISCUSSION

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The analysis of the best practice examples allows stating that there is a growing tendency for marinas diversification: in the countries with the 'old' marina culture, wide service products are created in marina complexes, which include accommodation, catering services, water-based recreational activities.

The main results of the study show that the orientation towards sustainable tourism significantly shapes the behavior of visitors. Consumers of marina services would like the marinas to offer more services: not only boatyard facilities, but also catering, accommodation services, safe infrastructure for children, additional entertainment and public events to increase the number of activities in marinas.

The principles of responsible consumption and circular economy in marinas are essential for the development of environmentally friendly marina infrastructure. However, along with ecological infrastructure, attention should be paid to the development of infrastructure suitable for people with disabilities and seniors.

The participants of the research emphasize the importance of information dissemination - the increase of communication channels, the formation of a suitable message to the target user, the cooperation of marinas recommending each other's services.

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## IMPLICATIONS

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The results of the research show that the orientation of marinas towards sustainable tourism becomes a significant expectation of visitors and a value-creating factor when choosing services. While strengthening the attractiveness of marina services to consumers is appropriate to focus on the networking at regional level and well-targeted marketing communication.

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## KEYWORDS

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Marina services, sustainable tourism, water tourism, coastal tourism.

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# Sustainable restart of the Cruise Industry includes Local Producers in the Supply Chain

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## PURPOSE

The paper aims in analysing the supply chain of the Cyprus and the Greece Cruise Industry and introduces a sustainable e-marketplace platform. The authors introduce a new model of sustainable restart for the cruise sector with the inclusion of local producers in the supply chain. This approach is adopted for the first time in the Cruise sector and it is based on the NAYS Interreg Cyprus-Greece research project that aims to combine the monitoring of the shipping side of cruise ship activity with local supply chains by making use of information.

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## RESEARCH METHODS

This research paper explores the dimension of applying a decentralized supply chain system networking cruise ports, cruise liner companies, and the supply chain. The research is conducted in Cyprus and Greece with the participation of 7 ports, 2 cruise liners and 56 local producers utilising questionnaires and in-depth interviews in the data selection process. The participants have been strategically selected based on the NAYS Interreg project proposal aiming at the creation of an e-marketplace platform that



will connect cruise liners operating in Greece and Cyprus with local producers at ports of call in an attempt of creating a sustainable cruise supply chain.

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## RESULTS AND DISCUSSION

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The pilot testing of the e-marketplace reveals the significance of a decentralised supply chain system for the cruise sector as a major pillar towards cruise sustainable development. The introduction and usage of local products reveals a positive impact on cruise liners product enhancement and a strong correlation with the cruise passengers positive experience and a significant increase on guest satisfaction levels.

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## IMPLICATIONS

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Research results are aligned with CLIA strategy in promoting Sustainable practises in the Cruise sector as well with both Greece and Cyprus Tourism Strategy emphasising the importance of becoming Sustainable tourism destinations. Cruise tourism plays an important role in the growth of the local economy and further research is needed in order to explore the direct and indirect impacts on island tourism destinations where sustainable practises are implemented.

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## KEYWORDS

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Sustainability, Supply Chain, Cruise Tourism, Local Producers

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# What motivates nautical tourists to the littoral northwest, Portugal?

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## PURPOSE

Nautical tourism plays an increasingly relevant role in the formation of maritime clusters, and sustainable development. Nautical related activities and sports, can be practised almost at any time of the year, when organised into tourism-related products, contribute to increase international notoriety and demand. Management and marketing strategies must thus take intended target market interests into account in order to stimulate supply and demand. Specifically, knowing tourists/visitors' motivations is critical to identify the different profiles and adjust the offer. Considering the importance empirical research represents in this process, the present study aims to analyse the motivations of visitors who choose the northwest of Portugal, Alto Minho and Esposende areas, for water-related sports to practise nautical activities. To achieve this purpose, the study also envisages to know the differences between the generational groups, the origin's region of the practitioners and the perceived importance to access nautical-related information through online platforms.

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## RESEARCH METHODS

Between February and May 2019, a quantitative study was carried through a survey to identify the travel behaviour and motivations of nautical visitors to the littoral northwest, Portugal. A self-completion questionnaire was developed and sent out to a convenience sample of leisure firms located in different municipalities across the district of Viana do Castelo. These firms were selected based on their close location to main water spots (sea and river beaches). At the same time, face-to-face questionnaires were conducted by the main researcher of this study, and applied on the banks of the Minho and Lima rivers, Esposende, Cabedelo and Moledo beaches, at the end of the respondents' nautical activities. In total, 102 usable questionnaires were collected.

The first part of the questionnaire consisted of questions regarding respondents' nautical travel behaviour, while the second part invited respondents to state their degree of importance regarding fifteen specific items related with information about nautical activities available on digital platforms. The last

part of the questionnaire covers respondents' sociodemographic characteristics, such as age, gender, nationality, marital status, and level of education. Chi-square test of independence, Mann–Whitney U-test, and Kruskal–Wallis  $\chi^2$  test were carried out to compare different groups. Finally, multiple correspondence analysis (MCA) was used to explore the relationship between motivations and nautical activities performed.

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## RESULTS AND DISCUSSION

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The results show that living new experiences, enjoying nature, being with friends, and relaxing were the main motivations for taking part in nautical activities in the littoral northwest, Portugal, but they differ in terms of the visitors' region of origin and their generational cohorts. The results also revealed statistical significant differences regarding the importance of online availability of nautical-related information. It demonstrates the role of communication in influencing the choice of destination, highlighting the need to implement targeted strategies and new tools for promotion and dissemination. In this sense, identifying the different profiles of nautical tourists, which can vary according to the type of activity performed, has to become a central objective for policy makers when developing regional and local policies.

Given the lack of previous studies covering a broader conceptualization of nautical tourism, this study encompasses fourteen water-based sport activities. The results of this study provide insights to generate new knowledge on the nautical-tourist offer.

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## IMPLICATIONS

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The main contribution of this study is a better understanding of nautical tourists' motivations, according to generation groups. Destination management organisations and tourism supply need to consider tourist motivations and age groups, when designing and communicating nautical experiences destination under discussion, to improve their competitiveness, since there are differences between generations when concerns the lodgment, the activities chosen and how to seek for information. Future studies should consider further investigate the effects of age tourist segments' satisfaction, and the demand of each water-based sport activity.

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## KEYWORDS

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Nautical tourism; multiple correspondence analysis (MCA); tourist motivation, nautical tourist segment, Portugal

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# Herzberg's Two Factor theory of work motivation: an application to hospitality workers on cruise ships.

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## PURPOSE

The objectives of this paper are: 1. To discuss Herzberg's Two Factor theory of work motivation. 2. To assess cruise ship hospitality workers' motivation based on an application of Herzber's Two Factor theory and 3. To make recommendations of how the motivation and commitment of hospitality workers on cruise ships could be enhanced. Herzber's Two Factor theory has been used by a number of researchers to investigate the motivation of employees in the hospitality industry. Examples include Lundberg, Gudmundson and Andersson (2009), Harris et al (2017) and Ann & Blum (2020). Furthermore, the work motivation of service employees on cruise ships was investigated by Sehkaran & Sevcikova (2011). However, this is believed to be the first paper of its type that examines the application of Herzber's Two Factor theory of work motivation in relation to hospitality workers on cruise ships. Our understanding of cruise ships workers and more widely, isolated and transient workers is limited. Given that this type of working life has unique factors and are currently faced with a new "normal" in terms of work practices and expectations, it is important a comprehension of 21<sup>st</sup> Century cruise ship hospitality workers motivations are explored.

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## RESEARCH METHODS

The design is qualitative in nature and semi-structured interviews were chosen as the principal method. This design is deemed appropriate for examining work motivation in a hospitality-industry context, and has been used by Sehkaran & Sevcikova (2011). Telephone interviews were held with twenty international hospitality workers on cruise ships. Interviewees were selected purposefully based on their recent or current employment as a hospitality worker on a cruise ship. These workers were either waiters (7) or pursers (13). 12 workers were female and 8 were male. The modal time in the industry was 2 years. Interviewees were not just from the UK but included nationals from 10 countries. Thematic Analysis was used to analyse the interview transcripts. Thematic analysis is a flexible research tool when communicating qualitative findings and is defined as "a method for identifying, analysing and reporting patterns (themes) within data" (Braun and Clarke, 2006: p.79).

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## RESULTS AND DISCUSSION

An analysis of the transcripts reveal that hospitality cruise ship workers are primarily influenced by hygiene factors. Motivator factors are largely absent. However, the unique nature of working on a cruise ship may, in itself, be a motivating factor. Furthermore, it may be the case that some of the hygiene factors are actually motivating factors. One of the unique factors of working in the cruise ship industry is the dynamic between work and life – one may be motivated to undertake an occupational position, but must also accept the sacrifice and opportunities of living onboard a ship for several months. The

relationship between work and life is further complicated with the understanding that specific occupational roles are linked with certain privileges onboard, which amongst other things, relate to access to certain areas on the ship, working patterns, and reaffirm social identity. It is within these intricacies of work and life onboard, tied with expectations and previous experiences, that a fuller understanding of motivation can be gleaned.

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## IMPLICATIONS

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It is important that the work motivations of hospitality workers on cruise ships are understood as management will be able to better motivate these workers, leading to higher levels of commitment and improved levels of customer service. Through an enhanced understanding of the work/life relationship for cruise ship workers it is hoped that practitioners can implement policies and procedures that provides an improved working environment. Follow-up research could investigate how the Cruise industry is responding to the Covid-19 Pandemic, and how this is affecting the motivation of hospitality workers on cruise ships.

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## KEYWORDS

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Herzberg. Motivation. Cruises. Hospitality workers.

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### ROOM 3 CULTURE AND HERITAGE TOURISM, Session Chair: Theano Terkenli

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# Exploring Melaka Heritage Food: Study on Visitor's Awareness Towards Baba Nyonya Food

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## PURPOSE

The Peranakan Chinese, usually known as Baba Nyonya of the Straits of Melaka have one of a kind and interesting history and culture. With this globalization era, most of the young generations seem had lack of knowledge and self-awareness. This study was conducted to investigate the relationship between visitor's awareness and culture towards Baba Nyonya's food culture. Based on the study that has been conducted, it shows that, there is a positive relationship between all variable towards Baba Nyonya food in a different strength. The highest rating among the variables is health, wellness and visitor awareness.

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## RESEARCH METHODS

In this research, the survey will be conduct and questionnaire will be distributed to 384 respondents of local and international tourists in Melaka. The researcher using method to analyse the data using SPSS version 2 to generate the result of the data collection.

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## RESULTS AND DISCUSSION

Quantitative research is the approach used in this study acquire data and analysis of the research. Hence, this instrument focuses on statistical analysis of numerical data collected via the used of large-scale survey research such as printed and online questionnaires. From the analysis that have been conduct, most variables have positive relationship in a different strength. Based on this data, it stated that social

media is become the main sources of information sources as most of the time people nowadays will only search information through internet as it is convenience and it is also easily access.

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## IMPLICATIONS

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This study shows that mass media and visitor's awareness towards Baba Nyonya food was significant. Visitors only aware on the sources of information from mass media but not the uniqueness of Baba Nyonya food. By this, improving the visitor's awareness would initially increase consumer's intentions to acquire the uniqueness of Baba Nyonya foods. In addition, it is important especially for food manufacturers, food marketers and food channel producers to get involves with food industry in spreading awareness and knowledge towards Baba Nyonya's foods.

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## KEYWORDS

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Baba Nyonya, visitors' awareness, mass media, food culture

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# Historical paths as a DMO tool for sustainable tourist development: the case of Ho Chi Minh paths in Greece

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## PURPOSE

The paper exams the formation of a theme trail branding by linking a global personality with destination management process and sustainable tourist development in the area of Central Macedonia (Macedonia Front or Salonika Front during WWI). The following three Hypothetical Questions were set:

(Q1): Theme Trails and specifically the historical paths of Ho Chi Minh contribute to the creation of the attractive image for the cities of Edessa, Veria and Thessaloniki

(Q2): The presence of a historical person during WWI can enrich the networking between various organizations and destinations representatives as municipalities, activating existing regional resources or not.

(Q3): If historical paths of Ho Chi Minh as a theme trail tool, supporting sustainable tourist development indicators, and which are the recommendations to formulating minimum standards to certificate a cultural route.

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## RESEARCH METHODS

A quantitative survey of 135 visitors and qualitative survey of 10 representatives and local government officials conducted in Nov 2019 (first limitation). The sample of the quantitative research was defined the visitors of Philoxenia Exhibition who visited the common stand of Edessa & Veria Municipalities for Steps of Ho Chi Minh (second limitation) and sample of the qualitative research was a convenience sample of 10 interviewees.

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## RESULTS AND DISCUSSION

The results of this study recognize at the "Steps of Ho Chi Minh" one theme trail possibility, co-organized network of attractions which are typical for a set of routes and which are together under a certain theme. The implementation of theme trail could become a popular mean of sustainable tourism development in small scale cities through networking of local authorities as well as tool for undertaking cultural and environmental regional initiatives. The need of regional and local DMO's reflects to the creation of a coordination body for the above actions.

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## IMPLICATIONS

The general conclusion from the research is that the implementation of theme trails could contribute to the development of sustainable tourism. Moreover the presence of Ho Chi Minh in Greece, Central Macedonia could attract visitors from Asia & Pacific area focused on Vietnam. For these visitors most theme trails represent a form of tourism that complies with the concept of sustainable development concerning social aspects, as well as the natural environment. Also reflects a pilgrimage character. This paper ends with a list of necessary measures on the national, regional and local levels to improve the implementation practice of theme trails, e.g. the need for regional coordination of theme trails or the establishment of a seal of approval for theme trails which may only be awarded to initiatives that fulfil certain quality standards.

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## KEYWORDS

Destination Management, Sustainable Tourist Development, Historical Personalities, Theme Trails, DMO!

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# A New Dimension For Revitalization of Silk Road Tourism: Turkic Council Modern Silk Road Joint Tours

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## PURPOSE

Having touristic attractions such as caravansaries, ancient cities, castles and mountains, the historical Silk Road has an important tourism potential. UNESCO, the World Tourism Organization and some countries on the Silk Road have various efforts to develop Silk Road tourism (UNWTO, 2014). The Turkic Council Modern Silk Road Joint Tour Package Project, created in cooperation with the countries of the Republic of Azerbaijan, Republic of Kazakhstan, Kyrgyz Republic and Republic of Turkey, is an example of these efforts. In this study, the Turkic Council Modern Silk Road Joint tours project and the tours created within the scope of the project have been examined and their current status have been determined. Finally, suggestions for improvement potentials are developed.

The Silk Road passes through many countries and creates a great tourism potential. Country collaborations are of great importance in order to make the best use of this potential. In this context, this study collected in-depth information about this cooperation and tour packages, revealed the current situation, and developed various suggestions for the improvement of this project. In this way, both the current project and the projects to be made to revive silk road tourism have been contributed.

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## RESEARCH METHODS

In the study, the case study model, which is also referred to as a single survey model, used to make detailed description of a particular case, was used as a method. Case study is a qualitative research approach in which in-depth descriptions and investigations are made by defining a limited system, situations and situational themes (Creswell, 2007; Meriam, 2013). In single survey models, contrary to general survey models, a more limited sample and a more narrowly defined cases are studied in depth (Şimşek, 2012: 93).

The subject to be examined in this study is the Turkic Council Modern Silk Road Joint Tour Package Project. Single case with embedded units pattern was used in the study. With this pattern, all layers and units of a situation can be evaluated in detail (Şimşek, 2012: 93). Turkic Council Modern Silk Road Joint Tour Package is the single case that has units of tours of member countries. The tours formed in each of the Turkic Council member countries constitute the layers of the research. In this research, information about the tours was gathered on the official website of the Turkic Council Modern Silk Road Joint tours project, and the data obtained was subject to content analysis.

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## RESULTS AND DISCUSSION

The Modern Silk Road Joint Tour Package, which took 4 years to develop, includes tours to countries that are members of the Turkic council. One of these tours is a 15-day grand tour covering all countries, including the major landmark along the old and new Silk Road. Tourists can see the caravansaries, palaces and historical touristic places on the silk route of all Turkic Council member countries on this Grand tour. Besides the grand tour, tourists can also visit one, two or three of the countries in different combinations according to their preference.

These combinationslar are;

1. Turkey,
2. Turkey and Azerbaijan,
3. Turkey, Azerbaijan and Kazakhstan,
4. Azerbaijan,
5. Azerbaijan and Kazakhstan,
6. Azerbaijan, Kazakhstan and Kyrgyzstan,
7. Kazakhstan,
8. Kazakhstan and Kyrgyzstan,
9. Kyrgyzstan.

The revitalization of the Silk Road, which has lost its former vitality, will allow the countries on the route to gain many economic, social and cultural benefits. Tourism is one of the most important sectors in terms of revitalizing the Silk Road. Cooperation between countries and organized tours are of great importance in increasing tourism activities and tourism revenues on the Silk Road route. The Turkic Council Modern Silk Road Joint tours project increases the effectiveness of promotional activities in this regard, increasing the quality and quantity of joint tours, and allows existing and potential tourists to make their travels comfortably.

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## IMPLICATIONS

In this study, the joint tour package created by the Turkic Council in order to revive the Silk Road was examined as a scope. Tour routes and tour contents were examined in detail and suggestions were made for improvement. This study is a guide to examine the country collaborations on the Silk Road in terms of practitioners and academicians and to increase collaborations in the future.

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## KEYWORDS

Silk Road Tourism, Modern Silk Road, Silk Road Joint Tours Project

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# An Investigation of Local Cuisine of Silk Road: The Case of Turkic Council Modern Silk Road Joint Tours

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## PURPOSE

World Tourism Organization, UNESCO and countries on the Silk Road have various efforts to develop silk road tourism (UNWTO 2014). The Turkic Council Modern Silk Road Joint Tour Package Project is an example of these efforts. One of the most important tools in tourism development is local cuisines. Because local food constitutes approximately 30% of the tourist expenditures worldwide. Food has a positive impact on local economies, employment and heritage. The aim of the study is to reveal the local cuisines of the countries included in the Turkic Council Modern Silk Road Joint Tour Package project.

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## RESEARCH METHODS

Single survey model was used as a method in the research. Single survey models are used to provide detailed descriptions of a particular phenomenon. This is also called "case study". Merriam (2013) defines the case study as an in-depth description and examination of a limited system. Case studies, unlike experimental studies, do not make comparisons, but try to explore (Hancock & Algozzine, 2006). The research includes the countries of the Republic of Azerbaijan, Republic of Kazakhstan, Kyrgyz Republic and Republic of Turkey, which are members of the Turkic Council, and joint package tours were formed by these countries together. In this study, the data were compiled from the reports prepared by UNWTO, the official websites and cultural portals of the Turkic Council Modern Silk Road Joint Tour Package Project member countries. Single case with embedded units was chosen as the pattern in the research. With single case with embedded units, all layers related to the situation can be evaluated in detail (Şimşek, 2012, p.93).

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## RESULTS AND DISCUSSION

The fact that Anatolia has hosted many civilizations has made Turkish cuisine culture one of the richest cuisines of the world. Great empires brought culinary cultures that came to Anatolian lands with their unique cultures and experiences, as well. When the local cuisine of Turkey is examined, it is seen that the local cuisines of the provinces on the silk road are quite rich.

When Azerbaijani local cuisine is examined, the provinces located on the silk road are Ganja, Sheki and Baku. Each of these provinces has its own local food. The existence of 9 different climatic regions, being on the Silk Road and interacting with different cultures have made Azerbaijani cuisine among the rich cuisines. There are many types of foods belonging to the same type in Azeri cuisine.

The life styles of the Kazakhs in the old nomadic periods were somehow reflected in the cuisine culture. Dishes made in the south, north, inner and eastern regions of Kazakhstan differ (Kazakhstantravel, 2021). Therefore, it is concluded that Kazakh local cuisine varies according to the regions.

The data regarding the provinces of Kyrgyzstan included in the Turkic Council Modern Silk Road Joint Tour Package Project and Local Cuisines have been compiled from various cultural portals of Kyrgyzstan and reached a great variety (Discoverkyrgyzstan, 2021; SilkroadExplore, 2021). Foods made from milk and dairy products are quite common in Kyrgyzstan, as in Central Asian countries. The most common meat used in Kyrgyz cuisine is horse meat.

Since the cuisines of the collaborating countries included in the Turkic Council Modern Silk Road Joint Tour Package are within the scope of Asian cuisine, the names and contents of the local cuisines show similarities in the preparation stages, while there are differences in the form of presentation, the preparation and the equipment used in the cooking stages. As a result of the research, these similarities and differences revealed about local cuisine can be used as an important tool in promoting the local cuisine of the countries and differentiate and enrich the tourist experience. Therefore, in-depth research can be carried out by collecting data from those participating in these tours in future studies.

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## IMPLICATIONS

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Based on the results of this research, it is thought that the collaborator countries can promote the local cuisine in an international context, thus creating the basis for alternative gastronomy routes for this project or similar projects. Revitalizing gastronomy tourism with alternative routes that are thought to be created will thus provide tourists with a more effective experience by supporting the tour with eating and drinking activities.

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## KEYWORDS

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Local cuisine, Turkic Council, Silk Road Tourism, Silk Road Joint Tour Package

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# Stakeholders in maintaining event tourism under Covid 19 storm: The case of Vietnam

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## PURPOSE

Events tourism is registered as the fastest growing sector in the tourism industry. However, it is currently undergoing a dramatic change due to the sudden outbreak of COVID-19. The changes relate to the event's temporary cancellation or postponement and impact on sustaining resources for event organization in the long term. It raises the issue of how interactively interact to maintain event tourism under the Covid 19 storm. Each country depends on the context, and the condition will have its solution. For Vietnam, a country that is considered quite successful in controlling Covid 19 with short social distances and small zoning, how does the maintenance of event tourism in destinations happen? The study has to find out the key role of stakeholders who directly impact the survival and continued success of an event. How has that role changed under Covid 19 to maintain events in the destination as a pull factor for domestic tourism? The study highlights the dynamics of stakeholders when faced with significant challenges.

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## RESEARCH METHODS

A qualitative research methodology was adopted for this research using a case study design. A two-stage sampling strategy was implemented. First, identifying event tourism cases, and second, identifying stakeholders for each event. In stage one, the events, which are still organized during 2020 in Vietnam, were developed to select the cases. The researchers identified key stakeholders by their multiple roles in event planning and management of the chosen events. Respondents were further identified through a snowball sampling technique, which asked the current participants to introduce other potential participants. A team researcher examined reports of the festivals issued by respective event organizations to identify 12 primary stakeholders and ten secondary stakeholders, including residents, visitors, and media agencies, to conduct in-depth interviews. These interviews were in between 40 to 150 minutes utilized a semi-structured approach with a list of questions derived from the literature.

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## RESULTS AND DISCUSSION

To maintain event tourism in the time of Covid 19, the stakeholders have to change their dynamic. The primary stakeholders can become secondary and vice versa. It is determined by the downsizing of the event; the purpose is no longer propagating or promoting; the different organizations no longer invest funding. The key role's transformation is associated with their beneficial interests in the event. In cultural events, it returned to the local community instead of the state, and in other events, it depended on the business.

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## IMPLICATIONS

Research results describe the current state of stakeholders' interest in investment for event tourism. They are the suggestion for implementing the policies to revise tourism development in the post-Covid 19. The research is the reference for future research in the field of event and tourism studies..

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## KEYWORDS

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Tourism, event tourism, stakeholder, Covid 19, Vietnam

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# Implications of Covid-19 pandemic for cultural tourism: the case of Cyclades, Greece

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## PURPOSE

This paper seeks to analyse and discuss the variable impacts that the COVID-19 pandemic and restrictive measures imposed on travellers and tourism businesses in three Aegean islands, with an emphasis on the cultural aspects of tourism and cultural tourism, on travel choices and related entrepreneurship. In particular, the paper examines how the pandemic alters a) tourists' behaviour and preferences such as visits to open-air cultural sites and smaller-scale cultural events and b) approaches to the provision of local products and experiences by tourism-related businesses/ entrepreneurs on the three islands.

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## RESEARCH METHODS

The study is based on an on-site intensive questionnaire survey, effectuated in the context of the SPOT HORIZON2020 EU project on cultural tourism in the Cyclades during the summer of 2020 on the islands of Andros, Syros, and Santorini. Three different locations were selected on each island to conduct the surveys, as most representative of the range of different conditions pertaining to local tourism and culture. On-site visits took place in all three island locations and respondents were approached either in public areas or/and in their business premises. The approach followed assured a high degree of sample representativeness, as it was attempted to survey both urban and rural/small-town locations of both high and low tourism concentration and development. Questionnaires were distributed in both online and offline versions, and 79 tourists' and 70 businesses' questionnaires were collected, in total. Statistical data were recorded on excel forms and descriptive statistics were used to analyse them quantitatively according to the purposes of our research.

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## RESULTS AND DISCUSSION

The main key findings of the study convey tourists' concerns and insecurities for health and safety issues, and the fact that imposed travel restrictions actually altered the frequency, location and patterns of travelling. A number of European respondents stated that they chose Greece as they trusted the way the pandemic was handled, while many Greek tourists chose 'staycations' in the Greek islands. Surprisingly, about 20% of the tourist respondents stated that the pandemic did not alter negatively their holiday experience, but they did feel disappointed by the lack of cultural events (i.e local 'fiestas' and festivals) very much tied to the spirit of summer holidays in the Cyclades. However, tourists showed particular interest for outdoor cultural sites or visits to smaller scale events in less crowded locations. Additionally, findings point to great uncertainty about the future amongst interviewed businesses. As the pandemic posed an unprecedented situation, business managers did not feel urged to take any forward-looking actions, but rather assumed a 'let's-wait-and-see' attitude, as to how the situation would evolve in the future. However, the role of culture as a dominant tourism attraction and its potential for enhancing the travel experience in the pandemic era, were broadly acknowledged by all the survey



respondents. The originality of the study lies in the scope of the research, combining an exploration and analysis of relevant tourism patterns and trends from the side of both travellers and tourism businesses in the three Aegean islands regarding the cultural aspects of tourism, travel choices and related entrepreneurship in the COVID-19 pandemic era.

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## IMPLICATIONS

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The scientific contribution of this study at a practical level, lies in the knowledge, views, prospects and intentions as regards this situation, of all sides—including stakeholders, professionals, and decision-makers—involved, in the context of more general efforts towards more sustainable tourism and cultural destination planning, management and development. As far as future research is concerned, the study could be tested in additional Aegean or other islands or mainland locations of Greece and beyond, and could be extended in content and depth, as well as employ a larger sample, besides of course being repeated in the post-COVID-19 era, for comparative purposes.

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## KEYWORDS

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Cultural tourism, COVID-19 pandemic, sustainability, destination impacts, Cyclades

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#### **ROOM 4 DESTINATION MANAGEMENT, Session Chair: Spyridon Mamalis**

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# Destination Management in Central Macedonia, Greece: Launching a new DMO model

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## PURPOSE

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The contribution of this paper concerns the prospect of creating a new body that will have the role of managing the tourist destination of Central Macedonia, involving all relevant stakeholders. It explores the existing organization of the tourist destination, the extent to which tourism professionals are involved in the management and organization of the tourism product, and as a result, it proposes a new management and promotion approach with the creation of a single Destination Management Organization. The following research targets were set:

- To clarify the contribution of tourism and its importance to Central Macedonia.
- To investigate the existence of DMOs or related initiatives in Central Macedonia.
- To highlight the tourism promotion activities implemented by the Region of Central Macedonia and the level of its cooperation with other tourism development and promotion agencies.
- To study the contribution of a Central Macedonia Destination Management Organization to the tourism development, management and promotion of the region.
- To propose what the structure of this Organization will be, what bodies will take part and what kind of responsibilities it will have.
- To identify the potential benefits of the operation of such an Organization, as well as the priorities it should have to achieve the maximum benefit for visitors and residents of the area.

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## RESEARCH METHODS

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A secondary research of relevant worldwide literature review took place in addition to 10 in-depth structured interviews of representatives from the largest organizations in Central Macedonia directly related to tourism. They were selected from both private and public sector in February and March 2018. The sample of respondents was selected based on their knowledge, relationship and experience in the particular research topic. Respondents worked in public and private organizations and agencies, had sufficient work experience in the field of tourism, active participation in various tourism activities and partnerships and an understanding of the management of tourism destinations. The identification and specification of the research

objectives were determined, as they were the basis for the formulation of the questions. The interview question plan was formulated, then it was tested to its final form and the final questions were compiled and coded.

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## RESULTS AND DISCUSSION

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The results of the survey show that the establishment of a new DMO in Central Macedonia, will contribute to the management and organization of the tourism product in a professional manner. But it could be argued that not everybody agrees with the prospect of establishing a single Central Macedonia DMO. The reasons are mainly due to the fear of non-uniform and fair representation of all the individual tourist destinations within the region and the prospect of the abolition of existing tourism organizations, some of which have been operating for many years and have succeeded in achieving a good level of cooperation between their members. In order to eliminate such objections, it is very crucial to set up and operate a DMO that will adequately represent all tourism players and promote the tourism product in the region in an organized manner. Before the decision to set up such an Organization, it will be needed to be widely consulted.

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## IMPLICATIONS

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A Destination Management Organization for Central Macedonia representing all tourism stakeholders is considered to be a positive first step towards a unified and integrated promotion of the destination. Multiple benefits could be achieved, such as a more sustainable tourism development model, scale economies and the destination would be presented in the target markets in a more organized and uniformed manner. Since the sample of this work was limited, future surveys may include more interviews with executives from other tourism organizations in Central Macedonia and also from different private sector companies related to tourism. It would be interesting to explore ways in which the creation of a DMO in Central Macedonia would contribute positively or negatively to manage tourism impacts.

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## KEYWORDS

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Destination Management Organization, Destination Sustainable Tourism Development, Stakeholders Involvement

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# Local Resident Perception Regarding Intention to Visit for Medical Tourism

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## PURPOSE

Medical tourism has become an important field for visitors who are seeking medical facilities across international borders. The main purpose on why the study conducted is to measure Malaysia's healthcare post-crisis recovery system compare to other countries. This research hypotheses were to study the relationship of Electronic Word-of-Mouth existed in Malaysia for local resident perception regarding the intention to visit for medical tourism, to study the relationship of destination trust with local resident perception regarding the intention to visit for medical tourism and to study the relationship of service quality provided by the hospital from local resident perception regarding intention to visit for medical tourism.

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## RESEARCH METHODS

A quantitative research design has been used to fill the gap in this research gap especially in information and explanation on research problem. The questionnaire has 4 section consisting Section 1: Demographic Profile, followed by independent variable Section 2(a): Electronic - Word of Mouth, Section 2(b): Destination Trust, Section 2 (c): Service Quality and our dependent variable Section 2 (d): Intention to Visit abroad for Medical Tourism. For this research, the target population are focusing on 8 million residents in Klang Valley for their opinion or perspective regarding medical tourism outside of the country. 416 questionnaires collected using convenience sampling. The questionnaire adopted from (Lew, Loh, Te, Wendy, Woo, 2018), and prepared bilingually in English and Bahasa Melayu. Method used to data collection uses the software of Statistical Package for Social Sciences (SPSS26).

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## RESULTS AND DISCUSSION

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This study was conducted to examine the results that allow the researchers to concentrate on the related factors which consists of E-WOM, destination trust and service quality (SERVQUAL). This research project met its aims of defining the relationship between the three variables on the intention to travel for medical tourism with local people. The findings revealed that all three independent variables were measured after the Pearson Correlation Study was tested. include E-WOM, destination trust and service quality (SERVQUAL) have positive significant relationship. the outcome of the research indicates that destination trust is the most important factor influencing the medical tourists' receipt and intention to visit for medical tourism among residents and the least important factor is E-WOM.

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## IMPLICATIONS

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In practical perspective, this study could help nation of Malaysia to develop its economy because of the rising trend in medical tourism sector. Also, it could gives travel agencies some ideas for attracting new medical visitors and retaining the current ones. Additional more, the findings could give a good impact towards the receipt of visitors inbound and outbound tourism. It is recommend that for future research, researchers have a lot of distribution channels as back-up in case of world crisis like pandemic Covid-19 occurred.

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## KEYWORDS

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electronic word-of-mouth, destination trust, service quality, intention to visit, medical tourism.

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# Stimulating Physical Environment for Stronger Positive Customer Experience in Tourism Enterprises for Sustainable Development of tourism

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## PURPOSE

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Tourism and the environment share a symbiotic relationship, which means tourism cannot survive without the environment, and for the environment to be in continuous relevance and usage, tourism is one activity that ensures the usage of the environment. According to Tanja (2000) citing Stabler & Goodal (1997), the fundamental importance of environmental quality for ensuring future existence of most tourist destinations has been recognized by tourism theory. Hence the willingness on the part of tourism managers to incorporate environmental measures into current strategies and management methods should they result in lower cost and/or higher revenues and profits. In promoting tourism destinations, the various tourism enterprises have a role to play. Aside from this fact on the promotion of a destination, customer experience is of utmost importance. The quality of the products and the visitors' experience at a destination may lead to the decline, growth, and other possible economic downturn factors (Mohamad et al., 2015). Kotler and Gertner (2002, p. 251) define the image of an area as "the sum of beliefs and impressions people hold about places. According to Alvarez and Campo (2003), Images represent a simplification of a large number of associations and pieces of information connected with a place. Gunn (1972) pioneer research determines that a place's image is created internally through experience and visitation, or externally, through exposure to various information sources.

Destination Marketing Organizations (DMOs) are responsible for making a difference considering destination choices' growth (Cooper and Wahab, 2001; Stamboulis and Skayannis, 2003; Pike, 2004). Hence, it is up to the DMOs to create a suitable environment for tourism to attract tourists. It is expected that the organizations can create a stimulating physical environment to enhance a peak consumer experience. More of destination image research has not been focused on stimulating the physical environment for positive experience due to collaborative work of the stakeholders of the destination, especially collaborative activities of tourism enterprises and the destination management organization. Therefore, this research aims to look at how the physical environment's development can enhance tourism development by ensuring tourists have a strong positive experience even after the world's COVID19 experience. Survey research method was adopted for this research. An online questionnaire was designed for an indefinite population and convenient sampling method was used for the study. Due to the method of sampling, the study is therefore a non-parametric study. The questionnaire was made opened for a month (1 month), and a total of 51 responses were gotten from the online questionnaire. To analyze the data gotten, both descriptive and inferential analysis were used. The study used structural equation modelling via the use of Partial Least Square (PLS) to test the hypotheses of the study. The conceptual model was analyzed with SPPSS and SMART-

PLS 3. From the correlation analysis of the variables, it was discovered that the physical environment does influence the experience of the tourists at the destination at a significant level of  $p= 0.000$  and a direct impact of 0.825. With a mediation of IFA (Importance of some attraction types), there was still a significance of  $p= 0.000$  and Specific indirect effect of 0.454. This thereby shows the importance of stimulating the environment and the availability of well-developed attractions for there to be stronger positive customer experience of the destination.

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# Destination Management and Development of Sustainability-based Tourism in Oman: Challenges and Opportunities

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## PURPOSE

Oman is a country that has a rich diversity of culture which attracts tourism. This study will be conducted to find the reasons for Oman's ecotourism and various factors that are existing gaps in the area and how they should be managed. These areas are strategies for management of tourism, analyzing challenges and sustainability from the tourism sector. The research is therefore an opportunity to understand different opportunities that can come as a result of tourism. There will be study of components that involve improvement in the conservation efforts, cultural and environmental education as well as ethics and responsibility.

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## RESEARCH METHODS

This research will be conducted with different methods for it to be successful. Most of the information will be collected from people around coastal areas, this will keep up with the limited number of resources that will be needed to complete the process. The research will be conducted through questionnaires and surveys on the people who live in different local areas. These areas which will be targeted are the most populated and other specific site attraction. The questionnaires which will be used will be simple in a way that, all the question will be elaborated and self-explanatory, this is to enabled the interviewer to give accurate information. The final part of the data analyses will be done after the team in the field emails the questionnaires and the other literature analysis.

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## RESULTS AND DISCUSSION

The results are shared after a successful analysis of the data. This shows that there is a great improvement in the tourism sector, due to the implementation of rules and policies which govern the tourism sector. Ecotourism has been the key player in the development This way it has promoted the tourism sector by environmental conservation and educating people on the importance of using the available resources in handling tourists in the area. Other finding shows that most of the attraction comes from Oman's architectural styles whereby the culture is well kept and all attraction sites are preserved. level of protection and wildlife preservation has been key in understanding the available opportunities sustainability means the culture and religious orientation of the community are preserved amidst improving tourism activities

The results of the analysis show that in Oman, there is great tourism potential, because of the great management and conservation of natural resources. The government has been very strict on conservation of the world life and environment, this cause has archived destination management and enhanced ecotourism. Findings show that there is a great need for community involvement in the conservation of resources. The involvement will make them protect all the available resources because they understand their importance and this will promote sustainability. The laws and policies in place have been key in the preservation and conservation process. However, further strengthening is needed to increase the number of natural reserves from the available 15.

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## IMPLICATIONS

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The significance of this research has been understanding ecotourism and sustainability in Oman. The communities which have settled in the areas and their different cultural practices. The government involvement in conservation and management of the resources. This research focus has been archived from its findings. The implications of this research show that Oman tourism is very important and government policies that govern tourism have been persuasive. The people of Oman have preserved their culture well which attracts people from all over the world to see. The suggestion that can be made from this study is that the people of Oman should take opportunities from tourism and create more job opportunities around attraction sites. The government also should support and educate people on the importance of their culture and on how to keep it from one generation to another. Some people prefer specific places in Oman. However, management must be done to avoid any form of tough restriction in the areas. Tourism in Oman has a high potential that requires appropriate exploitation.

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## KEYWORDS

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Ecotourism, sustainability, management.

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# Tourist Motivation Factors Towards Health and Wellness Tourism in Malaysia

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## PURPOSE

In the hospitality and tourism industry, one of the keys to motivate visitors to visit health and wellness facilities is by improving their services and products. There is a high expectation that had been set by visitors and tourist when visiting health and wellness facilities. To identify the motivation factors of local tourist towards health and wellness tourism in Malaysia is the main objective for this research. Hence, determining relaxation and relief, health and beauty, escape, and self-development factors relationship towards health and wellness tourism is considerable.

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## RESEARCH METHODS

Researchers use simple random sampling which is convenience sampling of data collection from 400 tourists. Quantitative method is based on the distribution of questionnaire to those tourists who visit health and wellness facilities in Malaysia. The results of this study revealed that escape is the most influential among four of the independent variables. This eventually signified service quality as having positive correlation with tourist motivation factors toward health and wellness tourism in Malaysia. Indeed, the results also revealed recommendations for improving quality of services and products related to health and wellness facilities.

Convenience sampling have been used with quantitative method for data collection from 400 tourists consists dichotomous and multiple-choice question which helps to develop a better

understanding of the respondent views or opinions toward health and wellness tourism in Malaysia. Distribution of questionnaire involved tourists who visit health and wellness facilities in Malaysia who represents as characteristics of data distribution which determining the most motivation factors influenced among four variables. The results of this study revealed that escape is the most influential factor and eventually signified service quality as having positive correlation with tourist motivation factors toward health and wellness tourism in Malaysia. Indeed, the results also revealed recommendations for improving quality of services and products related to health and wellness facilities.

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## RESULTS AND DISCUSSION

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From the Correlation analysis, the result shows all the independent variables of relaxation and relief, health and beauty, escape and self-development as having significant positive relationship with the tourist motivation factors towards health and wellness facilities in Malaysia, by scoring the significant level of 0.00. Based on the result, escape has the strongest significant relationship with tourist motivation towards health and wellness facilities with ( $r = 611$ ) among the four independent variables because, as analysis show, many tourist agreed going to health and wellness services can improve mental and physical health compared by health and beauty ( $r = 596$ ) and continued with self-development with ( $r = 576$ ), as well as relaxation and relief with ( $r = 565$ ) which leading to pleasure and leisure treatment of health and wellness in decreasing illness or pain among tourist.

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## IMPLICATIONS

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Finding shows this research provided usefulness for hospitality industry to make some necessary improvements in health and wellness tourism in Malaysia and leading to development of service facilities. Thus, to increase the results of motivation factor towards health and wellness tourism in Malaysia, researchers should provide great deals, choice, promotions and packages to the visitors. The outcome of this research indicates that escape is the most important motivation factor towards health and wellness tourism in Malaysia and the least important factor is relaxation and relief which recommend in hospitality industry for develop and improve services, facilities and activities for tourist and visitor.

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## KEYWORDS

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Health and wellness, Motivation, Relaxation, Escape, Malaysia.

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# An analysis of the impacts of the COVID-19 Pandemic on a tourism city

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## PURPOSE

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The paper discusses the impacts of the COVID-19 pandemic on Kota Kinabalu, a reputable city for tourism and the measures undertaken by tourism business operators during the pandemic.

Major cities are bearing the brunt of the consequences of the COVID-19 pandemic. The unknown duration of the pandemic, the travel restrictions and the potential global economic recession have become major challenges faced by tourism cities worldwide. Kota Kinabalu City is no exception, having been severely affected by the pandemic, as evidenced by the current changes in business operations and practices, and consumer reactions. However, there is a dearth of empirical evidence to provide an insightful understanding of such scenarios and their implications for city tourism. Pertinent new empirical evidence is needed to enable the better management and marketing of this tourism destination in a holistic and more sustainable manner, post-COVID.

### *Research Objectives*

1. To examine the impacts of the pandemic on Kota Kinabalu as a tourism city;
2. To explore measures taken by tourism business operators;
3. To identify recommendations for destination management and marketing

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## RESEARCH METHODS

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A qualitative research design using an inductive approach was adopted to address the research objectives, since they are subjective in nature within an interpretative paradigm. A convenience sampling method was used, utilising semi-structured face-to-face in-depth interviews conducted between June and August 2020. Tape recordings were used, and the consent of the respondents was obtained. The sample respondents consisted of a total of 20 tourism business operators and 20 residents of the city of Kota Kinabalu, the capital of Sabah, which is located on the island of Borneo. These respondents represented a mixture of long-established and newly-formed tourism businesses. The sample size was determined when the information and theoretical insights reached saturation, which constituted hearing the same information being reported, but without anything new being added. The key interview questions concerned the negative impacts of the pandemic, as well as the types of measures and recommendations needed to revive the tourism and economic landscape of Kota Kinabalu. The interviews began with a short self-introduction and an outline of the purpose of the interview. Audio-recording, with the consent of the respondents, was used during the interviews, which lasted an average of 45 minutes and were held at the respective business premises. This method allowed the researcher to concentrate on, and listen attentively to, the respondents' answers and expressions. The interview questions included topics such as how COVID-19 had impacted their business and lifestyle, the measures taken to overcome the negative impacts, and their recommendations for improving the city's business activities and economy. The open-ended format of the interview questions gave respondents the relative freedom to respond. The researcher also had the opportunity to ask follow-up questions to clarify any unclear points, elicit additional information, and reduce ambiguity.

A total of 40 audio tapes from the in-depth interviews were transcribed *verbatim* to ensure the authenticity and richness of the data. The data were analysed using an inductive qualitative-

phenomenological approach. The data were analysed manually and guided by ground theory, which involves the descriptive coding of key words or phrases, and a thematic and analytical process of interpreting the meaning and findings. Coding was mostly based on a single phrase or on significant meaningful statements that generated themes related to the research objectives. The interview responses were read, re-read and analysed by inducing the key themes and variables relating to the descriptive themes: the aforementioned negative impacts, measures, challenges and recommendations, and analytical themes. These themes were categorised based on the external and internal factors of the tourism destination (Baloglu & McCleary, 1999); tourist arrivals, as described by Camilli (2020) and UNWTO (2020); and loss of revenue, as described by Aranda and Salvatierra (2020) and Williams (2020).

The data analysis process involved identifying key words or phrases from the interview responses, developing and categorising emerging themes, and capturing the meaning and relating it back to the research objectives. Then, an analytical examination based on the themes was performed, in order to identify the meanings and interpret the findings. The interview responses were transcribed, and a descriptive code (DC) was developed from the interview responses; respective themes emerged from the responses and were categorised based on the research objectives: negative impacts, measures and recommendations. The interpretation of key findings is based on the emerging themes that were identified. The responses in terms of negative impacts were further categorised into tourist arrivals, business performance, government enforcement, and the new business environment and new norms. These impacts were then linked to the city dimensions of the city: the economic, socio-cultural and environmental aspects.

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## RESULTS AND DISCUSSION

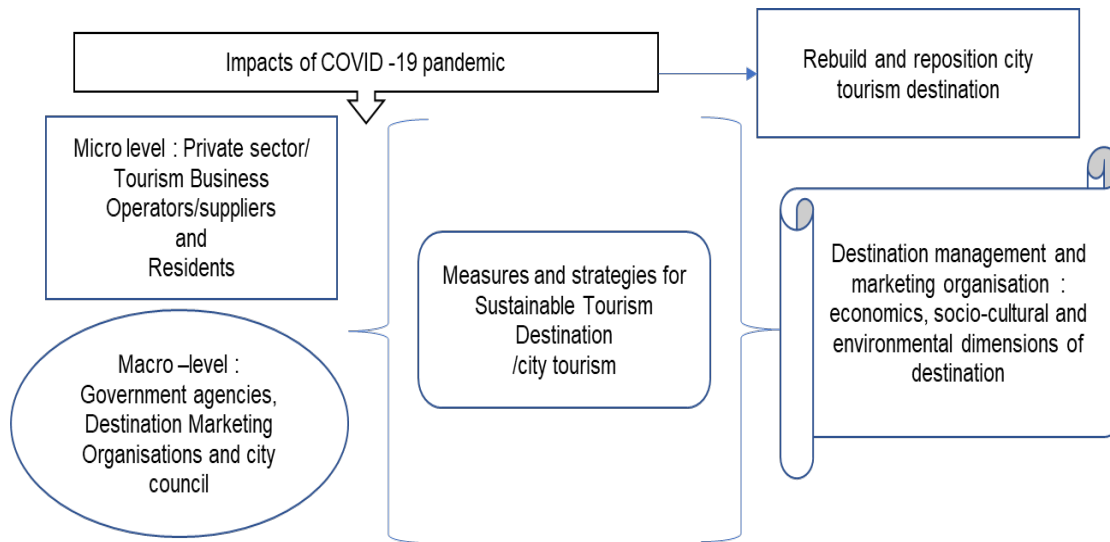
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The findings related to the negative impacts on the city reflected four major themes: a) tourist arrivals, b) business performance, c) government enforcement in travel restriction and SOP and d) the new normal and changes in business operations. The negative impacts can be further categorised based on three sustainability pillars: the economic, socio-cultural and environmental dimensions influencing the city's economy. The negative impacts included the reduction in the tourism market demand (fewer tourist arrivals, fewer tour packages and tourism events, reduced business performance, a loss of revenue and a decrease in sales) which influenced the economic dimensions. Travel restrictions and government policies, the MCO, the new government enforcement measures, and the health and safety crisis were related to the socio-cultural dimensions. Changes in business operations, the new business normal, fewer crowds and less congestion constituted the environmental dimensions. The majority of respondents articulated that the pandemic, the government enforcement of movement control (MCO) and social distancing resulted in massive revenue losses in tourism-related businesses due to the huge numbers of cancellations of tour packages, hotel bookings and events and conferences, which corresponded well to the findings of Aranda and Salvatierra (2020) and Williams (2020), who identified the loss of revenue.

Four key measures to revive the tourism business in the city for the tourism business operators are: 1) shifting the target market to local customers and reducing prices, 2) reducing business operations and the closure of businesses, 3) using digital marketing and 4) obeying new standard procedures and practising personal hygiene. Several recommendations were made for rebuilding the city by focusing on domestic tourism and rebranding the city as a safe place to visit, securing financial assistance and ensuring resilient strategies from the relevant state government agencies. These measures are equally important to ensure the sustainability of the city's businesses and economy.

The research contribution is that this study forms a pioneering investigation of how the COVID-19 pandemic has affected the community of tourism operators working in the tourist industry of a Bornean city. Well rounded and valid evidence of the adverse impacts, measures and recommendations emerged, based on the voices of the respondents. The study adds and contributes to the existing related literature

in terms of its identified negative impacts, measures and recommendations. More importantly, a framework to revive and rebuild tourism for the better management and marketing of this destination following the COVID-19 era is proposed, as shown in Figure 1 below.




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## IMPLICATIONS

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The substantial negative impacts on the economic and socio-cultural dimensions of urban tourism have occurred as a result of the reduction in tourist arrivals. This has significantly affected tourism enterprises and the way of life of residents, while positive impacts on the city's environment have been identified, in terms of lower levels of congestion and pollution. The negative impacts of COVID-19 on the city's tourist industry have not only created new norms, but also significant implications for tourism destination management and marketing. Several recommendations were proposed to the destination management and marketing community for reducing the negative economic impacts on the city and to revive tourism businesses.

The findings influence the city's tourism business performance, and destination management and marketing, within the context of the COVID-19 pandemic. Firstly, due to the decline of international tourist arrivals and social distancing requirements, the tourism business players should shift to local markets, that is, domestic tourism with a focus on safety and hygiene standards to build customer confidence. In order to revive the tourism business and revitalise the city's economy, strong private enterprise, public sector and regional collaborations are needed to develop relevant holistic strategies. This would equip parties with the relevant knowledge and skills in crisis management and enable greater resilience in the face of this new phenomenon. More importantly, the Sabah Tourism Board and tourism players/stakeholders need to revise their business models, and marketing and promotional strategies, using different approaches in tourism product development, packaging and pricing. They should also identify the behavioural changes in visitors and travel trends. Medical tourism is an alternative means of attracting visitors to Kota Kinabalu through its attractive facilities and pricing.

Furthermore, the paper recommends new avenues of research, including management and marketing, post-COVID tourism destinations, and extending the proposed conceptual framework to other tourism destinations. The study also outlines the impacts on different tourism business sectors: accommodation, airlines, food outlets, and inbound and outbound tour business environments. Moreover, both qualitative and quantitative methods are necessary to determine the generalisability of these findings. For example,

quantitative research is needed to explore the relationship between the negative impacts and different categories of tourism businesses and the respective levels of any differences.

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## KEYWORDS

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Impacts of COVID-19 pandemic in a tourism city, Kota Kinabalu City, tourism business performance, containment measures and SOP, tourism destination management and marketing

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# **Alienation in Tourism: Comparison of Kusadasi and Cappadocia Destinations**

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## **PURPOSE**

In order to contribute to the competitiveness of the destination and to conduct a more sustainable tourism for all stakeholders (Crouch and Ritchie, 1999; Buhalis, 2000), what tourism means for local people, who are one of the important stakeholders of tourism, is an important situation. Negative impacts of tourism in destination can affect the attitude of locals towards tourism. Locals can actively respond to this situation and take the step towards alienation. Tourism activity can lose its meaning and purpose for locals (Farrell, 1979). The study has tried to reveal whether tourism has lost its meaning and purpose for locals or not and what the underlying reasons are. It does this through the context of Kusadasi and Cappadocia, one an important mass tourism destination located on the Aegean coastline, and the other an important cultural tourism destination in central Turkey.

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## **RESEARCH METHODS**

Since it was desired to reach in-depth and detailed information (Patton, 2014), interview technique, one of the qualitative research methods, was used. Interviews were held with 10 locals from each of the two destinations. Criterion sampling, one of the purposeful sampling types, was used. Participants had to be born in the destination to provide information about the development and effects of tourism. They were reached with the snowball sampling method. The interviews lasted an average of 30 minutes. The data was obtained with 7 semi-structured open-ended questions and analyzed using the narrative analysis technique.

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## **RESULTS AND DISCUSSION**

The most criticized topics by the participants about tourism in Kusadasi are negative social effects (e.g. immigration from eastern provinces, deterioration in shopkeepers behavior, increase in crimes), negative economic effects (e.g. opportunity cost, inflationist pressure), negative environmental effects (e.g. concretion, destruction of nature), and inadequacy of local authorities. In Cappadocia, it has been revealed that almost no negative impacts of tourism in Kusadasi have been experienced. People do not accept immigration from eastern provinces. The main reason for job and income opportunities are natural beauty, fairy chimneys, and underground cities. So, people never damage them. Local authorities make a great effort to protect the beauties. The participants in Kusadasi stated that the tourism has lost its meaning and purpose because of the reasons mentioned by them.

Although it is important for the development of the region, it has been observed that tourism and its economic benefits do not always have the same effects as noted by locals. It was concluded that the negative effects of tourism in the region caused the tourism to lose its meaning and purpose for the locals of Kusadasi, created uncertainties for the future while it should serve the development of the region and did not contribute to the economic development. It is clear that local precautions need to be taken urgently for the future of tourism in Kusadasi. Consequently, it is considered to be a useful study for Kusadasi and similar destinations to provide a sustainable approach towards destination development and a contemporary understanding.



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## IMPLICATIONS

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This study develops an understanding of contributing to the approach of social effects of tourism in destinations and not only of how tourism affects the lives of locals, but also of what tourism, a very important source of development and income for destination, means to locals and what the reasons are. Community-based cooperation is important for the planning and development of tourism destinations (Jamal and Getz, 1995). Locals should not be ignored. It is thought that the success of Cappadocia, which is revealed with the data obtained that cultural tourism is successfully conducted, will be an important guide for Kusadasi and similar destinations that cannot achieve this success. It can be contributed to maximize the positive effects of tourism and achieve strategic goals for all stakeholders, including locals, by discovering reasons and starting rehabilitation/improvement studies. Thus, destinations can also be allowed to increase their competitive power. In future, all mass tourism destinations can be studied and revealed that whether the locals experience alienation in tourism or not.

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## KEYWORDS

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Alienation, Mass tourism, Cultural tourism, Kusadasi, Cappadocia

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## ROOM 5 EXPERIENCE DESIGN AND MARKETING, Session Chair: Antonia Delistavrou

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# India as a preferred tourist destination: An International Perspective

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## PURPOSE

India as a tourist destination is evolving, and competing with several Asian destinations. With government support, and change in tourism policies and marketing strategies such as e-visa, Incredible India Campaign 2.0, and digitisation in travel, tourism in India is expected to expand drastically. As the tourism system in the country evolves, it becomes imperative to gain in-depth insights about tourists' preference and perspective of choosing India. The study has been undertaken with two critical objectives. The first is to find the motivations of inbound tourists of India. The second objective is to understand and highlight the current identity of India as a tourist destination.

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## RESEARCH METHODS

The study analyses the motivations of inbound travellers in India, and offers an international perspective of the country as a preferred destination. To achieve the objectives, a descriptive research design was adopted using the convenience sampling technique. The instrument was designed using review of literature and first hand survey (qualitative). The resulted questionnaire was then distributed and a total of 390 responses were considered from 10 different major tourist destinations within India.

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## RESULTS AND DISCUSSION

Exploratory factor analysis was done, which lead to the five types of motivations amongst inbound travellers in India, namely- cuisine oriented, spiritual orientation, budget centric, cultural inclination, and natural beauty. These factors could be analysed further using classification methodologies.

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## IMPLICATIONS

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The study offers practical implications for the destination managers, and tourism policy planners in India. The findings of this will lead to the policy implications too. The above stakeholders can concentrate on planning by different ways and means. It will therefore, provide insights to improvise the Incredible India (the name of advertisement) campaign. It has theoretical implications, especially to the existing literature on tourists' motivations, in developing economies.

Future researches can be conducted on classification of the tourists, i.e., cluster analysis and more advance methodologies for better results.

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#### **KEYWORDS**

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Tourist destination, preferences and choices, outer perspective, exploratory factor analysis, India

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# Exploring Creative Cultural Tourism Design in “Internet Plus” Era: A Case of Hankou Historic Blocks in Wuhan

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## PURPOSE

As a vital type of tourism resource in modern city development, the historic blocks have to be researched on the components of their creative cultural tourism design. Hankou Historic Blocks of Wuhan(HHB) is selected as a case study due to the fact that it's one of the most representative historic blocks in China, yet initiating a pilot project of creative cultural valley in 2020. In order to response to the present situation, the objective of this paper is to identify the dimensions of tourist experience, experiencescape and its design elements in Hankou Historic Blocks in Wuhan and provide theoretical and practical reference for the cultural revitalization of historic blocks.

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## RESEARCH METHODS

Based on prior visual studies in the field of tourism experience(Sofield & Marafa, 2019), the researchers applied VEP(Volunteer-employed photography) and UGC(User-generate content) methods to collect offline and online visual data.

Data collection by VEP method was conducted within two weekends in September,2020. The researchers called for 23 tourists as volunteers at the scene of Wuhanguan building, a starting point of itinerary for photography. Three steps were done as follows:(1) Each volunteers was asked to independently take 8 photos that present their own creative cultural experience along the planned itinerary within two hours; (2)The volunteers gave a ten-minute description on this photo and emotions they may have when seeing these images and record as attachment to the photo; (3)After deleting the blur and repeat-image photos, the researchers select 42 pertinent pictures of different images for content analysis. In addition, the UGC method is another supplementation to collect online visual data.The researchers also collected 8 related photo through Ctrip and Tiktok added to 42 aforementioned pictures. Finally, 25 interviewees that have visited HHB were recruited to participate in Photo elicitation interview(PEI) via Wechat from January to February, 2021. Within time limit of 1 hour for a round of interview, each interviewee elicited by researchers-offered pictures,was required to answered the

following questions:(1) What emotions in creative cultural experience do you have after seeing this picture?(2)What kind of design elements of creative cultural tourism make you feel impressive?(3)What kinds of experiencescape do these elements constitute?

After completing all interviews, the researchers manually transformed and double-checked the verbatim transcripts from the auditory recording in VEP and PEI interview. Then, they applied ground theory on categorizing the transcripts by three steps of open coding, axial coding and selective coding. Triangulation are also employed for ensuring reliability and validity.

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## RESULTS AND DISCUSSION

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The results shows the categories of emotion in creative cultural experience are humorous, cute, nostalgic, encouraging and relaxing, which coincide with some dimensions of tourist emotions (Li, Scott & Walters, 2015). Eight design elements are local cuisines, residential leisure, arts, dialect, slogan&value expression and landmark. Finally, these elements are categorized into cultural, social, functional, hospitality and technical experiencescape.The dimensions of experiencescape identified,yet are elaborated in experiencescape conceptualization (Pizam & Tasci, 2019). However,the results also contribute to exploring creative cultural experience in historic blocks which may be a trendy issue for balance between creative cultural revitalization and urban space planning.

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## IMPLICATIONS

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Given the paucity of successful practice, the findings contribute to the study on experiencescape dimensions at historic blocks level and offer managerial implications for (re)designing more effective projects from tourists' perspective. Moreover, the dimensions and categories can be further generalized into items to the development of creative cultural experience scale beside of existing scales used for creative cultural parks.

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## KEYWORDS

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Creative cultural tourism design, experiencescape, PEI, VEP

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# The customer experience through customer journey of a Greek hotel in Corfu

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## PURPOSE

The purpose of this research is to analyze the customer experience through customer journey in the hospitality context. Which touch points are the most meaningful for tourists and how those affect their experience?

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## RESEARCH METHODS

For investigating the most influential touch points in the multiple purchase phases in the entire customer journey (Lemon & Verhoef, 2016), a qualitative method was adopted. Qualitative method arguably is more appropriate than quantitative when analyzing and examining experiences, since interviews seem to achieve a higher validity due to the very detailed analytical data regarding people's perceptions, attitudes and beliefs (Babbie, 2009; Finn, & Walton, 2000). The interview structure was divided into three parts as the customer journey (Lemon & Verhoef, 2016) defines: pre-purchase, during purchase and post-purchase phase. Particularly semi-structured interviews were used to uncover hidden or unexpressed motives and desires of the tourists sampled. Twenty-two semi-structured interviews were conducted on tourists of the hotel in Corfu, Greece, during the peak of summer period. The majority of the sample (46,4%) was British between 50-59 years old. For the data analysis the six-phase thematic analysis approach proposed by Braun and Clarke (2006) was employed.

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## RESULTS AND DISCUSSION

Results showed that tourists contact a plethora of touch points during their customer journey. The first influential touch points occur in the pre-purchase phase and concern services that are not under hotel's control. Specifically, the participants mentioned the poor facilities and services of Corfu airport as well as the long queue for public transportation that affected negatively their experience. On the other hand, the majority of the participated tourists, valued favourably the during- purchase phase touch points such as cleanliness, staff communication, high technology and 24/7 hotel's transportation services, which drove them to a memorable experience. Finally, as it is concluded, the post-purchase touch points had

no influence on their experience. It is noteworthy that even though many of the participants had a negative experience at the beginning of their customer journey, they ended up having a positive overall experience. For instance, the tourists had to queue over thirty minutes under forty degrees of Celsius for the public bus to reach city centre. Consequently, they felt disappointed and fatigued, creating a bad first experience. However, a thorough cleaned room in the appropriate temperature along with the staff willing to help for everything and the 24/7 hotel's transportation service, resulted to overcome the first bad experience. Therefore, the purchase phase touch points not only influenced the most the experience, but also prevailed on the negative outcome of the pre-purchase phase. This emphasizes the key role of the touch points that are associated to the hotel's control and are able to create a superior overall customer experience.

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## IMPLICATIONS

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Extended literature in hospitality industry confirms that the customer experience has always played a pivotal role for the hotels' success (Ford & Heaton, 2000). Providing a superior experience, results in brand enrichment (Chang & Chieng, 2006), customer loyalty (Pralhad & Ramaswamy, 2004) and ultimately sustainability. The results of this particular research identified the most influential touch points and came to the conclusion that the purchase phase touch points are able to determinate the overall experience and even to change initial negative impressions. For instance, the 24/7 hotel's transportation service transformed the initial negative experience to a positive overall, balancing the weaknesses of the hotel's external environment. Taking into account the above, hospitality managers can elaborate the crucial touch points by redesigning existing services and creating new ones, which aim at the tourists' experience enrichment. Also, this research could be a basis of customer experience exploration in hospitality. Consequently, further work is needed for the design of services as an outcome of a co-creation between hotel managers and its customers.

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## KEYWORDS

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tourism, customer experience, customer journey, touch points

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# Conceptualization of Sharing in Extraordinary Food Experiences

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## PURPOSE

Food is at the core of the tourist experience. According to the World Food Travel Association (2020), food and beverage accounts for more than 25 percent of the global tourist spending and, in some cases, it can get as high as 35 percent in more expensive destination. In recent years, there has been an increasing number of tourists who are primarily motivated by food experiences. These tourists, commonly known as food tourists or gastronomic tourists, are not only looking to fulfill their biological needs but are after what can be referred to as an extraordinary food experience. Extraordinary food experiences are those emotionally intense experiences, that are perceived as intrinsically enjoyable and surprising in nature. While studies have shown that food experiences are originally understood as involving sociality and building social ties among tourists' that can foster extraordinary experiences (e.g., Alsiz, Cifci & Law 2021; Goolaup, Soler and Nunkoo 2018), there is a lack of research on how they engage in the the sharing of food experiences. Sociability and social ties build social capital, however, how the latter influences sharing behaviour in food experiences remains to be understood. Hence, the purpose of this study is to understand, how tourists' with different social capital engage in sharing using the context of extraordinary food experiences. Essentially, this study is grounded in the social exchange theory and social capital theory. Social exchange theory is primarily concerned with "*understanding the exchange of resources between individuals and groups in an interaction situation*" (Ap 1992: 668). Social capital relates to the networks and volume of relationships possessed by the networked tourists (Bourdieu 1986). Social capital is usually perceived as a product of investment, which are useable both in the short and long term.

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## RESEARCH METHODS

In line with the purpose of the study, existential phenomenology as a research method was adopted. Data was collected through personal interviews and the participants were selected on the basis of their experiences of extraordinary food while traveling. A snowball sampling technique was used to recruit food tourists, a suitable method to find and approach tourists having the relevant experience for this study. This resulted in 19 people taking part in the study. Most of the participants in this study, were Swedish, aged from 28 to 69 and had occupations spanning from Chief Executive Officer to PhD students. The interviews were focused on participants' reflections of their extraordinary food experiences in the tourism context. Most of the interviews were conducted after their trip and face-to face, with a few conducted through Skype. Following Thompson (1996), the collected data were analyzed and interpreted using an iterative process based on the principles of phenomenological analysis.

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## RESULTS AND DISCUSSION

The findings of the study demonstrates that depending on the tourists' level of social capital, they conceive sharing within the context of extraordinary experiences in three different ways: (1) enjoyment and learning, (2) spending quality time with close one, and (3) nurturing temporary friendship towards those sharing similar experiences.

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## IMPLICATIONS

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From a theoretical perspective, this study contributes to literature on food experiences by providing insights how tourists' engage in sharing based on their resources. It also extend the literature on tourists' extraordinary experience. Likewise, from a managerial perspective, an understanding of how tourists' engage in the act of sharing has important implication since it can aid managers to better design the experiencescape facilitating the consumers' feelings of group devotion, thereby enabling the creation of extraordinary experience, that can have implication on consumers/tourists loyalty. Future research can also look at the influence of other forms of capital such as economic or symbolic on the sharing of extraordinary experience of food tourists.

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## KEYWORDS

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Sharing; extraordinary experience; social exchange theory; social capital; food experience

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# An integrated view on the design of smart services in tourism

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## PURPOSE

In the last years, several technological advancements have given rise to “smart services” that have transformed the way people travel and develop tourism experiences. However, smart services quite often suffer from certain shortcomings that may make them fall short of tourists’ expectations, may frustrate tourists and downgrade their experiences. A reason for this can be the incomplete design of smart services. The purpose of the paper is to provide an integrated view on the design of smart services that incorporates the customer concerns for the use of smart services and the development of valuable experiences and the technological concerns for the development and delivery of the smart service solutions.

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## RESEARCH METHODS

The research method builds on the underpinnings of the design science research in order to invigorate the sparsely developed research in service design. We employ concepts from requirements engineering (RE), especially the early phases RE that emphasize on understanding the role of the system with regard to its environment, the identification of the intentions, needs and concerns of the users and other stakeholders, the exploration of alternative system configurations and the analysis their implications. In particular, we use goal-oriented requirements engineering (GORE) approaches that focus on the ‘goals’ of the actors as the key modelling element that have to be fulfilled for the successful implementation of the system.

The proposed approach employs goal modelling as the bridge that integrates service design and software modelling approaches. For this we examine the connection between goal models and service design approaches (such as service experience blueprinting and customer journey mapping). Likewise, we examine the connection between goal models and late(r)-phase RE methods, such as use case modelling, that are used for the implementation of smart service solutions. The proposed approach is demonstrated and validated with a case study for the provision of smart services in tourism with regard to selecting/packaging, using and evaluating services.

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## RESULTS AND DISCUSSION

The paper demonstrates that goal modelling, as an early phase RE method, can serve as the bridge that fills the gap between service design and software modelling methods and, hence, can support the integrated analysis of the concerns of the service user and the technological concerns for the development and delivery of the smart service solutions. In particular, the paper shows the connection of goal models to customer journey maps and use cases and how they can be used in unison for the design of the service experience from the analysis of the users requirements to the analysis of the systems requirements.

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## IMPLICATIONS

The paper provides an integrated view on the design of smart services in tourism that extends from the analysis of the users requirements to the analysis of the systems requirements. The proposed approach is based on the principles of design science research and transcends the fields of service design and

software modelling. Hence, the proposed approach integrates the user requirements and the technical requirements and can contribute to the better design of smart services.

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## KEYWORDS

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Service design, smart services, goal modelling, requirements engineering, design science research

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# Visitor Experience in Theme Parks: The Case of Konya Tropical Butterfly Garden, Turkey

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## PURPOSE

The concept of visitor experience in tourism is expressed as the reason for its existence. This experience allows people to voluntarily leave their place of residence and travel to other destinations (Pizam, 2010: 343). Zins (2002) underscores the need to integrate cognitive and emotional concepts to focus on the subjective experiences of tourists and to explain tourist satisfaction and behavioral intentions. The emergence of a competitive environment gives visitors the opportunity to experience what is different and offers multi-choice tourism trends and products in an exciting and authentic environment (Reiter, 2004). Konya Tropical Butterfly Garden, which is a first with its concept in Turkey and has the feature of the largest flight area in Europe, attracts many local and foreign tourists, allows tourists to have different experiences and contributes significantly to their motivation. The main research question of the study can be expressed as "How Konya Tropical Butterfly Garden with an intense visitor profile is evaluated with post-visit experience. It has been tried to discover how effective the services and products offered in the venue are in the process of visitors' experiencing.

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## RESEARCH METHODS

A two-stage research process was used in the research. First, the case study pattern, which is one of the qualitative research patterns, was adopted for the clarification of visitor experience. A holistic single case design was adopted in the research. A structured observation was carried out with the controlled participation of the researcher as an observer. Data were collected by face-to-face interview method from 22 participants who represented the universe, the basic analysis topics were grouped under themes and sub-themes and determined by evaluating the resulting texts and the study was completed by interpreting. The degree of similarity of the themes determined to test the validity of the interview technique was also analyzed. Content analysis was used as a data analysis method in terms of validity and reliability of the study.

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## RESULTS AND DISCUSSION

In this research studied the sensory, emotional, behavioral, intellectual and relational experiences of visitors, the results revealed that the people who visited the Tropical Butterfly Garden in Konya have different expectations according to their demographic characteristics and especially socio-cultural backgrounds. The majority of the participants state that the place should create a good touristic value, but this can also be achieved with prospering events and atmosphere. Visitors, especially residents of Konya, it is stated that the Tropical Butterfly Garden needs advertising more persistently than other participants. This is because visitors who make a temporary accommodation do not know much about

the city. Based on the results, the lack of some physical facilities and their use, temporarily prevented visitors from experiencing the theme park less. This paper contributes to the literature in terms of studying the sensory, emotional, behavioral, intellectual and relational experiences of visitors together.

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## IMPLICATIONS

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In order to bring the theme park to the forefront more, Metropolitan Municipality of Konya needs to raise public and foreigners' awareness and need to develop the place in the eyes of the visitors in terms of recognition via marketing. The recompense of investment in Tropical Butterfly Garden implemented with big budget money is closely related to satisfying visitors and responding to their expectations and needs at the highest level. The venue, affiliated to the municipality, is the only sample in Turkey and should increase the number of tourists which will be come to the forefront as much as Rumi's museum. At this point, management needs to develop new strategies to achieve a more active cycle in the theme park. For future studies, it will be possible to make a clearer inference if the views of foreign tourists are also taken in the study.

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## KEYWORDS

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Theme park, Tropical Butterfly Garden, Visitor experience, Konya, Turkey.

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# The restaurant experience at the times of coronavirus: the “new normal” between delight and safety

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## PURPOSE

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The spread of COVID-19 is causing huge economic losses in many industries, including the tourism and hospitality sector (Song, Yeon and Lee, 2021). Several reports and academic papers show that the restaurant industry is one of the worst affected industries by the pandemic (Gössling, Scott, and Hall, 2020).

As existing literature shows that consumption of leisure services, such as fine-dining restaurant experiences, is largely driven by hedonic or emotional motives (Lin, 2004; Ryu and Jang, 2007; Tang et al., 2001), the aim of this study is to investigate the change in value drivers of restaurants' customers during the Covid-19 emergency, with a focus on the balance between perceived safety and customer delight. The research verifies the following hypotheses: (H1) different adopted safety measures differently affect the perception of safety by consumers (Hp2) the perceived covid safety positively impacts on the intention to go to a restaurant during the Covid emergency (instead of home cooking or food delivery) together with the traditionally considered value drivers.

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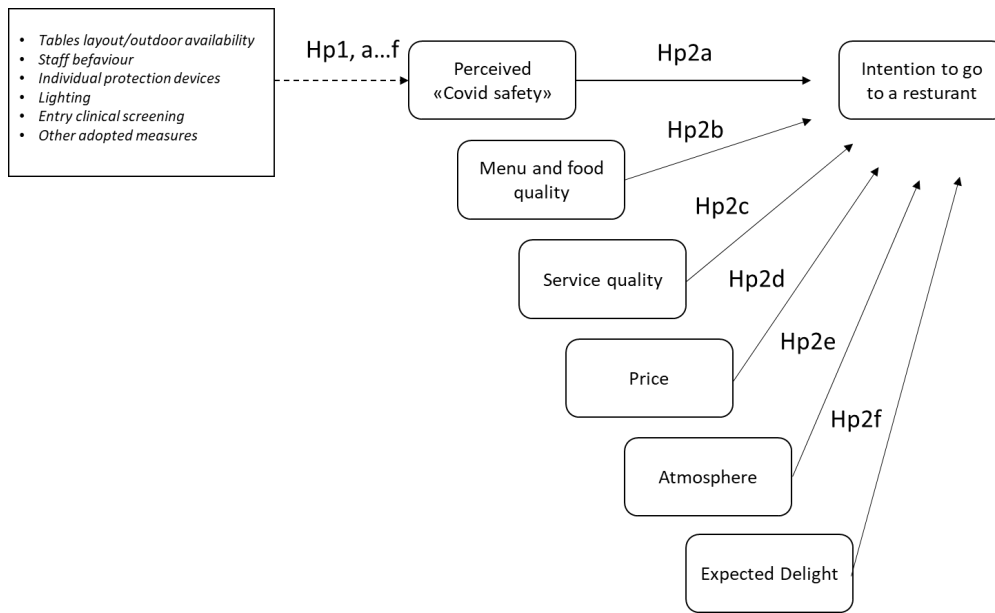
## RESEARCH METHODS

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Following an in-depth analysis of the literature related to the restaurant experience, and a qualitative preliminary analysis through focus groups, a quantitative model was developed (figure 1) to investigate how consumers' intention to go to the restaurant during Covid-19, is affected by the safety measures adopted within the restaurant's premises. To this end, three restaurants' safety measures scenarios have been developed (low, medium and high) and tested to find the best level required in order to attract and satisfy the customer.



Figure 1: The research model



An online questionnaire was developed and submitted to a sample of 206 individuals in Italy. Statistical Package for the Social Sciences Program (SPSS) version 21 was used for the statistical analysis based on regressions.

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## RESULTS AND DISCUSSION

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Results showed that, in this context of health emergency, the fear of coronavirus contagion is a relevant variable that influences the consumer's decision to go to the restaurant. At the same time, however, the analysis of collected data revealed the weight of the in-restaurant security measures in influencing and shaping the dining experience. The most original result of this study is the assumption that, although these measures are a fundamental condition for going to the restaurants, when consumers perceive the presence of "excessive" safety measures they describe their experience as less enjoyable.

The tested model highlights that perceived safety is actually affected by the degree of safety measures implementation, with a major role played by table layout and outdoor availability. As for the intention to visit the restaurant, it is positively affected by the perceived safety to a point where the safety measures adopted by the restaurant become excessive as they lead to a distortion of the experience itself; beyond this point the relationship is inverted.

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## IMPLICATIONS

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To make the restaurant experience a perfect balance between delight and safety is today more than ever a priority in order to foster the recovery of the industry.

This study identifies the ideal balance point at which the restaurant is able to show adequate safety while ensuring a delightful experience. With these conditions, food quality and service quality are confirmed as highly valuable factors in the customers' decision of going to a restaurant.

Further studies could provide more details on the the quality of the lived in-restaurant experiences and their impacts on loyalty and word of mouth.

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## KEYWORDS

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## ROOM 6 FINANCE AND ECONOMICS OF TOURISM, Session Chair: Ourania Gkouna

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# Do Going Green Concept and CSR Activities Influence on Financial Performance? Evidence From SME Hotels in Sri Lanka.

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## PURPOSE

The world is developing day by day and as result businesses and human activities are negatively influencing the environment largely due to endless manufacturing and consumption. According to SLTDA reports, SME hotels are the major and primary component of the tourism industry, which is one of the booming industry and the third largest contributor to Sri Lankan GDP. The main objective of this study is to examine the impact of Going Green Concept and CSR Activities on Financial Performance with the moderating effect of Management Commitment in SME hotels in Sri Lanka. Based on the main objective researcher has been built three secondary objectives. the secondary objective is identify the existing level of Going Green Concept and CSR Activities adaptation in SME hotels. From the third and fourth objectives researcher focused to examine how Management Commitment moderately effect the Going Green Concept and CSR Activities separately.

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## RESEARCH METHODS

To identify the moderating effect of management commitment with the relationship between independent and dependent variables researcher was used closed-ended questionnaires. Also, the research sample consists of 180 owners and managers of SME hotels in the Western province by using convenience sampling technique and the collected data were analyzed adapting PLS-SEM by using SmartPLS software. The researcher used a descriptive statistic for analysis of the profile of the hotel by adapting IBM SPSS software. By using PLS path modeling researcher measured four hypotheses in this research.

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## RESULTS AND DISCUSSION

The researcher was identified that the significant negative impact of the Going Green Concept and CSR activities on Financial Performance with the moderating role through Management Commitment. When considering the level of adaptation to Going Green Concept & CSR Activities, CSR Activities highly adopting than Going Green Concept in SME hotels. When reviewed the prior literature, researcher has been identified impact of Going Green Concept and CSR Activities on financial performance can be differ based on industry, hotel size, owner manager's attitudes, knowledge and awareness.

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## IMPLICATIONS

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The tourism industry having an umbrella nature, with that SME hotels concern as beneficiaries in this study, But based on the research outcomes, other sub-sectors as restaurants, villas, homestays, etc can implement possible practices to their business. The outcome of this research will help policymakers such as Sri Lankan Tourism Development Authority (STDA), Ministry of Industry and Commerce to plan proper strategies and policies for enhancing the performance of SME hotels. Through this study will identify barriers and facilitators for implementing these two concepts in SME hotels. That will generate useful research opportunities for SME hotels, academic purposes & this will work as guide lines for future researches. The researcher recommends for future researchers to expand the industry and investigate of customer preference, staff engagement and staff awareness impact on Going Green Concept, Corporate Social Responsibility and Financial Performance.

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## KEYWORDS

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Going Green Concept, CSR Activities, Financial Performance, Management Commitment, SME Hotels

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# The impact of tourism on the labor market during the pandemic in Albania

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## PURPOSE

The purpose of this study is to identify the consequences that the pandemic brought to employment in the tourism sector and will give answer to the research question of what impact the pandemic had on tourism services and the labor market. Hypothesis: There is a direct labor link between tourism and the labor market because the Pandemic has a dual negative impact. Some objectives of this study are: To analyze the reasons of unemployment increase in the tourism sector; Investigate solutions and reduce negative effects on the new tourist season.

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## RESEARCH METHODS

This study is based on qualitative analysis and questionnaires are used as a tool for data collection. In this study, a preliminary research was implemented to test the questionnaire if it is clear and to identify any possible errors. The sample taken in the study is directly related to this sector. The sample includes: Bars, restaurants, travel agencies, hotels in tourist attractions in Albania. There were 120 respondents in this study. It was conducted online and the sample was randomly selected. The analysis of the data obtained from the study was performed by statistical programs. The study was implemented from July to October 2020. Limitations of the study are: the number of participants, some of them did not respond to emails while some others did not want to be part of this study as they were illegally employed.

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## RESULTS AND DISCUSSION

Tourism represents prosperity and affects not only the promotion and economic development of the country but also the growth of employment, mainly seasonal employment. The consequences of the tourism sector were reflected in the labor market, further increasing the level of unemployment and the crisis of businesses belonging to this sector. Albania tried to create a favorable climate to support tourism during the pandemic by not placing barriers for foreign tourists but nevertheless from the results of the study tourism was one of the most sensitive sectors which influenced on unemployment rate.

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## IMPLICATIONS

The study showed that there is an important tourism-labor market relationship, as the low development of tourism during the pandemic brought negative consequences in the labor market not only by increasing unemployment but also by increasing informality. This paper will be a contribution to the government and stakeholders because by identifying employment problems in tourism, problem-solving policies will be developed. The results obtained from the study will be valuable for the 2021 tourist season serving as a guide for efficient decision-making of government and travel agents to minimize

risk as the post-pandemic effects on the economy as a whole and the labor market in particular will be long term.

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## KEYWORDS

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Labour market, unemployment, tourism, pandemic, Albania

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# The Association of Environmental and Social Performance to European Hotel Firms' Default Risk: The Impact of the COVID\_19 Crisis

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## PURPOSE

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The recent COVID\_19 pandemic brought a severe disruption on international economic activity practically throughout most economic sectors, and practically transformed the conduct of business practices. The hotel sector (and tourism industry in general) was one of the sectors which faced a significant downturn on their revenues, customer bases and viability since travels were restricted for a long period of time (Bonfanti et al., 2021; Hao et al., 2020). The scope of this study is to examine the impact of the recent pandemic (as an exogenous shock) to the default risk of European hotel firms and how social and environmental performance assisted towards alleviating the negative impact of the COVID shock on firms' viability. Practically the study tries to answer the following research question: Does environmental and social performance contribute towards default risk reduction during a period of exogenous economic shocks? This study adds to the growing literature on the intersection of CSR and default risk on the hotel industry on several merits. At first, we move beyond the existing studies on CSR reporting which consider indexes based on websites information (Khatter et al., 2019; Kang and Hahn, 2017). We incorporated an analytical database of CSR and environmental performance comprised from several public sources. We also compare several CSR dimensions prior and after the pandemic and their impact on default risk and firms survivability (Lee, 2020). Finally, we examined a multi-country setting not evidenced in previous literature.

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## RESEARCH METHODS

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The study selected an unbalanced sample of 332 hotel corporations operating in the European continent over the period 2018-2020. Specifically we collected data on hotels, motels and cruise ship corporations from 34 countries summing up to 997 firm-year observations. The sample included social and environmental performance scores as well as financial accounting data extracted from Datastream database. Distress risk is proxied via the Altman's Z-score. Firms with at least two consecutive annual observations were included in the sample. Panel data analysis was conducted on financial and social responsibility performance data for the period under study. Panel data was selected as the proper estimation methods since our data are structured in panel form so it allows us to make efficient estimations of coefficients capturing both the cross-sectional and time-series dimension of the data.

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## RESULTS AND DISCUSSION

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Empirical evidence revealed that firms with higher social and environmental performance scores during the pandemic period of 2020 achieved increased levels of viability (less default risk) relative to the period before the COVID-19. Practically, firms with enhanced social and environmental performance were associated with reduced Altman Z-score, indicating higher viability in 2020. This finding suggests that focus and investment on social and environmental protection projects during periods of crisis could help firms to survive and preserve their existence in the market. This is the first multi-country study which provides direct evidence on the contribution of corporate sustainability (CSR performance) on corporate default risk, during a period of an exogenous economic shock.

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## IMPLICATIONS

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The results have significant implications for managers and investors. Managers can use our findings as a guide on the advantages of CSR performance on firms' viability especially during troubled times. The uninterrupted devotion of resources towards social and environmental concerns could yield important benefits in terms of viability. Also, investors could have in mind that social performance is not a waste of resources but it can secure their investments during periods of financial turmoil. Future studies can replicate the research design of this paper by utilizing a larger dataset and over a longer period of time. Also, it will be interesting to examine the impact of social and environmental performance on the financial performance of European hotels and how the pandemic impacted that association.

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## KEYWORDS

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CSR performance, Environmental responsibility performance, Default risk, Hotel firms, Europe, COVID-19.

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# The Relationship between Macroeconomic Factors and Tourism Demand for ASEAN Countries

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## PURPOSE

The purpose of the current paper is twofold with the first is to investigate the impact of macroeconomic factors, namely the income, exchange rate, price, and trade openness on tourism demand for nine selected ASEAN countries. Second, these macroeconomic factors are then ranked in terms of their intensity in influencing tourism demand. This analysis will help the policymakers to understand the relationship between the variables and create relevant approaches to improve tourism demand in the region.

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## RESEARCH METHODS

By referring to previous studies, four macroeconomic factors are used as independent variables, namely i) Gross Domestic Product per capita, ii) Exchange rate, iii) Consumer Price Index, and iv) Trade openness. The number of visitors' arrival meanwhile acts as a proxy for tourism demand. The current paper collected the data from the Worldbank Databank and ASEANstats for nine selected ASEAN countries, namely Brunei, Cambodia, Indonesia, Laos, Malaysia, Singapore, Thailand, The Philippines, and Vietnam that span 24 years from 1995 to 2018. These quantitative variables are then transformed into natural logarithm and as suggested based on the Hausman and Breusch-Pagan Lagrangian multiplier tests, the Random Effects model is employed in analysing the relationship.

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## RESULTS AND DISCUSSION

It is identified that income is the most important factor that determines tourism demand for ASEAN countries. Similar to the findings of Hanafiah et al. (2011), Gan (2015), and Soofi et al. (2018), income is positively related to the tourism demand. This implies that the increase in income, which indicates ASEAN economic progress, causes the tourism demand to go higher. The current paper postulates that economic development brings to the improvement in infrastructure, facility, and security that attracts tourists to come to the host countries.

The second most dominant factor is trade openness, and the positive and significant impact of this variable is consistent with Hanafiah et al. (2011) and Rasekhi and Mohammadi (2017). The current paper argues that an increase in trade openness suggests the easiness to travel and encourages tourism demand. Likewise, the exchange rate is also positively significant and coincided with the findings of Yang et al. (2010) and Soofi et al. (2018). This implies that as the ASEAN currencies are relatively cheaper, the tourism demand from the rest of the world will be higher as it is less expensive for tourists to come to the region. Nevertheless, the impact of the exchange rate on tourism demand is smaller compared to income and trade openness.

Meanwhile, the price was not found to exert an important influence on tourism demand, and it coincides with the argument made by Proença and Soukiazis (2005). It is believed that the increase in price is not large enough to affect the tourist expenditures that mainly came from developed markets and countries with relatively strong purchasing power including the US, European countries, and China.

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## IMPLICATIONS

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The findings show that the macroeconomic factors are important determinants for tourism demand in ASEAN and the movement of these macroeconomic factors needs to be considered by policy makers. To strengthen the tourism sectors including in post Covid-19 period, proper investment in infrastructure, tourism facilities, and security should be made as well as to facilitate the ease of entry for foreign tourists with certain measures to curb the spread of the disease. Meanwhile, the policy of low prices may not be effective in motivating tourists to come to ASEAN since the impact of price is not significant.

To extend the study, other important variables including social, security and political factors can be included apart from expanding the sample and utilizing other methods of analysis to thoroughly understand factors that influence tourism demand in the region.

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## KEYWORDS

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Tourism Demand, Macroeconomic Factors, ASEAN countries

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# Tourist tax and willingness to pay in mature destinations: a cluster analysis

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## PURPOSE

The objective of this paper is to improve the understanding of the demand in mature tourist destinations, by grouping tourists into homogeneous segments or subsets, identifying for each of said segments which sociodemographic variables and characteristics of the trip explain their willingness to pay (WTP), both for a more sustainable destination and for an improvement in the tourist experience in destination. In view of the foregoing, the following hypotheses are formulated:

H1: There is a set of sociodemographic variables and travel characteristics of the tourist who travels to Andalusia that determine their willingness to pay, both for a more sustainable destination and for an improvement in the experience.

H2: It is possible to identify, in mature destinations such as Andalusia, one or more demand segments that show a greater willingness to pay taxes and/or public prices in their commitment to the sustainability of the destination and the improvement of the tourist experience.

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## RESEARCH METHODS

To carry out this study, it has been chosen the region of Andalusia (Spain), a mature destination that suffers from unsustainability problems, but it has been recognized for decades as a reference tourist destination. To achieve the proposed research objective, 1,068 tourist surveys have been carried out in the main departure points of the region (airports and high-speed train stations). To do so, a stratified probability sampling has been carried out. The sampling process has been approached through a temporary location sampling (TLS) design, as in De Cantis and Ferrante (2011). A two-step cluster analysis was carried out, as it is an exploration tool designed to discover the natural groupings - or clusters - of a data set that would otherwise not be possible to detect (Pérez, 2011), identifying for each of the identified segments which sociodemographic variables and characteristics of the trip explain their willingness to pay (WTP), both for a more sustainable destination and for an improvement in the tourist experience in destination.

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## RESULTS AND DISCUSSION

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While numerous studies have analyzed the WTP, both to improve sustainability and the experience in the destination, none of them have used a mixed approach on the WTP and the segmentation of tourists jointly facing the establishment of linked fiscal instruments to tourist activity. Five clusters have been identified, being companions, length of stay, origin and daily budget being the variables that have the greatest discriminatory capacity in the configuration of aforementioned clusters. Regarding the WTP, segments 3, 4 and 5 (cultural, wealthy and national labels) have a total willingness to pay (p-value Chi2 0.000). These results confirm the findings of other previous studies, which show that the variables type of companions (López-Sánchez and Pulido-Fernández, 2017), length of stay (Liu et al., 2019), origin (Bigné et al., 2008) and daily budget (More and Stevens, 2000) explain the tourist's WTP.

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## IMPLICATIONS

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The results of this study provide evidence of the success of the implementation of certain fiscal instruments linked to tourism activity that allow obtaining the necessary funds to develop policies related to sustainability and the improvement of the destination experience. Indeed, clusters 3, 4 and 5 - cultural, wealthy and national - are those that show a greater commitment to the sustainability of the destination and the improvement in the tourist experience in Andalusia, both for the daily amount willing to pay and for the number of fiscal instruments willing to face.

The information obtained adds great value to both policy makers and managers of the destination, since it allows to guide the policies of repositioning the destination towards the demand side. Thus, efforts should be focused on directing the offer both towards those segments that show a greater WTP before the establishment of fiscal instruments whose tax collection is destined to increase sustainability and improve the experience in Andalusia.

As future lines of research, the WTP could be addressed by the tourism companies of Andalusia, since the sustainability of the destination and the improvement of the experience requires joining forces by all the stakeholders involved in the tourism field.

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## KEYWORDS

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Tourist tax, willingness to pay, mature destinations, tourist sustainability, mass tourism.

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# Industrial symbiosis as a novel approach to managing food waste in the hospitality sector after Covid-19

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## PURPOSE

The global hospitality sector wastes large amounts of food and, despite numerous efforts applied by industry professionals, policy-makers and civil society, this wastage has remained significant prior to Covid-19 (Dhir et al. 2020). It is anticipated that the challenge of food waste in hospitality operations will exacerbate in a post-pandemic future which is due to the rebound in consumer demand for food consumption away from home (Filimonau 2021). Novel approaches to managing food waste in hospitality operations are necessitated to prevent and mitigate the amounts of food sent by hospitality businesses to landfill.

The concept of industrial symbiosis can be applied to manage food waste in the hospitality sector in a post-pandemic future. Industrial symbiosis promotes waste minimization via cross-organisational and cross-sectoral collaboration whereby waste generated by one organisation/sector becomes a resource/raw material for another organisation/sector (Patricio et al. 2018). Not only industrial symbiosis improves resource efficiency and recovery, but also enhances value proposition and encourages networking of individual businesses and entire sectors (Schiller et al. 2014).

Industrial symbiosis has been adopted for more rational resource utilization in various economic sectors, but its application in the sector of hospitality with the purpose of food waste prevention and mitigation is limited. Anecdotal evidence from various parts of the globe suggests that hospitality operators can collaborate with farmers to convert wasted food into a raw material (Reitemeier et al. 2021). As part of this collaboration, farmers collect wasted food from hospitality businesses and utilise it for composting (in the case of wasted fruits and vegetables) or as animal feed (in the case of wasted bread). No academic research has systematically examined the phenomenon of industrial symbiosis in hospitality operations from the viewpoint of its operational viability and wider cross-sectoral adaptability.

This study rectifies this knowledge gap by exploring the opportunities and challenges of adopting industrial symbiosis for more effective management of food waste in the hospitality sector. The research question the study answers is How can industrial symbiosis be harnessed to prevent and mitigate food waste in hospitality operations and encourage cross-sectoral collaboration?

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## RESEARCH METHODS

Due to the exploratory nature of this investigation, qualitative research design was adopted. Semi-structured interviews with hospitality operators (n=10) and farmers (n=10) from one locality were conducted. A single region of Russia was chosen as a geographical boundary. This is because anecdotal evidence of industrial symbiosis in hospitality operations for food waste prevention and mitigation was previously recorded herewith. Purposive sampling was applied to recruit willing participants. The resultant sample consisted of hospitality businesses with past experience of collaboration with farmers



for food waste prevention and mitigation and those without such experience. The interviews were analysed thematically.

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## RESULTS AND DISCUSSION

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The results revealed positive attitudes of both hospitality operators and farmers towards industrial symbiosis as a means of food waste prevention and mitigation. Such operational issues as insufficient quantity and quality of food waste generated by hospitality businesses alongside the logistics of its delivery to a farm were identified. Prospective solution exemplified in the form of multiple hospitality operators combining their food waste for farmer collection was discussed. The role of local authorities in connecting hospitality businesses with farmers and providing initial support in the form of dedicated funding was also highlighted.

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## IMPLICATIONS

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This exploratory study demonstrated the operational viability of industrial symbiosis as a means for food waste prevention and mitigation in the hospitality sector in a post-pandemic future. For wider cross-sectoral adaptability, in Russia and beyond, pilot projects are required to refine the logistics of industrial symbiosis when operating on the ground. Such projects should be co-designed and co-implemented by industry professionals, policy-makers and academics.

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## KEYWORDS

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Hospitality operations, food waste, industry cooperation, cross-sectoral collaboration

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## ROOM 7 INFORMATION AND COMMUNICATION TECHNOLOGIES IN TOURISM, Session

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# Content Analysis of TripAdvisor Reviews on Slow-Food Restaurants in Turkey

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## PURPOSE

With the increasing technological developments in recent years, there has been a rapid increase in the use of many websites and social media channels that allow people to share their experiences. In today's globalizing world, several social media platforms affect consumers in their purchasing behavior. Evaluations on social networking sites have an impact on the decision-making and purchasing behaviors of individuals and contribute positively to the choice of slow food restaurants. Purpose of the research is to highlight the benefits of slow-food concept on TripAdvisor on the gastronomic image of businesses. For that online consumer experiences about Slow-Food restaurants have been examined. After reviewing the user comments and information about the food and beverage service in terms of Slow-Food concept, the study tries to find out under which certain categories the positive and negative comments have been classified. Considering this situation, this study also aims to evaluate on which themes the user-reviews are focused more regarding the slow-food restaurants in Turkey.

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## RESEARCH METHODS

The marketing endeavors of Slow Food restaurants on social media through electronic word-of-mouth communication (e-wom) was addressed by a methodological literature review. The obtained data were collected from social media by document analysis. As the data collection tool of the research, TripAdvisor, which is a popular consumer rating and review website, which reflects the dining experience in Slow Food restaurants in Turkey was preferred. 553 user comments retrieved from TripAdvisor between the dates of 18.12.2020 and 7.01.2021 regarding the 11 restaurants serving in the slow-food concept in Turkey were examined by content analysis and taxonomy. Simple frequency counts on the number of positive and negative comments were performed.

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## RESULTS AND DISCUSSION

According to the research findings there are more positive reviews than negative reviews for relevant businesses on TripAdvisor. Slow-food restaurants receive positive comments from customers in terms of both taste, presentation and service quality. Especially the comments are concentrated on the categories of service, food and beverage, physical structure, price, location, revisit and recommendation intentions. It is also possible to say that the comments shared about slow-food restaurants will have an impact on potential customers. The benefits of social media marketing of the slow-food movement, which has emerged as a growing, organized reaction against the development of high-speed lifestyles seen in every field in recent years, has been highlighted in the study. Clearly, staff training, menu planning, room design and initiatives are important. The content analysis has revealed untapped stories and generally provided insights to service industry practitioners. The percentage of negative comments is also crucial. In order to achieve higher customer satisfaction in this competitive industry, restaurant

operators need to find ways to know what these newly identified dimensions are telling them and respond strategically to close some of the gaps. This study has also found that expensive slow-food restaurants do not generate high customer satisfaction, however, smaller restaurants often perform better in terms of the percentage of positive comments.

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## IMPLICATIONS

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The necessary incentives should be provided to slow-food businesses to ensure easy access, proliferation and marketing in social media. The existence of these regulations will both provide an advantage in terms of the protection and continuity of local foods and will make the promotion of local businesses easier. By social media marketing of slow-food, it is also possible to ensure sustainability for a better quality of life and to raise awareness for more conscious society. Aligning the improvement and development activities of restaurateurs with the sharing axis in social networks will increase the company's preference level by increasing the satisfaction level of customers. In particular, hiring employees with knowledge of social media, reaction to customer complaints, setting up procedures for analyzing opinions and reviewing them are necessary steps for managing social networks.

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## KEYWORDS

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Slow-food restaurants, social media marketing, TripAdvisor, content analysis

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# Winning Digitalization Opportunity on the CBT Business in Indonesia

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## PURPOSE

This paper presents the use of ICT and the opportunities for using it in improving the performance of rural tourism businesses in Indonesia. The use of ICT and digital transformation that departs from understanding the concept of community-based tourism will determine the accuracy of making digital application concepts in the future and being accepted by its users.

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## RESEARCH METHODS

This study used a random sample of tourist villages in Indonesia and compared their presence in the Online Travel Agency (OTA) application vice versa. From the data displayed by OTA, it can be seen the types of tourism product offerings are related or not related to the tourism village. Literature review and data related to rural conditions in Indonesian tourism were used at a macro level to evaluate the digitalization of the tourism business.

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## RESULTS AND DISCUSSION

The result found the challenges and opportunities for ICT and digitalization use to engage with rural tourism stakeholders by proper strategy. A huge number of tourism villages and its market in Indonesia need to be met with a comprehensive understanding from OTA app business developer to gain better future business results for each.

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## IMPLICATIONS

The findings of this paper offer practical implications plan and concept building to improve the opportunities of existing rural tourism destinations using digitalization. Possible strategies based on various literature and field observations can provide clues to stakeholders and ICT business players on how to use community-based tourism assets to improve the economy of local residents. Quantifying the aspects of community participation, empowerment, destination linkage, collaboration between stakeholders, and ICT application as smart tourism implication should be done in the future research to bridge understanding with OTA app developers.

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## KEYWORDS

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rural tourism, CBT, ICT, OTA, social barrier

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# ICT-Induced Business Model Change in Hotels: The Business Model Evolution Framework

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## PURPOSE

This paper deals with the Information and Communication Technology (ICT) advances in the hotels industry and their effect on their business model (BM). It explores how hotels can integrate new ICTs, updating their BM with a minimal risk to a more efficient form. Its main purpose is to introduce a BM change framework for hotels, that will allow them to incorporate ICTs in their operations, by evolving their BM with a minimum risk, through a standardized sequential and verifiable process, which leads to enhanced performance and improved profitability.

H1: The majority of hotels do not follow a specific methodology when changing their BM due to the integration of new ICTs.

H2: When integrating new ICTs, hotels follow an orderly sequential process by prioritizing the stages they choose to implement.

H3: ICT-induced BM change has a positive impact upon profitability of hotels.

H4: ICT-induced BM change has a positive impact upon cost reduction of hotels.

H5: ICT-induced BM change has a positive impact upon staff productivity of hotels.

H6: ICT-induced BM change has a positive impact upon operational efficiency of hotels.

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## RESEARCH METHODS

Given the research objectives, the simple random probability sampling was qualified and a structured questionnaire was used, consisting of scaled and multiple-choice questions, addressing to 870 hotels in the region of Northern Greece. The questionnaire was designed and created using google forms. Upon the completion of a pilot test of the questionnaire, all hotels were contacted via telephone, aiming to reinforce the response rate. Data were collected from 17 January to 28 March 2015, and a total of 173 replies were secured, a number which represents 10% of the licensed properties in the area. Data were processed and analysed with the use of Microsoft Excel.

The quantitative research was updated and enriched, via an in-depth interview with a market expert and hotel owner who recently introduced the first ICTs fully enabled hotel in Thessaloniki. The interview was held and recorded on 09/03/2021.

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## RESULTS AND DISCUSSION

The main findings of the research suggest that although the majority of hotels do not follow a specific methodology when integrating ICTs, there is still a methodical thinking in the process, and this follows a specific logical sequence. It also becomes evident, that the participants realize the benefits of ICTs integration and attribute key performance improvements to its effects.

The contribution of this research is the introduction of the “Business Model Evolution Framework”, intended for hotels that go through a BM transformation due to the integration of ICTs. The suggested

framework extends the preceding theoretical literature and contributes towards the systematization of the BM change management.

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## IMPLICATIONS

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The research findings have significant theoretical and practical implications.

On a theoretical level and for the first time, the issue of employing a methodology when integrating ICTs is addressed to hotels. The perceived theoretical gap is covered by the introduction of the research verified BMEF, which entails all essential change components, organized in a stepwise risk-minimizing process.

On a practical level, the BMEF could be a great asset for the hotelier, since it can act as a change facilitator, enabling the hotel to integrate any new ICT methodically and safely.

Building upon the findings of this research, since the BMEF is verified within the boundaries of the hotels industry, it would be of great interest to establish if it could be applied to other forms of accommodation or hospitality businesses. Moreover, the framework could also be tested in different organizational environments outside the hospitality industry, widening its range of possible applications

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## KEYWORDS

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Business model, Information and Communication Technologies, business model change, operational transformation, business reconfiguration, hospitality, ICT

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# Determinants of E-Business Usage by Travel Agencies in Developing Countries: A Decision Tree Approach

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## PURPOSE

This study seeks to empirically investigate determinants of post-adoption e-business usage by Egyptian travel agencies.

The study poses three questions:

- 1- To what extent Egyptian travel agencies are using e-business?
- 2- What are the most influential variables affecting post-adoption e-business usage by travel agencies in Egypt?
- 3- Is there any difference between the individual impact of independent variables and their interactive impact on the dependent variable?

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## RESEARCH METHODS

This study adopted an integrative model blending of two theoretical perspectives, (DOI) theory and the (TOE) framework. Besides, the study uses the decision tree (DT) method with the CART algorithm for data analysis. Previous similar studies used traditional statistical approaches, most of which have their inbuilt assumptions and pre-defined relationships. If these assumptions are broken, the model will produce incorrect estimates (Rondović et. al., 2019). This issue can be addressed by the DT method, as pre-defined hypotheses are not required (Pagliara et. al., 2020; Han et. al., 2011). Moreover, it allows the interactive impacts of variables to be detected that may not have been included in the hypotheses developed (De Oña et. al., 2012).

The minimum sample size based on Thompson, 2012 equation is 290 travel agencies. Structured questionnaires used to collect data from 320 travel agencies out of 1168 in Egypt. An online Google forms questionnaire used, besides the face-to-face questionnaires technique. The sample was selected using a simple random sampling technique. The survey targeted IT managers of travel agencies, driven by the belief that they should be aware of business processes and IT support for these processes. Add, they are involved in decision-making surrounding e-business adoption and usage (Rondović et. al., 2019). The survey lasted three months (July-September 2020). 254 filled-out questionnaires returned valid for data analysis with a 79.4% response rate.

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## RESULTS AND DISCUSSION

While the determinants of e-business usage have been investigated in several developed countries, it's rarely approached in developing countries, especially in the tourism sector (Thomas et al., 2011; Abou-Shouk et. al., 2016).

The study revealed that the predominant travel agencies in Egypt are medium-sized enterprises. This limited the ability of Egyptian travel agencies to use e-business. Although the study targeted only travel agencies that adopted e-business, only 37.4% of those travel agencies are using e-business. Moreover, the study found that relative advantage - individually or in interaction with other variables - is the most influential variable on e-business usage by Egyptian travel agencies. Organization size was individually

the less influential variable on the level of e-business usage. And based on the results, the most influential set of variables on e-business usage when interacting together were the relative advantage, technology competence, and costs.

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## IMPLICATIONS

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Thanks to the DT method, the study shows that besides the individual impact of given variables, it is also possible to identify the interactive impact of these variables on e-business usage. This leads to important conclusions for travel agencies managers. The relative advantage of e-business must be well explained and communicated to all staff to motivate and prepare them for the actual use. Besides, technological literacy among staff needs to be one of the top priorities parallel with technological capacity building and IT infrastructure development. Moreover, managers need to understand that investment in technology is not a luxury in this fast-paced industry.

This study has some limitations that may draw attention to further researches in the future. First, to widen the perspective to include besides travel agencies a perspective of other stakeholders. Second, the Egyptian travel agencies that didn't adopt the concept of e-business yet need investigation to stand on the reasons behind this denying. Third, more developing countries need to be investigated regarding this issue for a better generalization of results of one hand and to provide a base for future comparative studies between developed and developing countries on the other hand.

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## KEYWORDS

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E-Business Usage, Digital Transformation, Travel Agencies, Developing countries, Decision Tree Approach (DT)

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## ROOM 8 HOSPITALITY MANAGEMENT, Session Chair: Stavros Valsamidis

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# Socio-economic Impacts of Covid-19 Pandemic on Hotel Sector and Way Forward Under New Normal Conditions: Sri Lankan Perspective

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## PURPOSE

Purpose of this paper is to identify the Socio-economic impacts of Covid – 19 pandemic on Sri Lankan hotel sector as well to make recommendations and way forward to operate under new normal conditions. Objectives of the study were to evaluate the socio-economic impact of Covid – 19 pandemic on accommodation service providers in Ella area, to make recommendations and way forward for the recovery process of the impact and to identify strategies to face the situation effectively under new normal conditions. Research questions addressed were what are the socio-economic impacts of Covid – 19 pandemic on accommodation service providers in Ella area, what are the recommendations and way forward for the recovery process of the impact and what strategies can be implemented to face the situation effectively under new normal conditions.

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## RESEARCH METHODS

The study entrusted on qualitative approach and evidence was captured from the accommodation service providers in Ella, Sri Lanka. The population was 400 hotels operate in Ella. A sample of 15 small and medium scale hotels were selected using purposive sampling method. Data was collected by using a structured direct interview and the interview transcriptions were analyzed through qualitative content analysis. Further according to the objectives of the research; the study includes both primary and secondary data.

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## RESULTS AND DISCUSSION

Findings of the study revealed that present situation of accommodation service providers in Ella area are badly affected socially and economically and a strong assistance is required to overcome the impacts. As economic impacts decrease in income source, collapse of future plans, breakdown of hotel operations, unemployment, household issues were identified. As there are no guests, operations in the hotels are not going on. With the closer of the hotels the unemployment in the industry has been increased where unemployment is a major issue which should be critically addressed by the economies. The main income source of the hotel operators was their business. Due to the loss of income, spending on family necessities were interrupted. Changes in lifestyle, different perception on service providers, issues of family life were identified as social impacts. Considering the lifestyle changes, hotel operators had a long vacation to stay with beloved ones. But some were stressed thinking uncertainty of their future business. As accommodation service providers were daily dealing with the tourists, the perception of the community on them had been changed. The families who fulfilled their necessities on monthly salary, through tourism had to face many problems. Children's education affected in a bad manner due

to low income of parents. For the recommendations and way forward ensuring safety, marketing, converting the property into quarantine centers, focusing on government decisions were identified. Further various strategies like following health practices, using online platforms and marketing, identifying new markets and focusing on local travelers can be implemented to operate under new normal conditions.

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## IMPLICATIONS

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Government, policymakers, tourism authorities and other authorities can relate the results in policy-making, planning and rules and regulations making process. Business operators, stakeholders and investors who are interested and willing to invest in the sector will be beneficial from this study. According to the results, the hotel industry requires effective strategies to operate under new normal conditions. Also, there is a risk of dying small hotel establishments as they do not have strategies to face the competitive market in the future. Under new normal conditions hotels can identify new emerging markets and create facilities accordingly, introduce virtual tourism concept to the hospitality industry, promote traditional Sri Lankan products and services, promote online check-ins and check-outs, implement advertising campaigns and arrange assistance programs to address economic issues. Future researchers can conduct the same research in a wider manner based on different classification of hotels and other tourism categories such as travel, events management, recreation, restaurants, etc. and can be repeated with a wide geographical area, for a long period of time and with different types of respondents.

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## KEYWORDS

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Covid-19 pandemic, Socio-economic impacts, Way forward, New normal conditions, Qualitative content analysis

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# Tourism Issues in North Macedonia in Conditions of Global Pandemic (Tour Guiding Challenges)

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### PURPOSE

The tour guides in North Macedonia are facing a great temptation. They were the first tourism stakeholders to lose their jobs. It seems clear that they would be the last to regain engagement in the tourism process. According to the situation analysis tourist guides will end up serving as a real cannon fodder in the battlefield where on one side is the deadly adversary Covid19 and on the other one is the State represented by the Government of the Republic of N. Macedonia, not willing to give a hand and protect this important player in the tourism system.

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### RESEARCH METHODS

Cabinet and field research was conducted with the appropriate application of a series of quantitative and qualitative methods based on different principles. A cabinet comparative analysis was made following the situation in terms of tourism and Covid19 protocols and reports during the period March- October 2020 in Republic of North Macedonia and Republic of Croatia in order to determine whether the authorities in both countries acted to improve the balance of tourist flow or reciprocally to mitigate the spread of Covid19. A research sample of 50 tour guides was questioned in order to bring a conclusion if they still saw themselves in the same role. In 2017 a research was conducted regarding the self perceptions of tour guides with the same population. The research elaborates the willingness to continue being a tour guide. The location of the research is the Region of Ohrid, the country's major tourist destination.

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### RESULTS AND DISCUSSION

The subject of the paper covers issues connected with the influence of the Covid 19 to the national tourism and hospitality turnover with a social focus to tour guiding as a very sensitive element of the tourism system. More specifically, the paper achieved the following individual theoretical goals in establishment of clarity in the distinction of terms related to safety operations in times of pandemic in tourism and hospitality. Countries where tourism plays an important role in the gross national income, such as Croatia and Montenegro, announced at the beginning of the summer that they were Covid free destinations. Whereas the situation in North Macedonia was much different and the official authorities issued realistic reports. Only the measures were inappropriate. One can enter the country without a PCR test. Tour guiding and deadly pandemic don't go together. The majority of tour guides search other ways of providing incomes. Many of them, or at least those with good language skills became dispatchers for outsourcing companies and work night shifts to be able to survive the health and financial crisis. Tour



guides are smart people with universal knowledge and competences. They are able to seize any chance to be engaged and see opportunities where lots of people see risks.

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## IMPLICATIONS

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The efforts of the State for mitigation of the consequences caused by the pandemic are minute and almost non-existent. Instead of diverting certain amount of funds to help the affected tourism players, the Government started saving measures that resulted in even greater damage by not receiving the help of the European Commission. Only 10% of the tour guides in North Macedonia received 1100 euros one time help. Tourist guides in the current time of health crisis find ways to earn outside their current area of activity. This means that many, if not all of them have given up their professional status as tour guides, or became latent. The critical moments of acting or not acting in order to protect certain professions in tourism can be briefly seen in this paper. While on the one hand the state saves funds by not helping certain groups, on the other hand many of those groups become financially disadvantaged and are enrolled in the list of social cases, entitled to financial assistance according to the law.

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## KEYWORDS

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Tourism, Hospitality, Tour Guiding, COVID19

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# Hotel Food Waste in Cyprus: A Preliminary Case

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## PURPOSE

The aim of the research is to examine the reasons large quantities of unconsumed food goes wasted in the Cypriot hotel industry and make suggestions for the reduction of this wastage. The objective is to provide solutions for hotel food not to go wasted if not consumed by hotel customers (e.g. donated to charities). The main research questions of the study are: 1) what are the main reasons causing food wastage in hotels and how can this be mitigated if not eliminated?, 2) are hoteliers / hotel owners / hotel managers interested in mitigating the waste?, 3) are there any implications which restrict hotels from mitigating food waste?, 4) do charities or food banks accept unconsumed food donations from hotels? 5) does redistribution of unconsumed hotel food take place in Limassol?, and 6) what is the contribution of the State and/or local authorities in the redistribution process (if any)?

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## RESEARCH METHODS

Grounded theory was considered as the most suitable for conducting qualitative research. Qualitative research was considered the most appropriate method, given the sensitive and exploratory nature of the topic at hand, i.e. hotel food waste. A total of thirty-three semi-structured interviews were conducted, with the breakdown of this number being nine hoteliers/hotel owners, twenty-three managers, and a manager of a charity which provides meals to those in need. The recruitment criteria were: 1) position (manager or owner) within the hotel sector unit and 2) at least two years of work experience in the current position in the hotel unit. The research was held in the town of Limassol, Cyprus. The town of Limassol was chosen due to its large number of hotel units. All empirical material used for the study of food waste in Limassol hotels, was drawn from a qualitative study which was conducted in two rounds and lasted for twelve months (July 2018 - June 2019).

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## RESULTS AND DISCUSSION

Key finding of the study were: 1) the hospitality sector competitiveness is to blame for food waste in the sector (participants favoured the role of large food portions as a mean to customer satisfaction), 2) careful planning may reduce hotel units functioning costs (participants claimed to have control over the anticipation of the number of customers and subsequent food orders), 3) logistics and food safety legislation restrict unconsumed food redistribution (these were indicated as major considerations in their reluctance to donate unconsumed food to charities and food banks), 4) health safety legislation restrict acceptance of food donations (safety and health standards were described as being inflexible). The importance/originality of the research is that it deals with food waste in the hotel industry from the supply (hotel owners and managers) and not the demand (hotel customers) side.

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## IMPLICATIONS

Legislation does not protect food donors and even worse, makes them liable for any illnesses caused by donated food. Furthermore, food safety standards discourage the hospitality sector from preventing food waste and this is because EU policies - indirectly - prohibit redistribution of unsold food and prioritise disposal. Therefore in such a case, policies facilitate food waste than prevent it. In addition to these,

hotel managers have no support (e.g. logistics support) from the State and/or local authorities when it comes to redistributing uncosumed hotel food. The aforementioned prohibit the vast majority of hotel managers from taking any uncosumed food redistribution initiatives.

Future academic research may focus in studying managerial approaches to hospitality sector food waste mitigation in both developed and developing countries. The findings of this study should also be tested on a wider sample of hotel managers in Cyprus. A comparison of Limassol hotels vis-a-vis hotels in other Cypriot towns, and/or a comparison with other major holiday destinations in the region will provide a more diversified analysis.

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## KEYWORDS

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Food Waste, Hotel Industry, Sustainability.

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# Impact of Hotel Service Innovation on Customer Satisfaction from Tourist Perspective

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## PURPOSE

The purpose of this study is to examine the impact of service innovation on customer satisfaction in hotels from a tourist perspective. Although much has been written about service innovation in hotels, but the role of service innovation in enhancing customer satisfaction has remained a relatively unexplored research area in the hotel industry. This study is considered as one of the first studies that measures the potential impact of service innovation on customer satisfaction at the hotel industry in Jordan. Therefore, the following hypothesis is advanced: service innovation has a positive and significant effect on customer satisfaction.

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## RESEARCH METHODS

Research design is a crucial part in any research as it is concerned with turning research questions into projects. The researcher found that the quantitative research method was applied in this study to measure the level of service innovation and customer satisfaction in the hotel industry. This study was conducted by using the questionnaire method. Tourists perceptions were measured with a self-administered questionnaire. The questionnaire was designed on the basis of multidimensional measurement of service innovation and customer satisfaction from tourists' perspectives. The questionnaire consisted of three parts. The first part measured tourists' perceptions of service innovation. The second part measured tourists' satisfaction. service innovation perceptions and customer satisfaction were measured on a five-point Likert-type scale ranging from 1 "strongly disagree" to 5 "strongly agree". The third part was designed to capture the respondents' demographic characteristics of age, gender, educational level, nationality, job, and monthly income.

The target population of the survey was tourists who stay in four- and five-star hotels in Jordan during the summer of 2019. The study using the convenience sampling method for selecting subjects in hotels because of their convenient accessibility and proximity by the researchers, and therefore a total of 400 questionnaires were distributed to tourists in four- and five-star hotels. Of 296 returned questionnaires, 18 were not included in the analysis because of incompleteness. Thus, data analysis is based on a sample of 278 valid questionnaires. The response rate was 74 per cent. Data analysis included descriptive analysis, exploratory factor analysis that determined the factor structure, and multiple regression analysis that determined the relationship between service innovation and customer satisfaction in the hotel industry. All tests were performed using SPSS software version 23.

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## RESULTS AND DISCUSSION

Service innovation in the hospitality industry became a vital technique for business survival, competitiveness, business excellence, growth and success (Orfila-Sintes and Mattsson, 2009). It refers to service/product innovation, process innovation and organisational and marketing innovation (Rao, Yang and Yang, 2018). Hospitality organisations can offer renewed or new products/services by adapting themselves to changes (Gomezelj, 2016). Hotels need to become innovative in service, processes, and procedures through developing delivery of service to customers, especially with the

increasing competitiveness of the market (Al-Ababneh, 2014). Service innovation has positive impacts on customer preferences and their retention (Martinez-Ros and Orfila-Sintes, 2009; Gomezelj, 2016). Furthermore, effective service innovation could bring new services/products, techniques, organisational structures and operation methods, which will lead to greater customer satisfaction (Rao et al., 2018). The importance of this study arose from the importance of hotel service innovation for improving hotel services and enhancing their competitive advantage, ultimately achieving customer satisfaction (Al-Ababneh et al., 2021). So, a theoretical framework is developed to examine the causal relationship between service innovation and customer satisfaction.

The main results found that tourists have positive perspectives of hotel service innovation. It is also argued that service innovation has a significant positive impact on customer satisfaction. These results supported the positive arguments that claim service innovation can enhance the level of customer satisfaction. This study considers the first attempt that linked the tourists' perceptions toward service innovation in hotels and their satisfaction. It has provided a significant new contribution to research on service innovation and customer satisfaction.

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## IMPLICATIONS

This study provided the theoretical contributions to knowledge of service innovation and customer satisfaction in the developing countries. The positive relationship between service innovation and customer satisfaction, it could encourage practitioners to measure the impact of service innovation on various service performance measures. Several practical implications for practitioners in the hotel industry have been presented in this study. Managers can use the current strong evidence that service innovation could improve customer satisfaction. Service innovation is very important for hotels, thus managers need to take in their considerations that service innovation can lead to greater customer satisfaction. A future study can be conducted on the relationships between the different types of service innovation and various performance measures. Moreover, future research could include service quality as a mediating variable between service innovation and customer satisfaction. By implication, managers would need to make proactive changes that focus even more strongly on customer preferences, quality of service, and technological interfaces in course of business transactions.

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## KEYWORDS

Service Innovation, Customer Satisfaction, Hotels.

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# Internet Addiction in Workforces: An Exploration Through the Eyes of Hospitality Industry Managers

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## PURPOSE

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The purpose of this study is to explore Hospitality Managers' opinions of how internet addiction among hospitality employees affects individual performance. Furthermore, the study will investigate ways in which the problem of internet addiction in workforce can be alleviated.

In this framework, the following research questions will be examined:

- 1.How often do Hospitality Managers encounter employees with internet addiction in their workforce and what are the symptoms of internet addiction that they observe?
- 2.How does internet addiction affect employees' productivity in service quality problems?
- 3.What interventions could be implemented by Hospitality (e.g. policies, practices, educational programs) to prevent the problem of internet addiction in workforces. and convert it into a positive learning experience.

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## RESEARCH METHODS

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A quantitative approach is used to examine the research questions. The sample of the study will be comprised of 60 Hospitality managers serving in Cyprus hospitality industry during summer season 2019. The sample will be via. snowball effect. Socio-demographic and academic characteristics of the participants will be presented descriptively. As Winter (2000) claims, quantitative research applies experimental methods and quantitative analysis to test hypothetical generalizations. It places emphasis on facts and causes of certain behaviors.

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## RESULTS AND DISCUSSION

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How often do Hospitality Managers encounter employees with internet addiction in their workforce and what are the symptoms of internet addiction that they observe?

Most of the managers said that many of the employees own a smart phone, the 11,7% said that a small percentage of employees own a smart phone and the last 3,3% didn't know whether workers own a smart phone. The majority of the managers said that the source of internet that workforce use at hospitality industry is mostly Wi-Fi and the rest 15% is 4G. The 40% of the managers said that they sometimes encourage their employees to use the internet as part of their professional development and personal fulfilment, another 40% said that they often encourage their employees to use the internet as search engine and the last 20% said that they almost never encourage their employees to use the internet as part of their hospitality effort.

- 2.How does internet addiction affect employees' productivity in service quality problems?



According to the research, internet addiction affects employees in several ways as far as their involvement in industry is concerned. More specifically, employees show agitation, they often feel more comfortable in the virtual world than in the real world, they experience lack of concentration, they are constantly in search for Wi-Fi signal around and they neglect important activities in their job to do list because of overuse of mobile apps. Young employees, also experience sleep deprivation because of over-engagement with mobile apps, they often skip meals because of over-engagement with mobile apps, they often feel nervous when they do not get enough comments/ likes on recent posts they make and often ignore people they are with in order to use mobile applications. Last, according to the research, employees often are not able to communicate/function properly without their mobile phones and they are often obsessed with their mobile phones (Vondrackova & Gabrhelik, 2016).

3. What interventions could be implemented by Hospitality (e.g. policies, practices, educational programs) to prevent the problem of internet addiction in workforces. and convert it into a positive learning experience. According to the results of this research, interventions for tackling internet addiction involve a combination of policies, practices and educational programs revolving in hospitality industry. The first step in the battle against the phenomenon of addiction and its treatment is the recognition of addiction. It is especially important to be aware of the various types of internet abuse. A key sign of recognizing addiction is the time someone spends in front of their smart phone and the time they think about the internet and internet related activities.

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## IMPLICATIONS

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New developments in technology provide new means of expression and new forms of communication and can radically renew society. The rapid spread of computer technology and the Internet is an unceasing and integral part of modern life. The use of Internet is now one of the main tools of intellectual and technological development. Yet, there is growing concern. The most basic concern about the negative effects of the internet is the dangers of uncontrolled navigation in a chaotic, virtual world.

A larger sample size would allow for a more complete and full investigation of online risks and a deeper examination of whether or not there are age and gender differences. A wider geographic approach that would measure the responses of two or more time periods would allow researchers to assess changes in attitudes, views, perceptions, and extent of phenomena.

Thus, a combination of qualitative and quantitative approaches may have provided a better understanding of the phenomenon of online addiction in Cyprus.

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## KEYWORDS

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Internet Addiction, Hospitality Managers, Motivation, Job Productivity

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# Tourists' perceptions and the Smart Hotel concept

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## PURPOSE

Considering that “smart hotels embraced cutting-edge technologies to provide operational excellence to meet the needs of the consumer of the future” (Kim et al., 2020, p.1), the main objective of this work is to analyze the perception of tourists in relation to the concept of smart hotel, given the relevance to understand the dynamics related to the innovation in this sector (Bastidas-Manzano et al. 2021; Chiang & Trimi, 2020; Kamboj & Gupta, 2020; Kim et al., 2021). More specifically, the research questions of this study are: “have you ever stayed at a Smart Hotel?”; “what is the word most related to the concept of Smart Hotel?”; “in your opinion, is Smart Hotel synonymous with environmental sustainability?”.

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## RESEARCH METHODS

The results of this study were obtained through the application of an online survey, made available through Google Forms, in February 2021 through social networks. The convenience sample - 346 responses - was obtained through the technique called snowball. The survey questions were prepared based on recent studies indexed to the Web of Science, namely, in the works prepared by Bastidas-Manzano et al. (2021), Kim et al. (2020), and Kim and Han (2020). The questions were elaborated and later submitted to 15 pre-tests. The answer options were organized in different categories: multiple choice (including some dimensions of smart hotel found in the literature); Likert scale (from 1 - Strongly Disagree - to 5 - Strongly Agree); dichotomous (Yes or No).

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## RESULTS AND DISCUSSION

The configuration of the sample obtained can be summarized in 67% of the respondents being female, 44% of the age group between 18 and 29 years old, and 46% indicated having the level of qualification called “secondary”. Regarding the question “In your opinion, what is the word most related to the concept of Smart Hotel?”, the order of responses, in terms of recurrence, was: technology (47%), evolution (39%), intelligence (11%) and internet (3%). This perception, on the part of tourists, is aligned with the category “advanced technologies”, indicated in the definition of Kim and Han (2020). As for the question “in your opinion, is Smart Hotel synonymous with environmental sustainability?”, the average found through the Likert scale of 5 points was 4, indicating, therefore, a positive perception in

this sense in the sample obtained. When asked "have you ever stayed at a Smart Hotel?", 96% of respondents answered that they did not.

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## IMPLICATIONS

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The results presented in the present work indicate that the perception of tourists concerning the concept of smart hotel is aligned with what is evidenced by the literature on the subject, more specifically, the fact that smart hotel is related to technology and sustainability. Smart hotel customers' perception is an important demand aspect since it "is essential in generating individuals' favorable attitudes and positive word-of-mouth intentions" (Kim et al., 2020, p.1). However, in this study, tourists' perception is not based on real experience in this type of establishment, which may indicate the current inexistence/inaccessibility to this type of establishment and a relevant business opportunity, including in this pandemic context. Future studies may investigate the perception of tourists based on real experiences in this type of hotel. A deeper understanding of tourists' perception is not only important to improve companies' competitive advantage (Bastidas-Manzano et al. 2021; Chiang & Trimi, 2020; Kamboj & Gupta, 2020; Kim et al., 2021) but also to better destination management (Fyall and Garrod, 2020).

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## KEYWORDS

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concept; consumers; perceptions; smart hotel; Tourism.

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# Tourists' preferences related to advanced hotel technologies

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## PURPOSE

In order to understand how to prepare tourism businesses for the coming years, the main objective of this study was to perceive tourists' preferences concerning experiences involving advanced technologies in hotels. Thus, the goal is to analyze hospitality sector dynamics beyond the traditional guest satisfaction determinants - quality and size of rooms as well as service quality from staff – (Alrawadieh & Law, 2018). More specifically, the main research question of this study was: “is the perception in relation to advanced technologies equal among the different elements that make up a hotel stay?”. It can be an important aspect since, nowadays, technological service performance contributes to overall tourist quality perception (Prentice et al., 2020) and, on the other hand, the role of human touch is considered a relevant hospitality service dimension (Solnet et al., 2019)

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## RESEARCH METHODS

The convenience sample of this study was obtained by conducting a Google Forms survey applied in March 2021 through social networks. 174 answers were achieved through the snowball technique. The sample prevalence is female (68%), and the age range between 20 and 24 years (52%). The selection of research questions was based on previous studies, namely, the Seyitoğlu and Ivanov (2020) study. As a result of the 20 pre-tests carried out, the questions present in the study were: what is the preference in relation to the form of service in the hotels?; which of the access methods to the hotel room do you consider to be the safest?; would you like to stay in a room that has a voice assistant?. As for the response options, the choices were: multiple choices in the first (human, indifferent, or robotic) and

second questions (key magnetic card or fingerprint/facial recognition); in the third question, they were dichotomous (Yes or No).

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## RESULTS AND DISCUSSION

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According to the results obtained in relation to the preference in the method of service in hotels, the majority of respondents (89%) prefer the human factor, 10% prefer robotic service and the remaining 1% are indifferent. These results may be related to the fact that customers are not satisfied with robots' responsiveness in hotels (Chiang & Trimi, 2020).

Regarding the method of access to the room, fingerprinting or facial recognition are considered the safest, followed by the magnetic card and the key, with 51%, 38%, and 11%, respectively. Finally, 64% of respondents answered affirmatively to the possibility of staying in a room with a voice assistant.

The responses presented indicate that preferences for advanced technologies are more emphasized in services characterized by lower participation of the human component, such as the opening of the bedroom door and the controls inside the bedrooms.

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## IMPLICATIONS

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The experience is a decisive factor in the choice of services. Therefore the characterization of the demand for hotel services is essential in order to optimize the offer of customized experiences (Neuhofer et al., 2015), and optimization can be considered a determinant factor to face the current crisis. According to previous studies, the best option for service providers in this sector is to use both channels (human and technological) to maximize tourists' experiences (Bonaretti et al., 2020). The main contribution of this study to hospitality managers was to highlight the fact that tourists' preferences are not equal among the different elements that make up a hotel stay. Further studies may analyse the profile between age groups since they can present different technological purchase intention configurations (Talwar et al., 2020).

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## KEYWORDS

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Experience; Hospitality; Technology; Tourist.

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## ROOM 9 HUMAN RESOURCES MANAGEMENT, Session Chair: Mary Constantoglou

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# The Behavioural Effects of Service Employees under the Pandemic

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## PURPOSE

Habit is persistent behaviour which is formed by repeating practices over time (Verplanken & Melkevik, 2008). When major incident happens abruptly, the impact may force people breaking their routines and changing their habits to respond to the new situation and avoid damage (Youngblood, 1984). Under the pandemic, management should moderate or be prepared of changes on work habits that serve as essential preventive measures. Otherwise, it would increase risks of contagion, particularly the service industry with high guest contacts. Employees may then re-evaluate their job prospect and vocational value as worrying about continuing the job, assessing work risk and potential physical hazard (Nahrgang, Morgeson, 2011; Probst, Brubaker, 2001). When people see the non-welcoming conditions of their occupation in the pandemic, they may change their vocational beliefs and lose confidence in their work. Such effect or changes can be long term and deserve more attention for further exploration.

In this research supported by Higher Education Fund of Macao SAR Government., service employees who encountered different levels of impact due to the pandemic were hypothesized to have different levels of change on their work habit. The research results have provided valuable insights for management in preparing the change of the employees' work habits, which may have long-term impacts on the intrinsic belief of their work.

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## RESEARCH METHODS

The current study was part of a larger study. Quantitative method was used through random sampling using questionnaires. Samples were employees working in the service industries and were approached in both physical setting and online during a period of four weeks. After data cleaning, the final analyses included 872 completed questionnaires.

The questionnaire included a total of 8 sections, covering 105 items. Validated scales from past literatures were used. For the part of work habit, preventive measures summarized in Smith (2006) were retrieved with the addition of new preventive measures that were widely adopted due to the COVID-19 pandemic. The scope of these habits covered four major categories of reducing contacts, decreasing transmission likelihood, accepting control measures, and performing extra work for protection. One way ANOVA with Tukey post hoc test was used in SPSS to compare the self-reported work habit change among the samples experiencing different levels of impact in their work.

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## RESULTS AND DISCUSSION

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The data achieved a high reliability of Cronbach alpha at 0.88, above the threshold of 0.7. The results showed that there were no significant differences of work habit change between most sample groups, including “no impact” (mean=5.17), “minor impact” (mean=5.15), “moderate impact” (mean=5.25) and “severe impact” (mean=5.25); while significant difference was found for the “very severe impact” group (mean=5.64) and all other groups at 0.01 significance level.

This result illustrated that work habit of service employees did change when their work was affected at the very severe level. The authors deduced that the insignificance of habit change among the other groups was due to the persistent nature of habit (Verplanken & Melkevik, 2008). Only when the job of service employees was critically affected, they perceived the risk of losing their job. Therefore, they were more willing to change their work habit because 1) they could better visualize the ultimate consequence if the pandemic were out of control; then 2) complied with the preventive measures better to minimize the potential damage of infection on the business.

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## IMPLICATIONS

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The finding indicated the specific circumstance that employees would more likely change their work habits. For company that struggles the reinforcement of preventive measures among the employees, management should put their endeavour to communicate the consequences of business failure if such change of work habit is not strictly implemented. Only when the employees can visualize or are made aware of the worst potential outcomes, they would demonstrate better willingness to comply with the new work habits. This implication would be particular useful in areas where the pandemic is still out of control and for the setting of future crisis management strategies. Future research can investigate other underlying factors that will affect the change of work habits by different types of service industries.

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## KEYWORDS

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Pandemic, COVID-19, Work Habit, Habit Change

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# Employer Branding in the Hospitality and Tourism Industry in Greece: Attracting Talents

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## PURPOSE

One of the biggest challenges employers in the hospitality and tourism industry in Greece face, is acquiring talented employees who are considered to be the driving force of any company (Cascio, 2014). Even after the covid-19 pandemic, the demand on the market for talented employees will remain high and at the same time the pool of talents will be limited. Employer branding plays a key role in attracting high performing employees and gives employers an advantage to the so-called “world for talent” (Easa and Bazzi, 2020). However, there is no clear picture of what talented employees look for, in a potential employer and what their priorities are when seeking for a job. The present study aims to investigate which factors render a hospitality employer attractive in the minds of talented employees and whether socio-demographic characteristics have an influence on those factors. Thus, the following research questions were developed: RQ1.What are the views of talented employees in the hospitality and tourism industry in terms of the five dimensions of employer branding; development value, social value, economic value, application value and interest value and RQ2.What are the differences in perceptions of talented employees in the hospitality and tourism sector by gender, age, education, years of experience and job position?

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## RESEARCH METHODS

A quantitative approach was followed and a survey method was used for data collection. The population of the research was talented employees in the hospitality and tourism industry. In this study, talents have been identified as high performer individuals, following the exclusive approach of talent management. In this context, an Individual Task Performance scale (Janssen and Van Yperen, 2004) was used to self-evaluate employee task performance. In the study, 708 individuals participated of whom 333 were identified as “talents”. Descriptive analysis has been conducted in order to examine the views of talented employees in terms of the five dimensions of employer attractiveness (Berthon et al.,2005). Additionally, One-way Analysis of Variance (ANOVA) was used to examine the existence of statistically significant differences in perceptions of talented employees in the hospitality and tourism sector by gender, age, education, years of experience and job position.

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## RESULTS AND DISCUSSION

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Economic, development, and social values are the dimensions talented people mostly focus on when making a job choice. In specific, the most important factor is “a basic salary that is higher than the average”. However “fun working environment” and “recognition and appreciation from management” are also perceived as high attractiveness factors. That means, that even though hospitality organisations may face financial challenges after the Covid-19 pandemic era, they may focus on intangible rewards with limited monetary value in order to be able to attract talented individuals in their workplace. No statistical differences were found among socio-demographic characteristics and the factors of attractiveness, except for educational background. More specifically, employees with a lower educational background tend to pay more attention to application, interest and economic values than the employees that hold bachelor’s and master’s degrees.

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## IMPLICATIONS

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The presence of talented employees in the workforce of an organization ensures a competitive advantage and adds value to the organization’s overall image (Backhaus, 2016). This is unequivocally applied to the hospitality and tourism sector organizations since their successful performance largely depends on the delivery of services, which consequently makes this sector depended on its human capital. Hospitality employers need to improve the economic, development and social dimensions of employer attractiveness and enhance their brand image and employer value proposition based on these 3 priorities so as to attract high performers and be perceived as a “desirable place to work” in the minds of potential talented candidates. Since this research is the first to examine the employer attractiveness in terms of the talented employees of the Greek hospitality and tourism sector, its aim is to become a useful tool for human resources practitioners and contribute in the attraction strategies of talents.

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## KEYWORDS

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Employer branding employer attractiveness, talent management, hospitality and tourism industry

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- Spyridou, A. (2019). To Cheat or Not to Cheat. *Journal of the International Academy for Case Studies*, 25(2), 1-5.

# Work Values in Tourism: A Comparative Study between Polish and Turkish Students

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## PURPOSE

The study aims to investigate the work values of tourism students and to compare the work values in different countries, namely in Poland and Turkey. In accordance with this purpose the main hypothesis of the study is that work values of tourism students in Poland and Turkey are different.

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## RESEARCH METHODS

The study was conducted with quantitative research methods. The data were collected from undergraduate students of tourism departments in Turkey and Poland. The Work Values Scale developed by Gürsoy et al. (2013) was used to measure work values of tourism students. The original scale consisted of 25 items. Research data were gathered by convenience sampling technique. A total of 493 valid data collected via survey technique. It was determined that the data showed normal distribution by examining Kurtosis and Skewness values. Cronbach Alpha's values were calculated for the reliability, and explanatory factor analysis was used for examining validity of the scale. Promax rotation technique was applied within the explanatory factor analysis due to the fact that sub-dimensions of the scales were expected to be related. Independent sample t test was applied to compare the mean value of work values and its sub-dimensions in different countries.

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## RESULTS AND DISCUSSION

Explanatory factor analysis results showed that work values consisted of six dimensions. These dimensions were labelled in accordance with the original scale, which are namely work centrality, power, work-life balance, technology challenge, recognition and non-compliance. The conducted research indicated that technology challenge dimension had the highest mean value for tourism students in both countries. According to t test results, significant differences were found in work values of tourism students in different countries. It was revealed that work centrality, power, work-life balance, technology, and non-compliance sub-dimensions of work values differed for tourism students in Turkey and Poland. The results showed that mean score of work values for tourism students in Turkey were significantly higher than tourism students in Poland. The hypothesis of the study is partially supported as some sub-dimensions of work values differed in Poland and Turkey. The result has the significance due to the fact that contributing relevant literature by providing empirical findings that showed work values differed in different countries.

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## IMPLICATIONS

Socio-cultural background could affect the perceptions, attitudes and behaviors in tourism industry. Work values are expressions of basic individuals' values in the work setting and this setting is what gives to the work values more specific meaning than general values. Thus, it is important to reveal the differences in work values of different national cultures especially in tourism industry where multicultural teams work extensively. The study concluded that work values of tourism students in Poland and Turkey were varied. The findings of this study suggested that work is more central for

tourism students in Turkey. These kinds of differences could cause conflict in work place where Polish and Turkish employees work together. In this respect, managers of international tourism businesses should be aware of these differences in work values and a holistic management approach should be developed for multicultural teams. It is suggested international tourism businesses to develop tools and methods respecting these differences of employees not only in practices of human resource management, but also in strategic management process to gain and/or increase their competitiveness power. For future studies, it is suggested to investigate the reason of the differences of work values of tourism students in Poland and Turkey. In this manner, the antecedents and/or results of work values could be analyzed in future research. Researchers interested in this topic could also examine the work values in different cultures, by providing more comprehensive perspective, such as investigating relationship between work values and cultural differences of the societies etc.

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## KEYWORDS

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Work values, Tourism students, Turkey, Poland

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# The Relationship Between Social Loafing and Knowledge Management

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## PURPOSE

Knowledge management is becoming an increasingly important phenomenon in businesses. The need for knowledge management is felt more strongly in enterprises as the types of activities, number of employees, and capacity increase. When working collectively as part of a group people employees may exhibit some kind of social loafing behaviors such as pushing the work off on to other employees or acting in a way that will create benefit to themselves during the performance of the job. However, such behaviours may have various affects on the knowledge management in organizations. Thus, this research aimed to determine the relationship between social loafing and knowledge management.

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## RESEARCH METHODS

This is quantitatively designed research. Survey data were collected from 219 randomly selected employees working in the service industry, mainly in health organizations (59.82%) operating in the south eastregion in Turkey. The data were analyzed by using descriptive statistics exploratory factor analysis and structural equation modeling path analysis techniques.

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## RESULTS AND DISCUSSION

The results revealed that there is a significant yet negative relationship ( $R^2 = - 0.36$ ;  $p < 0,001$ ) between social loafing and knowledge management (Chi Square = 14.340;  $df = 13$ ;  $p = 0.350$ ). It is statistically proved that social loafing behavior decreases as the effectiveness of knowledge management in organizations increases. Thus, it can be concluded that knowledge management is a means of reducing social loafing.

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## IMPLICATIONS

Social loafing is likely to occur when there is a lack of control in workplaces, esp in the places where employees are working collectively as part of a group of people. This in turn reduces individual productivity. The social loafing behavior of pushing the work off on to other employees had the highest factor loading compared to acting in a way that would create benefit to themselves. Such social loafing behaviors can be eliminated by applying proper knowledge management practices in organizations. Thus, the management in organizations should give the necessary importance to knowledge management. The management can keep outcome records of both individual employee performance and group performance, and regularly compare these outcomes with the established standards by using appropriate knowledge management tools.

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## KEYWORDS

Social loafing, knowledge management, service industry

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# Classification of HR empowerment methods in hospitality, as presented in the international literature

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## PURPOSE

The aim of this paper is to classify the theory of human resources (HR) empowerment in the hospitality industry, as presented in the international scientific literature from 1990 to 2020. Specific features of the empowerment methods emerged, allowing the explanation of their content and the extraction of useful data so that this research constitutes an original and complete classification of the scientific literature of HR empowerment in hospitality. Through this scientific paper, hotel executives can select the most appropriate method for empowering HR, and researchers have access to an easy-to-use and classified literature review for their future research.

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## RESEARCH METHODS

The Content Analysis methodology was chosen as an appropriate method for this research, as it analyzes data on a single topic (Mayring, 2000) and draws valid conclusions using important sources (Krippendorff, 2004). To conduct this research, forty-two (42) scientific papers were collected and studied from 1990 to 2020, in English only, which were related to HR empowerment methods in hospitality.

The research was carried out with defined key concepts in the main platforms of peer-reviewed literature (i.e. Science Direct, Emerald, etc.), from August 2019 to January 2021. The papers were examined in detail and based on their common elements, they were grouped into categories including a set of features that are unique to each empowerment method.

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## RESULTS AND DISCUSSION

By implementing the Content Analysis Methodology, the following six (6) most common methods of empowerment in the scientific literature (they contain at least 7 papers each) were identified and classified: a) Information sharing, b) Rewards, c) Leadership, d) HR Training, e) Autonomy of HR, and f) Involvement of HR in decision-making processes. The interest of researchers is mainly focused on the participation of HR in decision-making processes and their autonomy, as these specific methods are examined in 15 and 12 papers respectively, making them the most popular methods of HR empowerment in the hospitality industry.

Based on the analysis of results, it was initially found that empowerment in the hospitality industry is a relatively new field of research. More specifically, it is observed that in addition to 12 papers published during the period 1990-2010, the rest (30), out of a total of 42, were published from 2011 onwards. This fact suggests the intense interest of researchers in this field, as the rate of publication of relevant papers has been dynamically increasing in recent years. Precisely because this is a new field of research, many methods of empowerment in hospitality like Job Enrichment and Power-sharing have not been analyzed so far.

Another interesting finding is the global interest in the study of empowerment methods in the hospitality industry. It is characteristic that research on this topic was conducted in five continents, thus confirming the universal character of the theory of hospitality empowerment and the need to further apply it to the current hotel enterprises. The originality of this paper lies on the fact that this is the first scientific attempt to classify and extract conclusion on HR empowerment in the hospitality industry.

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## IMPLICATIONS

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The classification of HR empowerment methods in the hospitality industry compiles a basic guide for scientists who will explore the parameters of the subject, facilitating the orientation of future research in this research field. On a managerial - practical level, this paper composes an easy-to-use consultant for hotel executives, as they can identify the appropriate empowerment methods, which can be applied in the hotels' workplace. The presentation of the methods contributes to the organization of a working environment in which the empowerment of HR is a priority for the hotel management.

This research field must be constantly enriched by recording and analyzing new methods of empowerment which will be classified according to each category or type of hotel, as the hospitality industry includes an extensive variety of lodging enterprises with different types of business operations.

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## KEYWORDS

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Hotels, Human resources, Employee empowerment, Content analysis, Literature review

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#### ACKNOWLEDGMENT

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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» in the context of the project “Strengthening Human Resources Research Potential via Doctorate Research – 2nd Cycle” (MIS-5000432), implemented by the State Scholarships Foundation (IKY).



# Diversity and Transformational Leadership: A Hotel Study in Crete

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## PURPOSE

Diversity has long been the focus of organizational research, with globalization, greater gender equality, an ageing population, and technological change all playing a role in the gradual shift in workplace demographics over the past decades to create a workforce with greater heterogeneity in terms of race, ethnicity, gender, age, socio-economic status, physical abilities, religious or political beliefs and other differences. However, the unprecedented events of 2020, including the COVID-19 outbreak (which brought about rapid changes in work practices) and the racial justice protests around the world, have served to renew interest in this field. The current study seeks to further our understanding of this area by investigating the link between leadership style – and specifically, transformational leadership – and organizational diversity. Transformational leadership has emerged as one of the most prominent models in organizational studies (Siangchokyo, Klinger, & Campion, 2020) and refers to those leaders who lead by example, setting realistic expectations, encouraging learning and growth, and empowering and inspiring their followers to success (Bass, 1985, 1990). Thus, the primary goal of this study was to examine the relationship between transformational leadership and diversity-related behaviors (i.e., ethnic favouritism, promotion of diversity climate, distribution of resources along ethnic lines, acceptance of visible dissimilarity, value informational and generic dissimilarity). The originality of the current study lies in the fact that this is the first time that these phenomena have been researched in the context of the Greek tourism industry.

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## RESEARCH METHODS

Data were collected through an electronic questionnaire, incorporating diversity (Hobman, Bordia & Gallois, 2004; Siebers, 2017) and transformational leadership (Podsakoff, MacKenzie, & Bommer, 1996) scales. The Google Forms platform was used to ensure the anonymity of respondents and to facilitate data collection. The questionnaire was distributed to employees of four-star and five-star hotels on the Greek island of Crete. A timeframe of two months – August and September 2020 – was given to employees to complete the survey, which represented the contracted 2020 tourist season due to the measures relating to the COVID-19 pandemic. The survey was completed by 354 employees in total. Key hypotheses were examined through bivariate correlations and regression analyses.

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## RESULTS AND DISCUSSION

As predicted, all of the suggested hypotheses were supported. In particular, our results indicate a significant positive relationship between transformational leadership and diversity climate, resource

distribution, value dissimilarity, and information dissimilarity, and a negative association with ethnic favoritism and visible dissimilarity. Limitations of this study relate to the use of self-reported questionnaires and the collection of data from one geographical area of Greece.

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## IMPLICATIONS

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In general, this study highlighted several positive relations between transformational leadership and aspects of organizational diversity. Our results suggest that those organizations that seek to enhance diversity should establish training programs that promote the tenets of transformational leadership in their managers. In particular, organizations should follow a holistic approach in manager development in which desired leadership attributes are assessed using a 360 approach (self and other raters) and certain deficits are targeted through on-the-job training (i.e., assignments, coaching) and off-the-job training (i.e., seminars, workshops). To enhance the external and predictive validity of our model further, future research should incorporate self-determination theory and organizational culture as moderating and mediating variables respectively. In addition, the interaction of transformational leadership with personality traits, such as the Five Factor Model or HEXACO, should be investigated to examine whether a proclivity towards the promotion and tolerance of diversity exists in the workplace. Given the positive outcomes, it is clear that aspects of transactional leadership should be fostered in the tourism industry as a means of contributing to a more diverse workplace.

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## KEYWORDS

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Transformational leadership, diversity, hotel industry, Crete

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# Employee satisfaction in tourism businesses in the prefecture of Halkidiki – An empirical analysis

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## PURPOSE

Tourism is one of the most important sectors in Greece and it has been a key element of the economic activity in the country. Before the pandemic of COVID-19 tourism represented almost 30% of GDP and 25% of employment in Greece. Employee satisfaction is an important part of human resource management, thus it is important to study the employee satisfaction, the employees' evaluation, how the employees' performance is affected by the work environment and the certainty that the employees feel in tourism businesses. This research paper aims to study the employee satisfaction in tourism and the research questions are whether demographic characteristics affect the employee satisfaction.

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## RESEARCH METHODS

For the purposes of this study a structured questionnaire has been distributed to tourism employees of the prefecture of Halkidiki. The total number of questions is twenty, four concern demographic data, seven concern the employment status of the respondents and the rest concern factors of employment satisfaction. The valid questionnaires are 268. Apart from descriptive statistics, we use t-tests, ANOVA and chi-square tests to examine whether gender, age, educational level, education in tourism, experience in tourism, type of the employee's tourist business, working hours per day, job post and month salary of the respondents are significant differentiating factors for the employee satisfaction.

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## RESULTS AND DISCUSSION

The majority of the respondents is young, educated women, with no education in tourism, who have previous experience in tourism especially in restaurants and cafes, who work for eight hours or more per day with a month salary of 500 and 1000 euro. Our findings support that the employees are not satisfied with their salaries, they accept their evaluation but there are no rewards, they are satisfied in general with their employment and they believe that they will be employed for the next touristic season. The view that customer treatment is satisfactory is associated with gender, age, experience in tourism and type of tourist business where the respondents usually work. Also, views regarding staff evaluation have a significant effect on the type of tourist business where the respondents usually work. The respondents are certain that they will find a job next season and that view is associated with age, experience in tourism and type of tourist business where the respondents usually work. Finally, gender, tourism education, experience in tourism, working hours per day and type of tourist business where the respondents usually work seem to affect significantly their view that they work in tourism because they haven't found another job.

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## IMPLICATIONS

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Since tourism is a central pillar of the Greek economy, it has to be studied in all aspects. Employee satisfaction is related to the services provided to tourists. If tourists are satisfied, then they will visit Greece again. There is an impact of employee satisfaction on the tourist satisfaction. Thus, it is important for the tourism carriers to study this topic in all regions of the country. Future research could explore employees' satisfaction in other tourist regions of Greece and to specific tourist businesses. Additionally, the results could be compared with those for other European countries especially to countries of the south. Finally, it would be interesting to repeat this study in the tourist seasons after the pandemic of COVID-19.

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## KEYWORDS

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Tourism, employee satisfaction, empirical analysis

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# Employability and pandemic: preliminary analysis about service sector of São Luís (MA)

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## PURPOSE

It is understood that Covid-19 was and is responsible for major impacts on jobs and unemployment in various sectors of the labor market and based on this assumption, it is understood that Covid-19 also influenced the tourism sector. In this way, it is proposed with this work to present the impacts that COVID-19 caused on the employment and unemployment rate of the city of São Luís do Maranhão (Brazil), in the period from January to November 2020.

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## RESEARCH METHODS

This is an exploratory bibliographic and documentary research (SEVERINO, 2007; GIL, 2008). The approach is quantitative (LAKATOS, 2003). The data were extracted from the website of the General Register of Employed and Unemployed - CAGED, which is a system that records all admissions and dismissals of people who work under the CLT regime, with priority being given to the service sector, in which the activities are located, related to tourism, such as accommodation and food. The collections were carried out from January to November 2020, focusing on the city of São Luís do Maranhão, Brazil. The information was classified according to the categories: Sex, Segment, Age and Education.

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## RESULTS AND DISCUSSION

The restrictions in Brazil started in March 2020, led to the closure of several tourist services, directly impacting company revenue and consequently, job generation (Barbosa, 2020). The service sector in

São Luís totaled 36,042 admissions in the year 2020 between males and females. Of the segments that most admitted and dismissed was information, communication, real estate, professional and administrative, registering 17,656 admissions and 13,011 dismissals. The Accommodation and Food segment laid off more than it hired in 2020, with 2,969 admissions and 3,091 layoffs. It is noteworthy about this segment, that the balance of employability suffered a significant drop compared to the last years, leaving with a negative balance of 122 layoffs. With regard to the age group, the age range between 30 and 39 years had the highest number of admissions in the year 2020, this same age group had the highest number of dismissals, being 12,537 and 10,663, respectively. The one with the lowest number of admissions was 65 years old or more, with a total of 50 people. And the one with the least number of dismissals was 17 years old, with 157 people. In the education level category, the largest number of hired workers in São Luís had completed high school, closing with 24,771, as well as the largest number of people dismissed from January to November was 20,909. The lowest number of both admissions and dismissals was among the illiterate, with 44 and 37 respectively.

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## IMPLICATIONS

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With these data it was possible to see that the service sector in São Luís was affected by the pandemic, since many segments of the sector had their operations interrupted, such as the Accommodation and Food segments, where both were affected by having contact as a particular feature. Face-to-face and by health security measures not only had to close but also had to drastically reduce their staff. It was necessary for some of these segments to seek alternatives to survive in this crisis. For future research, we intend to continue analyzing the impacts on the services sector focused on tourism activities and strategies designed for the full resumption of activities that were affected by the new coronavirus (COVID-19).

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## KEYWORDS

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Jobs. Unemployment. São Luís. Tourism. COVID-19.

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# Local Governance and Entrepreneurship in Tourism: a comparative analysis

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## PURPOSE

In competitive destinations, tourism businesses are often focused on conventional tourism products and seldom on innovative ones, eventually compromising long-term competitiveness. The lack of cooperation between tourism agents is often pointed out as unfavourable for innovation. The solution may be in a local governance model that encourages and supports the creation of innovative businesses. Many scholars have investigated the use of governance to deal with tourism destinations' problems. They have suggested that the search for competitive advantages should be achieved by forming networks that consist of less formalised relationships based on trust, reciprocity, and inclusive governance. However, little is known about the relation between the characteristics of governance and innovative tourism entrepreneurship. The study explores the characteristics of local governance in its relation to tourism entrepreneurial and innovation ecosystems. The study's main objective is to characterise the local governance models for tourism entrepreneurship of two Portuguese municipalities, highlighting its strengths and shortcomings according to its stakeholders.

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## RESEARCH METHODS

Two local tourist destinations of the Metropolitan Area of Lisbon, Cascais and Setúbal, serve as case studies. Qualitative data were gathered, during 2019, under an exploratory research design. In the first stage, five focus groups were conducted in each of the two municipalities with diverse stakeholders from private and public organisations related to entrepreneurship and/or tourism. In the second stage, the results of the focus groups were further analysed and drilled down by interviewing decision-makers from public and private tourism organisations and entrepreneurs. Data treatment and analysis were made using the software for qualitative analysis, NVivo.

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## RESULTS AND DISCUSSION

Although results suggest that it prevails the characteristics of the "good governance" type of model, they also reveal that the "one size fits all" type of approach is not useful when designing a local governance model. Cascais and Setúbal have different tourism entrepreneurship governance models, and neither one corresponds exactly to the typologies of governance models found in the literature. The differences result mainly from their specificities as tourism destinations, the characteristics of the territory, and the

degree of dependence on tourism of the local economies. Local authorities' role was highlighted - more horizontal, interactive and flexible governance of a local nature is considered an important instrument to foster entrepreneurship. Despite that, the need for governance models to incorporate regional interaction and integration was also underscored. Although each city council aims to attract as many innovative tourism entrepreneurs as possible to their municipality, they are bound to find the need to cooperate at the regional level to develop the most appropriate entrepreneurial ecosystem. Administrative borders between municipalities do not bind tourists or tourism resources and products.

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## IMPLICATIONS

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This study contributes to current knowledge about local governance models, focusing on facilitating innovative tourism businesses, which presents itself as an under-researched area. Several propositions were derived that may guide future research. At the theoretical level, the main contribution highlights the advantages of flexibility and a multi-level (local and regional) approach to governance. Typologies of governance models found in literature hardly apply to the cases studied, raising the need to investigate hybrid models.

Useful insights for decision-makers are also gathered from our results, namely the advantages of existing a dedicated agency to serve as a 'weaver' of the ecosystem, either created by the municipality or resulting from a grassroots initiative. Although data was collected in 2019, our study's implications in the post-pandemic era will become even more relevant. With the bankruptcy of many small businesses, local decision-makers might get insights from this study on fostering a climate conducive to a more resilient and innovative tourism business ecosystem.

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## KEYWORDS

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Local Governance, Tourism, Tourism Destination, Entrepreneurship, Innovation

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# Bibliometric analysis of immigrant entrepreneurship in tourism industry

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## PURPOSE

Since the beginning of 2014 European Migrant Crisis, immigration has become a significant problem for countries all over the world as the immigrant number rises (Barlai, Fähnrich, Griessler & Rhomberg, 2017). In their host countries, immigrant often have a hard time to find employment, which consequently forces them to choose self-employment: entrepreneurship. Although this has become a striking issue in the last couple of years, little academic research was conducted on this topic, yet, research on tourism is even less. The significance of this study is; a) providing a brief literature review and b) establish the research gaps in tourism literature on immigrant entrepreneurship.

Purpose of this study is to systematically examine the current literature on the immigrant entrepreneurship and tourism areas and present related study areas. By conducting a bibliometric analysis on this topic, we aim to find any gaps in the literature and scrutinize the current status of immigrant entrepreneurship and tourism researches which will pave the way for future studies.

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## RESEARCH METHODS

To achieve the purpose stated above, bibliometric analysis method is utilized in this study. Bibliometric study, which is one of the popular qualitative research methods, is a well known analysis method which is based on various quantitative parameters such as article number, origin of the study and authors. (Işık et. al., 2019; Çelebi et. al., 2020). Data of the study is gathered from four different databases: Web of Science, Emerald, Scopus and EBSCO. Journal articles between 2000 and 2021 were analysed and scrutinized thoroughly. To conduct bibliometric study, advanced search option of databases were utilized. Research is conducted through searching two groups of keywords (immigrant/migrant/migration/refugee entrepreneurship and tourism/hospitality/restaurants/tour operator/ travel agency/airline/recreation) on the databases title, abstract and keyword parts (TITLE-ABS-KEY) in addition to content. Thus, the content of the studies are examined in detail in respect to the author numbers, sample, application countries, methodology, results and implications. Examining the content in addition to abstract and title ensured that every study in the literature is included in this research.

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## RESULTS AND DISCUSSION

Findings of the study revealed that there are only 29 articles in the literature related to immigrant entrepreneurship in tourism industry, which highlights a gap in the literature. Specifically, results of the study revealed that there are no studies with “tour operator, airline, rent-a-car and travel agency” keywords, which presents a huge gap in the literature. Most of the studies were found to be concentrated in the general tourism field rather than specific aspects of the industry.

Table 1: Keywords and number of articles in the literature

Keywords		Numbers of articles
Migrant / Immigrant / Migration/ Refugee Entrepreneur or Entrepreneurship	Tourism	19
	Hospitality	4
	Tour operator	0
	Restaurant	6
	Airline	0
	Rent-a-car	0
	Travel Agency	0
	Recreation	0
Total		29

Moreover, almost all of the studies were found to be conducted after 2010, which is normal since the European Migrant Crisis period have begun at around 2014. Methodologies of the articles show that most of the studies utilize qualitative research techniques, mainly comparative case studies and in-depth interviews. Number of quantitative studies are quite low and most of them are empirical. Due to infancy of this area in the literature, most studies embrace an inductive approach, which can also be seen from the extensive use of qualitative research methods.

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## IMPLICATIONS

The implications of the study indicates that there is a lack of academic research in immigrant entrepreneurship in tourism industry and there is a special need for further quantitative research since most of the studies used qualitative research. Specifically, analysis revealed that there are no “airline, rent-a-car, travel agency and tour operator” related studies which shows us that there is a dire need for studies in these areas from a theoretical viewpoint. From a managerial point-of-view, lack of studies in these areas are a proof that there is a niche market for immigrant entrepreneurship in tourism sector, which can easily be filled by practitioners. Especially in countries such as Turkey, Italy and Greece, practitioners will significantly benefit from the findings of this study. For future research other publications like text books and dissertations may be added to the research sample, quantitative studies may be utilized more frequently.

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## KEYWORDS

Bibliometric analysis, Immigrant entrepreneurship, Immigrant entrepreneurs in hospitality, Tourism industry, Tourism immigrant entrepreneurship

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# The effect of environmental uncertainty on innovation in tourism clusters

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## PURPOSE

The COVID-19 pandemic has entailed a global crisis in the health, socio-political and economic dimensions, which has had a significant negative impact in the tourism industry (Zenker and Kock, 2020). In this context, tourism firms must make strategic and tactical decisions to survive in the short term and generate sustainable competitive advantages, conditioned by how they perceive their environment.

The paper addresses the environmental antecedents of innovation from the cognitive perspective of management. The main objective is to analyze heterogeneous effects of the main factors of the environment in innovation developed by tourism firms. More specifically, we propose to explore the linear and curvilinear effects of the perception of market dynamism, technological turbulence, the threat of imitation and competitive hostility on radical innovation and incremental innovation in cultural tourism clusters. The literature points out that decisions related to innovation have a special role in enabling firms to face adverse environmental conditions, which require to innovate their products, services, processes, techniques and strategies in order to avoid threats and take advantage of opportunities (Pérez-Luño et al., 2014).

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## RESEARCH METHODS

The empirical study is carried out on a sample of firms located in a tourism cluster. We use original data from a sample of 215 firms of the hospitality and tourism industry located in World Heritage Cities of Spain. In previous studies, it has been empirically proved that these cities meet the requirements to be considered as clusters, specifically cultural tourism clusters (Martínez-Pérez et al., 2016).

The methodology used is hierarchical linear regression with two dependent variables radical innovation and incremental innovation. The independent variables are the factor of the environment such as market dynamism, technological turbulence, threat of imitation and competitive hostility. Moreover,

the control variables included in the model are family businesses, financial and non-financial barriers and investment in innovation activities.

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## RESULTS AND DISCUSSION

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The results reveal that the effects of environmental factors -market dynamism, technological turbulence, threat of imitation and competitive hostility- are very heterogeneous on radical innovation and incremental innovation, since there are both linear and curvilinear relationships that justify this divergence.

Market dynamism shows a curvilinear U-shaped relationship on radical innovation and a positive linear relationship on incremental innovation. Technological turbulence shows reveals a linear and positive on radical innovation and a curvilinear U-shaped effect on incremental innovation. Threat of imitation presents a positive and linear effect on radical innovation and a curvilinear effect on incremental innovation. Competitive hostility has a curvilinear U-shaped effect on both radical and incremental innovation.

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## IMPLICATIONS

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Tourism clusters are driving contexts of both incremental and radical business innovation (Martínez-Pérez et al., 2016), although innovation decisions always depend on the perception of managers of environmental factors (Montañés-Del-Río and Medina-Garrido, 2020). This study yields relevant implications for managers who must interpret environmental factors to make adequate innovation decisions. Thus, depending on their perception about the variables of the environment, they will focus the decision-making process on different kinds of innovation, or both in some circumstances.

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## KEYWORDS

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Incremental innovation, radical innovation, market dynamism, technological turbulence, threat of imitation, competitive hostility, clusters.

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# Evaluation of the Burnout Levels of Hotel Employees in Terms of Demographic Variables

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## PURPOSE

Despite all the technological developments in hotel enterprises, which constitute one of the important business types of the tourism industry, there is no reduction in the need for human labor. Burnout syndrome is a common problem in occupational groups that work face to face with individuals. In this study, it is aimed to determine the burnout levels of employees working in hotel businesses, which has an important share in tourism businesses. The concept of burnout is a concept that has important organizational and individual consequences today. In this study, according to the Maslach Burnout Model, the burnout status of employees operating in hotel businesses was examined and the data obtained by Maslach Burnout Scale were evaluated.

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## RESEARCH METHODS

The research universe consists of employees working in ministerial and municipal certified hotel enterprises operating in Bartın. In this context, it is aimed to compare the burnout levels of employees working in hotels and hostels to different star systems. The fact that Bartın is a destination where tourism activities are experienced intensely during the summer months, that the employees have different education levels and that there has not been enough work in the domestic literature on this subject are the factors that affect the realization of the research in these regions. In this study, as a data collection tool, Maslach Burnout Model, which is most commonly used in researches on the subject, was used. The Maslach Burnout Inventory (MBI), which was developed by Maslach and consists of 22 items, consists of three sub-dimensions: "emotional exhaustion", "depersonalization" and "personal success". If we examine the demographic features part of the questionnaire prepared by using the Maslach Burnout Scale; A total of 200 people, 119 of whom were male and 81 female, participated in the study.

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## RESULTS AND DISCUSSION

When the responses of the employees in hotel enterprises to the burnout scale are evaluated in general, it can be stated that the employees experience burnout in their jobs. When the burnout levels of the survey participants are compared according to their demographic characteristics; No significant difference was found in terms of gender, education level, department and duration of work in the sector. Accordingly, in the light of the employees; In terms of demographic characteristics, it can be stated that they experienced burnout syndrome at a level close to each other.

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## IMPLICATIONS

This research was conducted in a limited area for reasons such as time and cost. It will be beneficial for future researches to apply the research in destinations with different tourism types and to make it to a wider audience.

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## KEYWORDS

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Maslach Burnout Model, Hotel Businesses, Bartın

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# Business model innovation as crisis management – a multiple case study

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## PURPOSE

The aim of the study is to explore how hotels are adapting and updating their existing business model in order to survive the disturbance of COVID-19. The following research question has been asked: How are hotels using business model innovation in order to adapt to the new market conditions caused by COVID-19?

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## RESEARCH METHODS

A *multiple case study method* has been used to study how hotels update their business models during crisis. Multiple case studies are suitable for studying complex, real-life phenomena for which theoretical knowledge is scarce (Eisenhardt, 1989). Data was mainly collected from interviews. In total, 53 interviews have been conducted with 26 managers and employees in three hotel organizations in Sweden, Denmark and Norway during 2018-2021. Additional data has been collected through workplace observation (70h) and online observations, e.g. of social media posts and mobile applications (Kozinetz, 2011). Doing online observations improved the understanding of the process of adapting the business models and also provided relevant background information in relation to the interview situation. Written materials and documentation, such as strategies, policies and organization charts, served as contextual information. An inductive analysis process was employed grounded in the empirical findings. The data was triangulated by ensuring that main insights were repeated in multiple interviews (Klein & Meyers, 1999).

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## RESULTS AND DISCUSSION

Findings show that all hotels have updated their business models during the COVID-19 crisis and have tried to create new ways of creating value for their guests (Sigala, 2020). For example, the hotels have offered a safe place to stay during the COVID-19 crisis, “workation offers,” that is, using hotel rooms as offices, or as a form of apartment to rent over a longer period of time. Furthermore, the hotels have expanded their traditional market by communicating with new segments of guests. Hotels that for example traditionally have not encouraged families with children to stay at the hotel, have started to offer “staycations” for families during COVID-19 (Krauss et al., 2020). Furthermore, the local environment has become crucial for the hotels and hence they have put a large emphasis on communicating with their local environment. The findings also show that the disruptions caused by COVID-19 are likely to change the business models in the hotel industry for a long period of time, hence, the hotels are struggling to be more flexible in order to survive a new environment.

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## IMPLICATIONS

The study makes a theoretical contribution on crisis management in the hospitality industry by analyzing how hotels update their business models in order to survive the crisis induced by COVID-19. Furthermore, the study makes a theoretical contribution by emphasizing that business model innovation should not have a short-term focus, but that hotel organizations should focus on long-term implications

in order to be able to be more flexible and adapt to environmental changes. The results illustrate that a new mindset is needed and that a flexible business model ready to be adapted on short notice will most likely be the “new normal” for hotel organizations. The study also reveals that the management and leadership of such adaptation is crucial and that there is a need to make sense of the new environment the hotels are working in. The study has several limitations. First, only five hotel organizations have been studied. In order to understand the implications of COVID-19 and its effects on the hotel industry, future research should consider following business model innovation in a larger number of hotel organizations over time and hence create knowledge on how the hotel industry will manage the COVID-19 crisis.

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## KEYWORDS

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Business model innovation, crisis management, hotel industry, hotel organizations, COVID-19

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## SATURDAY 22 MAY 2021, 18:00-20:00 Parallel Sessions

### ROOM 1 AIR TRAVEL, Session Chair: Ige Pirnar

138 **Gerasimos Kontos, Konstantinos Malagas and Nikitas Nikitakos** Assessing Seaplanes Contribution for the Development of Tourism Potential for Greek Islands

141 **Konstantinos Koronios, Lazaros Ntasis, Panagiotis Dimitropoulos, Alkistis Papaioannou and Vasilios Giannopoulos** The Impact of the COVID-19 Crisis on Tourism Arrivals: Evidence from Greece

336 **Vasiliki Kefalidou, Panagiotis Kassianidis, Spyros Avdimiotis and Fotis Kilipiris** Safely Navigating the Aviation Industry Recovery: the key for increase the Load Factor

415 **Stella Tsifitopoulou, Panagiotis Kassianidis, Spyros Avdimiotis and Fotis Kilipiris** Customers and Passengers' Satisfaction in Conjunction to Governments' Regulations in Aviation Industry During Health Crisis in Europe

461 **Angela Roberta Leite, Saulo Ribeiro Dos Santos, Joana da Silva Castro Santos, Aline Ferreira Moraes and Beatriz Teixeira Fernandes** Indications of the resumption tourism in São Luís (Maranhão, Brazil) airport during the year of 2020

# Assessing Seaplanes Contribution for the Development of Tourism Potential for Greek Islands

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## PURPOSE

Seaplanes (i.e. aircrafts designed to land, float and take off from the water) services may contribute positively to the enhancement of the tourism industry and diminish potential isolation of small islands (Gobbi et al., 2011). In Greece with particular geographical characteristics that ideally fit to seaplane operation (De Andrade, 2020), the use of this transport mode has not yet been exploited even though the significant advantages it could offer both for leisure and business short haul and medium haul transportation, as well as for medical and other emergencies.

However, by the time writing these lines it was officially announced (April 12, 2021 – nasdaq.com) that a new Greek based Sea planes operator under the name “Grecian Air Seaplanes” starts operations on September 2021 from seaports at the Ionian Sea in western Greece, in cooperation with the “Greek Water Airports” (a company specializes in waterdromes study design, construction, licensing and management services (Greek Water Airports, nd), based on new facilitative legal framework (De Andrade, 2020).

Overall, the purpose of this work is to explore and assess the contribution of seaplanes operation for the development of tourism potential, especially as a post COVID-19 tourism recovery effort.

Towards this endeavour, authors of this research made two hypotheses that aim to test through empirical analysis.

Hypothesis 1 - Seaplane operations will have a positive contribution to Greek Tourism post Covid-19 recovery effort, assuming a significant number of routes and services are provided.

Hypothesis 2. – For addressing the Technical and Operational challenges (i.e. Seasonality, Visual Flight conditions (VFR), adverse weather conditions), a seamless coordination between local authorities, Seaplane operators, Greek Water Airports and State local authorities is required.

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## RESEARCH METHODS

To support the purpose of this work and given the limited academic references on this topic, authors performed empirical analysis of the study through semi-structured in-depth interviews, following the interview protocol suggested by Jacob & Furgerson (2012). A semi-structured questionnaire was administered among twenty (20) experts spanning on the fields of aviation, maritime, transportation and

management consultancy. Following an initial analysis, triangulation of the results was achieved through telephone interviews with 7 experts.

For being able to test the validity of the hypothesis the semi-structured interview questionnaire elaborated on four main themes namely, (i) the contribution of seaplane operations to the Greek economy and tourism, (ii) suggested destinations and provided services, (iii) operational challenges and (iv) the required differentiation to successfully face competition.

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## RESULTS AND DISCUSSION

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From the analysis it was been suggested that synergies with other tourism sectors and transport modes is of paramount importance. Unless there is an integrated approach between sea plane operators, “Water Airport” operators, local and state authorities, along with existing Tourism infrastructure in the related areas, sea planes project will not take off.

A significant number of destinations is also required to build rapport and enable in the long term a more stable market share. The competitive prices are identified as an important issue by participants. Passenger safety is among the factors that will support scale up, which may also increase the need for additional certification or monitoring from public authorities. Finally – at least in the long run – it is critical to see the water airport infrastructure and services offered as part of the overall travel experience.

Overall, this research significantly contributes for assessing the potential of Greek tourism development through sea planes operation.

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## IMPLICATIONS

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The study’s findings provide useful guidance and management directions for seaplane and water airport operators, especially at the current development phase, as well as some usefull suggestions for local and state authorities to streamline the development process. From an academic perspective, findings of this research will enrich current literature.

As a future research it would be useful to formulate a framework based on which seaplanes and water airport operators may offer integrated tourism services along with road transportation to and from resorts and other infrastructures and leisure activities.

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## KEYWORDS

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Seaplane, seaplane operators, Greek Water Airports, Greek tourism development.

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# The Impact of the COVID-19 Crisis on Tourism Arrivals: Evidence from Greece

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## PURPOSE

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Coronavirus (COVID-19) outbreak, which began in Wuhan, China, has been spread to people everywhere in the world -for the first time in a century. The World Health Organization rapidly characterized the situation as a global pandemic, as the cases of infections and deaths have speedily augmented. The easy transmission of COVID-19 has forced governments to impose travel restrictions, lockdowns, and shutdowns to impose social distancing measures in their attempt to obstruct farther rapid spread of the disease and to preserve the efficacy of national healthcare systems. The tourism industry has been the most influenced, as there were travel restrictions (both external and internal) and border closures. According to World Tourism Organization, international tourism expected to decline over 70% in 2020, back to levels of 30 years ago. In more detail, in the first ten months of the year represents 900 million fewer international tourist arrivals compared to the same period in 2019, and translates into a loss of US\$ 935 billion in export revenues from international tourism, more than 10 times the loss in 2009 under the impact of the global economic crisis (UMTWO, 2020). These numbers are likely to increase as the spread of coronavirus, unfortunately still increases. During the last decades, the world has faced various diseases with academic research exploring how they affected tourism (Zeng et al., 2005; McAleer et al., 2010; Karabulut et al., 2020) supporting that those diseases cause a significant decline in tourist arrivals. This research deals with the effect of Covid-19 on international tourism, and more specifically on national and international airplane arrivals to Greece. The objective is to estimate the explanatory power of Covid-19 cases in Greek areas relative to their selection as a holiday

destination by tourists. In other words, the study makes an attempt to identify if the percentage of Covid-19 infections to each specific area, affects tourists' selection of this specific destination.

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## RESEARCH METHODS

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The aim of the study was to investigate the relation between the COVID-19 cases and the national and international airplane arrivals to these specific destinations, from January to October 2020. In more detail, arrivals from the airports of Athens, Thessaloniki, Kalamata, Rodos, Santorini, Lefkada, Kefalonia, Crete and Mytiline were gathered. Covid-19 cases data were collected from the Institute of SETE (INSETE) and the IMEDD LAB - a non-profit organization focused on COVID-19 cases worldwide. Data were transformed and analyzed by means of IBM SPSS 26 software.

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## RESULTS AND DISCUSSION

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Datasets were distributed in two sub-groups. The first group includes Athens, Thessaloniki and Kalamata airports while the second group comprises of Rodos, Santorini, Lefkada, Kefalonia, Crete and Mytiline airports. The results pointed out that international arrivals to these areas decreased by 73.36%, in line with national arrivals which showed a smaller decrease of 63.51%. Numerically, the total arrivals of international tourists decreased by 150,434 and national arrivals by 48,073. In conclusion, the total mean cases of COVID-19 are 577 per month. On average, it has been proved that every new verified COVID-19 incident decreases the international and national daily arrivals by 349 cases, for the examined period (from March to October 2020).

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## IMPLICATIONS

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The present research is among the first studies examining the effect of Covid-19 cases of each region on the arrivals of tourists. The results have significant implications for managers and policy makers. Immediate relief measures need to be implemented and adjusted for a tourism-related business which may fall through the cracks. Medium and longer term planning is needed to re-balance and re-en-ergise the tourism and hospitality sector following this crisis (Bai, 2020). It should also be noted that the effect of COVID-19 is hard to predict, as the world has not experienced such a global pandemic before. The governments are implementing travel bans and border closures. Therefore, our findings based on the previous pandemics will have limited power to predict to possible effects of COVID-19 on tourism. Future studies can examine the short-run and long-run effects of pandemics on tourist arrivals by using quarterly/yearly data in a single country or a group of countries. Future research could also examine the effectiveness of a "health-vaccination" passport requirement for visiting each destination, and how this requirement will affect tourism arrivals.

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## KEYWORDS

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Tourism, Airlines, Arrivals, COVID-19.

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# Safely Navigating the Aviation Industry Recovery: the key for increase the Load Factor

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## PURPOSE

The impact of Covid-19 virus in aviation cause the decline in traffic internationally leaving the airlines with huge revenue gap and drastically decrease of load factor. The biggest challenge in commercial aviation's history is when the recovery starts, aviation needs to be ready for helping to restore battered economies and lift people's spirits through the power of travel (IATA,2021). The main objective of this secondary research aims to investigate the practices the aviation world planning to implement so they will be ready for the restart safely through IATA guidelines.

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## RESEARCH METHODS

This is secondary research based on a study of the guidelines, procedures, safety measures and practices that already have been applied or to be applied in the future, in the aviation world. More specific has been studied the guidelines of IATA for health and safety for airlines and air transport professionals and the response from the airlines in an effort to bring back the load factor through passenger recovery.

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## RESULTS AND DISCUSSION

After the stabilization of COVID-19 outbreaks and governments' readiness to open up travel, the standardization of aircraft cleaning and disinfection processes is essential to successfully restart aviation operations and reinstall passenger confidence. It is important to emphasize that any measures taken due to COVID-19 shall be progressive and should be adjusted to the existing situation or reduced and hopefully removed as conditions improve from region to region or country to country. The research with updated elements should be continuous.

Aviation's post-pandemic recovery will require a new level of cooperation across airlines, airports, air navigation organizations, partners, security agencies, support services, commercial and retail services, regulators, and customers. The preflight and post-flight actions and procedures will result in good

practices for a safe gradually aviation restart through the passengers' confidence for travel after stabilization of COVID-19 outbreaks and governments' readiness to open up travel (Curley, 2020). Will the airlines manage to regain the passengers' confidence to remain viable? Is this the key for load factor positive results?

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## IMPLICATIONS

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The airlines and airports are prioritising the safety of the personnel and passengers so there will be confidence and trust in the aircraft and airport environment maximising the contactless processes keeping travelers and travel providers' staff, healthier (Wyman,wttc,2021). This will boost passengers' confidence to fly, lead to the increase of flights' load factor and most possible it may increase airlines' revenue helping the recovery. The role of the airport authorities and the governments' decisions needed to be under research.

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## KEYWORDS

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Aviation, safety procedures, guidelines, pre-flight, post flight, load factor

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# “Customers and passengers' satisfaction in conjunction to governments' restrictions applied by aviation industry during health crisis in European and International Level”.

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## PURPOSE

What are the effects of health restrictions during health crisis in the aviation industry? How these affect customers' and passengers' services and satisfaction in European and International level? How the aviation industry adopts and applies the government's regulations and in what extent has affected the customers and passenger's satisfaction?

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## RESEARCH METHODS

This article has an attempt to shed light in the customer satisfaction during the COVID-19 pandemic crisis by facilitating a bibliographical research by employing Greek and international articles and websites published during January 2020 to February 2021. This research will focus on the customers and passengers' satisfaction in a European level. In doing so, I will try to analyse articles from international editorials like Longdom Publishing SL as well as articles from websites that focus on aviation industry such, as 'Aviation Week Network', Flight Global, 'Airport Business-Airport Council International'. This research will have as a focal point the regulations that airline industry is forced to apply and will be in effect after the recent pandemic crisis.

The customer and passengers' satisfaction can be observed and compared by different factors. This research will not currently focus on the questionnaires answered by the customers and passengers via email once they have completed their journey or they have reached their point of destination, due to the fact that this will subsequently entail a quantitative research. Instead this research will conduct a qualitative investigation of editorials and articles in websites by focusing on themes (factors) like the ones mentioned below: 1. The number of passengers for

specific destinations before and after the spread of the health crisis globally 2. The hotel occupancy during 2019, 2020 and 2021 3. The analysis of ICAO regulations from 2019 up until now 4. The amount of cancellations and rebooking of tickets from passengers 5. The national restrictions in internal and international aviation industry such as covid testing certificate or certificate of COVID 19 vaccination.

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## RESULTS AND DISCUSSION

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Due to the recent health crisis, the trend shows that passenger satisfaction is declining with the service they receive from airlines and this is showed from the analysis from the aforementioned factors. An important role plays the psychological condition of passengers, such as fear, insecurity and future uncertainty. Nevertheless, airlines in cooperation with European governments that receive a lot of tourism are trying to find commonly accepted and sustainable solutions, so that tourism can be regained based on new data and through new policies. These policies and solutions will tackle with the factors mentioned above and this will possibly restart the aviation and airline industry from the beginning.

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## IMPLICATIONS

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Following the outbreak of the global financial crisis in 2009, the global market undergoes a number of serious challenges. The touristic sector remains a key area with the potential to provide economic growth and job creation despite the health crisis. Particularly, it can be said that tourism plays a vital role for many European countries, such as Greece, Italy, Portugal, Cyprus and Spain, that their economic future depends on their heavy industry which are aviation and touristic industry. Such countries are influenced economically by the effects on tourism therefore they are most likely to find more quickly, effectively and alternative ways in order to attract back tourists and create a healthy and safe environment for them during the pandemic. They are doing so by proving solutions to the aforementioned factors that played a role in customers and passengers' dissatisfaction. Such solutions that will restart tourism are such as a certificate of COVID- 19 vaccination that could be possibly considered as a kind of passport entering a European country. Another solution could be that airlines could offer extra benefits to their passengers such as vouchers of equal value to the ticket purchased valid for redemption on any future flight within specific time. They provide also unlimited rebookings with no rebooking fees.

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## KEYWORDS

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Satisfaction of customers and passengers, national airline industry, health crisis, customer service, restrictions in airlines, restrictions, applications and adaptability of airline industry

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# Indications of tourism resumption: analysis of airport movements in São Luís do Maranhão, Brazil

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## PURPOSE

It is assumed that airport movement directly influences the tourism sector, since the modal is one of the main access and exit routes for tourists in São Luís. In this sense, we seek to analyze from the amount of boarding and landing of passengers in the year of 2020 at Marechal da Cunha Machado International Airport, in São Luís do Maranhão, Brazil, to understand about the possible signs of a resumption of tourism in the capital of Maranhão.

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## RESEARCH METHODS

This is an exploratory-descriptive research and quantitative (GIL, 2008). The data were collected monthly, between February 2020 and January 2021, in the statistics provided by the Infraero Transparency Portal - Brazilian Airport Infrastructure Company. The research universe includes passengers boarding and landing at São Luís International Airport, whose boarding correspond to those of origin, who start their journey at the airport, in addition to the passengers in connection; and landing are those of destination, who finish the trip at the airport, added to the passengers in connection (INFRAERO, 2021). It is worth noting that the numbers referring to the flow of passengers in the current month are always published in the following month, therefore, the data observed in this study include the flow from January to December 2020.

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## RESULTS AND DISCUSSION

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With the measures of social distance, decrees recommending the closing of trade in non-essential goods and services, voluntary quarantine and the lockdown carried out in some capitals, so the flow of passengers was affected in the most varied modes. At airports, the impacts of the pandemic can be seen through the number of passengers. In São Luís, the flow of passengers at Marechal da Cunha Machado International Airport in January 2020, represented the largest of the year, totaling 164,561 passengers. In February, when the first cases of Covid-19 were identified in the country, this number was 127,328. In March, with the multiplication of cases by Brazil, the number dropped to 88,617. In April and May, with the increase in the virus transmission rate, there was a significant drop in the number of passengers, with the totals being 10,652 and 9,327, respectively. In June, as a result of the measures imposed by the state government, Maranhão had the lowest transmission rate among the country's states (QUEIROZ, 2020). During this period, an increase in the flow of passengers started, with 18,631. As of July, it is possible to see a gradual increase in the total number of passengers with 39,732, followed by 49,199 in August; 62,089 in September; 72,953 in October; 83,612 in November; and in December, exceeding the mark of 100 thousand passengers, totaling 103,372. Thus, it is understood that the evolution in the flow of passengers throughout the year may be related to the sanitary measures adopted as a way of preventing the disease, national and international projects aimed at boosting the sector, such as the program "Resumption of tourism" - initiative the Ministry of Tourism of Brazil, in order to preserve companies and jobs in the tourism sector; improve the structure and qualification of destinations; implement biosafety protocols; and promoting and encouraging travel (BRASIL, 2021a).

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## IMPLICATIONS

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The data showed that the flow of passengers at the São Luís Airport increased gradually from June to December showed that people are resuming their travels and looking for the São Luís destination. Thus, it is estimated that these data provide information for the trade about the resumption of activity in a planned, gradual and safe way in the capital of Maranhão. However, it is worth highlighting the importance of future research on these tourists arriving in the capital, such as profile and satisfaction.

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## KEYWORDS

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Airport handling. Passenger flow. São Luís. Tourism.

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## ROOM 2 SPECIAL INTEREST TOURISM, Session Chair: Ioannis Valachis

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581 **Athina Papageorgiou and Tsakakis Grigorios,** Tourism destination growth through special interest tourism development in the post - COVID era: The case of the Prefecture of Chania

# Tourism destination growth through special interest tourism development in the post-Covid 19 era: the case of the prefecture of Chania, Greece

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## PURPOSE

The aim of this study was to identify specific special interest tourism forms that could efficiently develop in the prefecture of Chania, Crete, a very well known and established tourism destination, in order to assist in facing the challenges of the years to come after the covid 19 pandemic.

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## RESEARCH METHODS

For this a questionnaire was distributed to stakeholders and tourism-related professionals of the destination. Overall 540 completed forms were collected. Statistical analysis was performed using SPSS.

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## RESULTS AND DISCUSSION

Although most respondents think that the current tourism development status of Chania is satisfactory, 80% of them believe that the tourism product offered needs to be redefined in order to become more attractive in the competitive environment of the post-covid 19 era. For this almost 90% of the respondents think that the development of specific special interest tourism forms is necessary. Six forms were proposed: Cultural tourism (proposed by 71.8% of the respondents), gastronomic tourism (75.1%), adventure tourism (71.8%), religious tourism (56.5%) and sports tourism (53.6%).

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## IMPLICATIONS

It is concluded that local stakeholders and tourism professionals, along with the regional and the central government officials should analyse all available data and adopt a strategy to create the most appropriate infrastructure for each specific destination in order to develop the most suitable special interest tourism form.

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## KEYWORDS

Special interest tourism, tourism destination development, Chania Crete, post-covid 19 era.



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# Locals' Attitudes towards Begpacking: Some Empirical Evidence from Greece

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## PURPOSE

The current paper focuses on begpackers (i.e., backpackers who beg, busk or sell small items to fund their trip) in Greece. It aims at exploring locals' attitudes towards begpackers and measure their intention to give and the amount of money they would donate to a young begpacker who wishes to travel around the world. More precisely, the study concentrates on the following research questions: Q1: What are the attitudes of Greek residents towards begpackers?, Q2: How much money, if any, would they give to a begpacker, busker or someone who sells small items to travel?

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## RESEARCH METHODS

At a first stage 12 in-depth interviews were conducted. Based on the results of the qualitative research, a questionnaire was constructed. The questionnaire included totally twelve statements (5 positive and 7 negative) as a Likert-type scale (1= totally disagree, 7= totally agree) for three different short scenarios of a fictitious young man who wants to travel around the world, i.e. (a) a beggar, who directly asks for money, (b) a busker, who plays the guitar and asks for money, and (c) a seller who gives postcards at any price. Respondents were also asked if they would support each begpacker and how much money they would give. The final version of the questionnaire was distributed through social media (due to covid restrictions). Totally 302 questionnaires were fully completed and used in the analysis..

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## RESULTS AND DISCUSSION

Only 17.2% would give to the young man who begs to travel around the world and 19.5% would give when he sells postcards. On the other hand, buskers seem to be greater welcome as 39% of the Greeks participated in the study would intend to give some money. The average amount of money respondents would intend to give to a busker is €0.82, whilst this amount is lower for beggars (€0.60) and sellers (€0.53). Younger individuals and those who have a lower income are more likely to support a begpacker. On the other hand, education level was not found to significantly influence the amount that would be given to beggars and sellers, but had an important impact on the busker category. Logistic regression also demonstrated that gender plays an important role as women would give more money to all three forms of begpacking.

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## IMPLICATIONS

Although tourists and locals interact with beggars in most big cities, past studies which focus on begging/busking within the tourism context are very limited (Tolkach et al., 2018). The increasing number of backpackers (and begpackers) across the globe implies a new market and could have multiple managerial implications, such as the producing of products and services targeting this group, e.g., hotels and restaurants (Tomazos, 2015). Results of the study demonstrated that Greek people have, overall, negative attitudes towards begpacking. On the other hand, they have more favourable attitudes towards buskers. As most past studies agree, buskers are more welcome since they could be seen as a part of a

country's cultural life. Furthermore, as stated by Hirsch (2010) it's quite difficult to make a distinction between street artists and buskers.

Although it remains unknown if the Greek residents' negative attitude is influenced by changeable factors (e.g., covid, economic recession, etc) or the lack of a culture which would support an extreme form of alternative tourism, such as backpacking, it is concluded that backpackers in Greece would not receive great support. Backpackers could, however, increase their chance to receive support if they target women or/and younger people who have more favourable attitudes towards this lifestyle, as results of this study showed.

Thus, it may be concluded that the success of products and services that would target backpackers in Greece would be questionable. On the other hand, buskers e.g., who perform an art while traveling, seem to be more welcome and could potentially rely on Greek generosity to fund their trip.

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## KEYWORDS

backpackers, backpackers, buskers

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# Causal Factors Measuring the Success of Health Tourism in Sri Lanka: A Study Reference to Kandy

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## PURPOSE

Tourism is an umbrella term and it is a globalized industry. Health Tourism is an extra ordinary alternative niche, since it attracts tourists by boosting its healthcare facilities and services in the destinations. Medical tourism is a direct result of the globalization of healthcare services. It occurs when tourists travel outside of their home environment with the main purpose of receiving medical treatments with a visit that lasts no more than a year. As interest in the health has dramatically increased, the health tourism segment in the tourism industry has become an emerging niche market. The development of the medical tourism promotes the exchange and interaction of knowledge worldwide, which propels relevant industries in the medical and tourism sectors as well as the advancement of society. Many countries are currently setting up legally and practically to capture this market, which significantly contributes to the economy of each country by offering healthcare facilities and services to health tourists. Health tourism includes medical tourism plus wellness tourism. In consonance with that, this study evaluate the causal factors in measuring the success of Health Tourism in Sri Lanka, Kandy. The primary objective of this paper is to delineate the causal factors which leads to the success of Health Tourism in Sri Lanka while the secondary objective being the identification of the level of satisfaction of health tourists in Kandy, Sri Lanka.

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## RESEARCH METHODS

A mixed research approach was employed in this study using the tourists occupied in Spa and Aurvedic type Hotels around Kandy region in Sri Lanka as the population, while 110 of them being the sample for the study. Judgemental sampling/purposive sampling technique was used in modelling the sample for the study. A self-administered questionnaire based survey containing 7 point lickert scale was conducted as the data collection method. Initially, an Explorative factor analysis was adapted to identify the exact success factors in evaluating the success of Health Tourism in Sri Lanka. Further, it is used for exploring the relation among variables to check whether they are consistent with a specific understanding of the theory, which is test for theoretical concept. Thematic analysis was used to evaluate the level of satisfaction on health tourism offered in Kandy, Sri Lanka.

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## RESULTS AND DISCUSSION

Uniqueness, Medical- Specific factors, wellness-Specific factors, Economic factors, cultural fators and Infrastructure and Regulation factors were the identified key contributors for the success of Health tourism in Sri Lanka through the factor analysis. Medical-specific factors and Wellness-Specific factor are the highest success factors while the cultural factors being the least. Advanced quality of medical skills and facilities and sufficient number of reliable specialists related to the aurvedic treatments were



the two major attributes accentuate with related to Medical- Specific factors. Wellbeing, relaxation behaviour,enhancement of health and Leisure are the attributes highlighted in Wellness- Specific factors.The thematic analysis revealed that Sri Lanka can be promoted as a Health Tourism Destination with its unique ways of treatments and remarkable hospitality. The trust on Aurvedic treatments in Sri Lanka is highlighted and Cultural factors being the barriers for the development of Health Tourism is debatable.

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## IMPLICATIONS

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The results suggest that Sri Lanka has a huge potential to market as a Medical Tourism Destination since it encompasses with unique way of Aurvedic treatments along with meditational facilities. The Spa and Aurvedic hotels needed to be rethink on their policy and regulations regarding the health tourism treatments and need to be adhere with the government laws.Standadizing the concepts through clear set of framework will lead the country as a renounced destination as medical tourism around the world.Specific public agency needs to initiate and regulate the medical tourism industry to systematically monitor it. Amendments in existing laws as per the world evolution is a must since cosmetic/aesthetic field of medical tourism in highly concerned topics in this century to proactively attract potential medical tourists. Cultural disturbances need more concentration in the promotion efforts of Medical Tourism in Sri Lanka.Further studies related to competitive attributes, push and pull motive,new positioning strategies and medical destination selection of a Medical tourism needed to be carried out.

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## KEYWORDS

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Health Tourism, Medical Tourism, Wellness Tourism, Medical-specific factors, Wellness-Specific Factors

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# Assessing the impact of coastal tourism in Mangalore: A community perspective

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## PURPOSE

The primary objectives of the study are to explore the concept of coastal tourism and examine its role in the lives of the local community as well as to analyze the impacts of tourism on the local community in Mangalore. Finally, it also recommends strategies to minimize the negative impacts of coastal tourism development in the study area. The hypothesis is formulated, whether any significant relationship exist among demographic variables of the local community and attitude of local community towards coastal tourism development.

H<sub>1</sub>: The gender has a direct influence on attitude of local community towards coastal tourism development

H<sub>0</sub>: The gender has no direct influence on attitude of local community towards coastal tourism development

H<sub>2</sub>: There is significant difference between local community perceptions about environmental impacts of coastal tourism

H<sub>0</sub>: There is no significant difference between local community perceptions about environmental impacts of coastal tourism

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## RESEARCH METHODS

The methodology of the current study depends upon sound research design and includes a combination of both descriptive and analytical research. Data is collected using both primary and secondary sources. The primary data was obtained by conducting a survey, using well-structured questionnaires and the secondary data has been collected from various sources such as Tourism Development Authority, books, journals etc. Convenience sampling method has been used in this research. Five different beaches of Mangalore were identified and samples have been collected. The population comprises of the local communities of coastal Mangalore. Thirty questionnaires were administered to 30 households to understand their response in connection with their participation, socio-economic benefits, and their expectancy about the tourism developmental approach. The data collected has been analyzed and interpreted by using various statistical tools such as independent sample t test and ANOVA. The inevitable question raised in this context was whether tourism activities in Mangalore is a community development approach rather individual benefits. Among 30 respondents it is analyzed that 23.3% of the respondents disagree with the above statement, while 30% respondents positively agree that tourism activities in Mangalore is a community development approach.

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## RESULTS AND DISCUSSION

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It is not possible to accomplish studies on analysis of the framework of relationships between the tourism impacts and the immediate environment without taking into account the perceptions of local communities on coastal tourism development. From the study it is clear that the gender does not have direct influence on attitude of local community towards coastal tourism development and thus the null hypothesis is accepted.

To determine the variance of opinion among the respondents, the local community is subdivided into various groups on the basis of occupation and monthly- income. In order to find out the group-wise variability in the response on environmental impacts, the group-wise means of different categories were worked out and ANOVA was carried out. The findings indicate that, the government servants, students and private professionals rated tourism's positive environmental effects as high, while self-employed people and agriculture/farmers rated it as low. The ANOVA test shows the significant variation among the groups.

It is evident from the analysis of assessing the impacts of coastal tourism in Mangalore; there is a statistically significant difference in the view of the local community based on their occupation and income group. However, it may be noted that it is quite essential to educate the local communities in order to create awareness about the importance of coastal resources and the relevance of the sustainability approach in coastal tourism development. Therefore, destination management organization should take proper initiatives to adopt sustainable development practices in the tourism activities as it will help to balance the natural environment or ecosystem as well as ensure sustainability of coastal resources for both present and future.

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## IMPLICATIONS

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The findings usually show that communities visualize that tourism policy makers should involve them in tourism development activities in order to have added positive economic benefits. Coastal tourism empowers and encourages local communities to transform local tourism products such as culture and heritage into sustainable revenue-generating projects while offering a unique experience to visitors. The current research is proved helpful to the local communities through analysis of economic benefits derived from tourism. The further research should be redirected on how to develop a sustainable coastal tourism development model in which a suitable balance is established between the three dimensions of environmental, economic and socio-cultural aspects to guarantee its long-term sustainability. It is to be noted that the present study is conducted only in coastal regions of Mangalore. Further research can be conducted by including more unexplored coastal destinations of India.

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## KEYWORDS

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Coastal tourism, Tourism impacts, local community, sustainability

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# Filipino Hilot: Exploring its Opportunities as the Primary Wellness Tourism Product of the Philippines

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## PURPOSE

*Hilot*, a traditional healing practice, has a vital role in the medical culture of Filipinos. While institutions acknowledge its potential as a prime wellness product, some factors have hindered its development. For instance, when visiting the Philippines, most tourists are offered Swedish or Thai massages instead of the traditional Filipino *hilot*. Further, medical professionals have labeled it as a form of quackery, given the lack of evidence on its efficacy. Hence, the study aims to determine how *hilot* can be positioned as a primary wellness tourism product of the Philippines amidst the cultural aspects that affected its development, and the current conditions surrounding wellness tourism.

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## RESEARCH METHODS

This study adopted a mixed-methodology approach to provide representative assessments of the Operational Environment in Product Development framework of García-Rosell, Haanpää, Kylänen, and Markuksela (2007). The framework of Tourism Product Concentration and Diversification in Destinations by Benur & Bramwell (2015) was likewise used to understand better the relationship among the operational environment in product development.

Using the case study approach, a location known as the center for *hilot* (*Parahilot Capital – Magarao, Camarines Sur, Philippines*) was the study area where qualitative semi-structured interviews took place. The researchers were able to reach six (6) *hilot* practitioners through snowball sampling. Alternately, the researchers conducted self-administered online surveys with more than 200 wellness consumers who were gathered through various social networking sites. In analyzing the qualitative and quantitative data, the researchers used thematic analysis and analysis of the central tendencies and variability, respectively.

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## RESULTS AND DISCUSSION

Data gathering and analysis came from a systemic perspective where the tourism supply and demand interplay in a dynamic system. Practitioners from Magarao represent the tourism supply. In contrast, secondary wellness tourists, single females aged 21 to 29, mainly represent wellness tourism demand from the sample studied. The definition of *hilot* is an alternative healing practice and a wellness product

grounded on culture and tradition. Consequently, two of the cultural aspects affecting the development that emerged were skepticism and misinformation towards *hilot*.

Through the interplay of the tourism supply and demand, *hilot* can be a primary wellness tourism product by: establishing the quality of service provided by the practitioners, understanding the socio-demographic profile and motivations of wellness consumers, and ensuring that in developing *hilot*, its culture and tradition should remain. Furthermore, the onslaught of the COVID-19 pandemic has paved the way for re-invented ways both in consuming and presenting or supplying wellness tourism products. *Hilot*, on the other hand, remains greatly challenged due to the nature of the practice and the uncertainties brought about by the pandemic.

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## IMPLICATIONS

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This research suggests more studies and increased awareness about the traditional Filipino *hilot* are ultimately necessary in order for it to be a prime wellness product. Part of this is to establish the brand values of wellness using the Filipino culture as an anchor. In support of this would be to improve tourism promotion, information, and education about *hilot*, and increase the variety of products that complement *hilot*. Additionally, the inclusion of modules on health and safety protocols is necessary for the new standards brought about by the COVID-19 pandemic.

The researchers suggest that for further study, the themes may relate to *hilot* in other places in the Philippines, a comparison of *hilot* among other Filipino ethnomedicine, intensive research on different strategic options of *hilot* for product development (product concentration and product diversification), and an analysis of the implications of COVID-19 to wellness tourism.

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## KEYWORDS

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Product Development, Co-Creation, *Hilot*, Traditional Healing Practice, Wellness Tourism

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### ROOM 3 CONSUMER BEHAVIOR IN TOURISM, Session Chair: Georgios Tsekouropoulos

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# Factor influencing Indian tourist behaviour

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## PURPOSE

This research was to seek a greater understanding of travel behaviour of Indian emerging tourist market using Phuket, Thailand as a data collection site

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## RESEARCH METHODS

A quantitative research design with survey instrument was used in this study. Convenience non-probability sampling was employed to a potential Indian tourist. The instrument for this empirical study was a questionnaire which developed based on the initial literature review. Two major sections of questions relate to the key constructs (i.e. theory of planned behaviour items, travel motivation, destination image, and travel intention). The existing research assisted in refinement of survey instrument. The questionnaire items in relation to the planned behaviours were adapted from the previous research (e.g., Ajzen, 1991; Hsieh et al., 2016; Jordan et al., 2018). Questions were adapted from the existing research (e.g., Caber & Albayrak, 2016; S. H. Park et al., 2017; Siri, Kennon, Josiam, & Spears, 2012) then adapted items to be suitable to Phuket destination image. Screening questions were asked to ensure that the sample respondents were English speaking Indians. An online questionnaire were distributed to 400 potential Indian tourists and 368 usable cases were used for iterative regression analyses.

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## RESULTS AND DISCUSSION

Of the 368 usable cases, more respondents were male than female. More than half of them were in their 21 – 30 years old, followed by those who were in 31 – 40 years old. More than 60% of them were single and obtained their Master's degree or higher. The majority of the respondents (53.80%) were those who preferred to travel independently, the rest of them wanted to take a package tour. Nearly 90% would be a first-time tourist in Phuket. Nearly half of them preferred to travel with friends while 40% of them would take a Phuket trip with spouse or partner. More than 90% had the key travel purpose as vacation and only 5% of them would engage a honeymoon trip. The average preferred length of stay is 6.32 days.

The factor analysis with varimax rotation indicated six factors. The first three factors consisted of Attitude, Reference group, Travel constraints, and Travel Intention. The other two additional factors involved factors related to Travel motivation, and Destination image. The findings indicate Attitude, Travel motivation, and Destination image are significant predictors for travel intention. While Travel motivation referred to Exploration and Variety, Destination image in this study was defined as Infrastructure, Comfort, and Hygiene. Infrastructure had the strongest effect on Travel Intention, followed by Attitude. The current study supported the findings from Siri, Kennon, et al. (2012) who showed both push and pull factors stimulated these Indians to travel. In their study, the most important motivations were to have fun, followed by to enjoy the beautiful environment, scenery, and beaches.

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## IMPLICATIONS

This research is among the early studies to provide deeper understandings of Indian tourist market and explain predictors of the Indian tourist intention to visit Phuket. This research adopted the extension of the theory of planned behaviour by including travel motivation and destination image into the original model to examine tourist intention. The current findings reveal that in the context of potential Indian tourists travelling to Phuket, attitude, travel motivation, and destination image are key predictors for travel intention.

The practical implication is also provided. For example, the government and tourism policy makers should concern basic infrastructure and unique destination image to satisfy potential tourists and to meet tourists' need. In this case, availability of public transport needs to be discussed. Furthermore, the government should ensure availability of onsite travel information. These aforementioned features bring better infrastructure and higher quality of tourism destination. This, perhaps, is a way to improve destination image. This research explored Indian tourist behavioural intention. Further investigation should involve actual behaviour.

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#### KEYWORDS

Indian tourists, Travel behaviour, Emerging tourist market

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# Greek students' eating habits and the effects of gastronomic tourism marketing

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## PURPOSE

This research aims to examine whether gastronomic tourism marketing affects students' eating habits on their school trips, residing in the Region of Central Macedonia. The hypotheses of this research is that there are many factors that affect students' eating habits on their school trips, such as gastronomic tourism marketing, school and parents. The research questions are:

1. What are the ways that gastronomic tourism marketing uses to affect students to consume local foods on their trip.
2. What are others factors that affect students' eating habits besides gastronomic tourism marketing.
3. What are the ways of Parents that influence the dietary choices of students.

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## RESEARCH METHODS

In order to address research questions, research was conducted both on a theoretical and a practical side. For realization of theoretical part, information was extracted from articles by foreign authors. As far as the practical level is concerned, the findings and conclusions emerged from conduct of primary qualitative research through closed-ended questionnaires that were sent electronically and by random sampling to parents of teenagers in the Region of Central Macedonia. The research sample selected was 200 families with teenagers aged 15 to 17 years. Then there is quantitative analysis where tables and charts that emerged from research and from answers that had given to the questionnaires through SPSS program are analyzed.

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## RESULTS AND DISCUSSION

According to answers given to the first research question it is concluded that frequency of gastronomic food advertisements affects students to consume the local foods (AR = 4.09) On the contrary, "Influencers" are less influential. (AR = 3.44). According to the answers given to the second research question it is concluded that parents influence students' eating habits in addition to advertising (AR = 4.41) followed by school (AR = 4.02). According to answers given to third research question it is concluded that parents influence students' dietary choices with their diet (AR= 4.37). On the contrary, financial level of parents has less influence (AR = 3.33).

Especially, results showed that students' habits on their trip are affected by gastronomic tourism marketing, parents and school.

The results of the research showed that the frequency of advertising, then the advertising on social media and on YouTube and last the influencers, affect students consume the local foods on their trip. Also other researches showed that exposure to advertisements has a positive effect on students' preference for food (Auty and Lewis 2004) and (Chamberlain et al. 2006). Also another research found that "the influencer marketing" is a very important way that influence the decisions via Internet and social media (Tsekouropoulos and Theocharis 2019).

According to this research, also parents influence students' eating habits more with their diet, their body mass index, their educational, social and financial level. Another research found that both parents' body mass index and education play an important role in students' dietary choices (Lazzeri et al. 2006). Another research found that social and economic level of the family influences students' nutrition. (Huffman et al. 2009).

School is another factor that influences students' eating habits. Others studies have reached this conclusion, too. Schools are very important and influence students' health-related behaviours (Welker and Lott 2016). Moreover, teachers can carry out activities that promote the best eating habits (Tobias et al. 2012).

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## IMPLICATIONS

In conclusion as we understand, each researcher found a different factor that affects students' nutrition habits. So, when students travel, it isn't sure if they consume local food or not. This research was found that gastronomic food marketing affect students' eating habits on their trip but it isn't the unique factor. Especially in this research was found the rate of each factor that affects students' eating habits on their trip. However, this study doesn't show the rate of students' consumption of local food. So this is a reason for what this detail can be discovered by mean another research.

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## KEYWORDS

gastronomic tourism marketing, parents, schools, students, eating habits

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# The Impact of Social Media Marketing on Consumer Behavior in Saudi Arabian Tourism Industry

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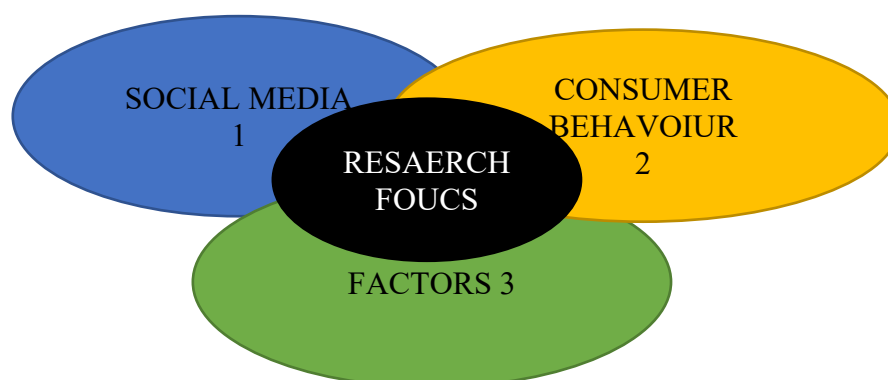
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## PURPOSE

The paper studies the role of social media marketing in consumer behaviour on Saudi Arabian tourism industry . The main attention is paid to the fact that social media marketing engages the consumer and determine the different tools of social media in tourism development .The Study was conducted in Saudi Arabia Tourism market .The results showed that 92.4% of the customer purchase intention has been explained by Social Media Marketing . The results are statistically significant . The objectives of this study was to investigate the influence of social media marketing on consumer behavior , to drive tourism buseness growth For this purpose, a research questions is raised :

How marketers can use social media to influence consumer behaviour ?



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## RESEARCH METHODS

Qualitative and quantitative methods have been chosen for studying the and respectively, the study consisted of two steps. At the first step were selected 30 local Travelling Agencies for the qualitative survey and hypothesis formulation. In the second step were conducted online and face to face survey respondents through the country. A systematic random sampling method was used and the survey was carried out to 600 respondents by suing a well-structured question are .280 men and 320 women were participated in the survey. The confidence interval is 95 % and standard deviation is 1,96 % . The questionnaire included personal characteristics of the respondents and 18 statements regarding to the impact of social media marketing in promoting tourism industry in Saudi Arabia. A five point Likert scale was employed to measure the consumers attitude and perception toward social media ( Malhotra ,

2008) the data collected for the study were analysed by using SPSS version 21.0. Numerous hypotheses were formulated, focusing on the relationship between social media and buying behaviour of Saudi consumers.

FIGURE : 1.1 SAUDI ARABIA SOCIAL MEDIA USERS 2020

TOTAL POPULATIONS OF SAUDI ARABIA	34.54 MILLION	100 %
INTERENET USERS IN SAUDI ARABIA A	32.23 MILLION	93.31 %
ACTIVE SOCIAL MEDIA USERS	25 MILLION	72.38 %

## RESULTS AND DISCUSSION

Marketing study showed that among the social media platforms, You Tube is mostly spread in Saudi Arabia. Its used by (76 %) of respondents. Then follows Instagram ( 65 % ) . Facebook (62%) . The study reveals, that social media marketing activity of travel agencies increase consumer's internet and reliability which leads to customer satisfaction. The result approves, that social media marketing impact on consumer's satisfaction. Consumer included in the sample survey from Saudi Arabia Tourism Indusrty use a lot the interent and the social media , and spend considerable time ( most of them spend more than 5 hours per day ). The vast majority of respndents have interent access via mobile and booked their holiday bookings using social media . The most used social media in Saudi Araba are social networks ( Instgram , Twiter , Snapshat and facebook , while the least are Blogs and the Microblog . This high share of using the social media by consumers in Saudi Arabia is also impacting their behaviour as consumers, affecting each of the stages of consumer decision making process, the influential factors of this process ( motivation, attention, learning, memory ).

## IMPLICATIONS

The consumers of social media in Saudi Arabia are found to be greatly attracted towards social media notifications, information, current affairs ,news , and entertainments . Thus for social media marketers, its recommended to keep their social media activities .Thus the future researchers have loads of opportunities to explore this subject further. Present study investigated the impact of social media marketing on consumer behaviour . A good number researches have been done on the topic specially in developed countries , However presently the social media have gained tremenfous popularity in developing countries including the Middle-East in general and Saudi Arabia in particular . infact social media marketing should be appropriately planned and implemented to increase the sales and profit . . Importantly , social media marketing influneces different secotrs shuch as travel and tourism .

## KEYWORDS

Social Media , Consumer Behavior , Tourism Industry

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# Young Tourists' Trust in Instagram Travel Influencers and their Intention to Visit Travel Destinations

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## PURPOSE

The COVID-19 pandemic and the prolonged confinement have halted and restricted travels; however, tourists still crave and have a desire to travel. As a result, they resort to social media, especially Instagram, to revisualize traveling by following travel influencers. As the population of Instagram is comprised of a majority of young people, this study investigated the young tourists' trusts towards the Instagram travel influencers. This study is particularly interested in examining what aspects of the travel influencers' Instagram posts that can successfully spark the intention of their followers to visit a destination promoted/recommended. The key goals of this study, therefore, are 1) To analyze how young tourists' perceive Instagram travel influencer 2) To identify which of the attributes of Instagram travel influencers have the most significant impact on young tourists' trust, and 3) To examine the relationship between trust towards Instagram travel influencers and intention to visit travel destinations.

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## RESEARCH METHODS

This study employed a quantitative approach by collecting the data through a survey questionnaire distributed online. A total of 401 young tourists responded to the questionnaire. The criteria for the selection as the participants are that the age is within the range of 18 to 30 years old and follow at least one Instagram travel influencer in Malaysia. To analyze the data, this study computed the multiple regression analysis to test the model fit of the data and to predict the intention to travel among the young tourists.

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## RESULTS AND DISCUSSION

The multiple regression yielded 63% variance in the intention to travel accounted by the predictive factors (i.e., quality of information, attractiveness of content, credibility, authenticity, and perceived popularity and engagement). Perceived popularity and engagement is the factor with the largest coefficient (beta

= .246) indicating the strong influence towards the young tourist intention to travel. Besides, this result also indicates that the young tourists trust influencers with more engagement and high followers. Interestingly, authenticity had the smallest regression coefficient (beta = .128) indicating a small influence toward tourists' trusts of the influencers. Other factors are comparatively similar in the coefficient magnitude.

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## IMPLICATIONS

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Destination marketers using Instagram influencers can utilize the findings of this study to re-strategize the attributes that lead the tourists to have the travel intention. Also, this study makes recommendations for the Instagram travel influencers to incorporate important elements in their posts and stories to be more beneficial for their young followers.

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## KEYWORDS

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Instagram Travel Influencers, Trust, Social Media, Intention to Visit.

# Families with children as a market for wine tourism? Insights from a systematic literature review

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## PURPOSE

Families are a significant tourism segment, being considered a potential market for wine destinations by some studies (Cho, Bonn & Brymer, 2017; Sigala, 2018). However, they are not commonly described as typical wine tourists, while some authors refer to the presence of children as a disincentive to engage in wine tourism (Charters & Ali-Knight, 2002; Brown & Getz, 2005). Considering this duality, a question emerges: are families with children a relevant market for wine tourism in the view of tourism scholars? Thus, this study aims to explore how the academic literature on wine tourism approaches families with children, identifying their presence as a travel party among the visitor profiles described, verifying mentions to family and child-friendly wine tourism provisions and, finally, recognizing whether they are understood as an effective, potential or irrelevant market.

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## RESEARCH METHODS

This study consists of a systematic literature review (Petticrew & Roberts, 2006), conducted in the Web of Science and Scopus databases, with complementary searches on EBSCOhost. Different search terms were applied to identify peer-reviewed studies about wine tourism markets and visitor profiles: *wine tourism*, *wine tourist*, *winery visitor* combined with *profile*, *behaviour*, *segment*, *market* and *experience*. From a total of 758 results, 221 duplicates and 97 non-relevant records were excluded. The remaining records were assessed for eligibility, being 360 fully available for download. Since the child's presence is the feature that distinguishes a family from other travel groups (Wu, Wall, Zu, & Ying, 2019), these documents had their full text screened to find mentions to children when discussing the profile of current or potential visitors, as well as facilities and services provided for them. The final sample comprises 80 documents published between 2002 and 2021. The analysis applies quantitative measures (publication year, research area, country) and provides a qualitative synthesis to summarize results.

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## RESULTS AND DISCUSSION

Many studies published between 2002 and 2011 emphasize incompatibilities between wine tourism and the presence of children, which is considered a constraint for the activity (Tassiopoulos, Nuntdu, & Haydam, 2004). Still, some mention that part of their study sample consists of couples with children left at home, which may be understood as a hidden potential (Brown & Getz, 2005), that may be addressed

with family-friendly services and facilities (Cohen & Ben-Nun, 2009). In this sense, in the last decade, an increasing number of studies refer to attractions and destinations that already host families with children or provide facilities suitable to them. Moreover, the inclusion of different audiences - like the elderly, people with disabilities and children - is considered a crucial factor for inclusive and sustainable tourism (Karagiannis & Metaxas, 2020). The few studies that deepen the discussion on wine tourism with children highlight the challenges regarding their specific needs and preferences, and the ethical issues related to alcohol consumption, which seems to be more vital for some cultures, while others associate wine with a regular lifestyle (Cho et al., 2017; Sigala, 2018).

The present review contributes to wine tourism research by showing that, according to the studies analysed, families with children, even if controversial, may constitute a market for wine tourism destinations and attractions, especially through innovative services and activities that explore the wine culture together with nature, landscape and cultural heritage. It also reveals a lack of attention paid to this specific tourist market, its behaviour, needs and experiences sought and lived.

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## IMPLICATIONS

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This study reveals different perspectives on how scholars view families with children in wine tourism: while early studies tend to highlight their incompatibilities with wine tourism, recent investigations point to some possibilities (and also challenges) to integrate them, considering all the *terroir* resources. Hence, destinations and providers may innovate and enhance their competitiveness by targeting also this market with differentiated tourist experience opportunities. Further research should deepen the analysis of family wine tourism, revealing the opportunities and challenges of addressing this market through studies on their specific motivations, needs, preferences and constraints regarding wine tourism.

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## KEYWORDS

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Wine tourist, family tourism, children, wine tourism supply.

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# Tourist Behaviour, Typology and Travel Motivation in Covid-19 Era

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## PURPOSE

The purpose of the study is to investigate new forms of tourist behaviour, identify tourist typologies and patterns and their differences in terms of travel motivation during the Covid-19 era. Specifically, the research outcome will highlight the change in tourist behaviour and how different tourist groups behave in terms of travel motivation within the particular time period of the pandemic. Tourism was one of the sectors affected the most by the pandemic (Marques Santos, et al., 2020). Financially, the impact of the Covid-19 crisis is estimated to be much greater than the changes brought about by the global economic crisis of 2008 (Gössling et al., 2020;). The pandemic crisis potentially changes the tourism landscape and tourists' preferences and typologies (Oya, J. et al., 2021). Identification of those changes could lead to a better adaptation of the tourist sector to the new circumstances and to a faster recovery from the consequences of the pandemic (Matiza, 2020; Wen et al, 2020).

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## RESEARCH METHODS

A quantitative research was conducted among 499 Greek tourists. A questionnaire was created based on the study of Kusumaningrum and Wachyuni (2020) with the necessary adaptation to the current study case. An initial pilot study supported the reliability and validity of the data collection tool. A random purposive sampling method was used and the participants were notified about the purpose of the study and moral considerations. The research took place within the time frame between February and March 2021 and the data were verified and analysed using descriptive and inferential statistics. Among others, variables measured were the intention to travel, travelling motivation and tourists' typology categories.

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## RESULTS AND DISCUSSION

The findings illustrate the intention of the participants to travel after the Pandemic, their choices and preferences, which highlights important changes that occurred during this period and should be taken into account for managerial strategic planning purposes. The main motivation for travelling was physical/self care motivation ( $M = 4.32$ ,  $SD = .971$ ) followed by escape motivation ( $M = 3.84$ ,  $SD = 1.096$ ) and interpersonal motivation ( $M = 3.66$ ,  $SD = 1.357$ ). This finding suggest a small shift in tourist motivation since doing something new and outside the customary is more important than before. Finally,

various tourist typology categories were found to have significant differences in terms of motivation and preferences ( $p < 0.05$ ). Specifically, the “drifters” state to a greater extent that they will travel after the pandemic to destinations with low frequency of incidents of Covid-19 ( $M = 3.13$ ) and that they will be anxious about travelling after the pandemic ( $M = 2.33$ ). This type of tourists responding positively largely mention that after the Pandemic is over, they want to travel where they have never been before ( $M = 4.44$ ), and that they want to plan and create their travel itinerary ( $M = 4.53$ ), as well as travelling and interacting with the environment and local people ( $M = 4.18$ ). Additionally, male respondents were found 2.19 times ( $\text{Exp}(B)$ ) more likely to be positive, while the same applies to those stating more assertively that after the Pandemic is over, they only want to visit popular destinations ( $\text{Exp}(B) = 1.786$  times) and those stating that they will travel after the pandemic because they want to meet relatives and friends ( $\text{Exp}(B) = 1.593$  times).

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## IMPLICATIONS

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The research findings could lead to a more targeted approach pertinent to the package provided by a potential tourist destination. This approach should include new, less conventional activities as well as the inclusion of a more personalized offer based on the types of tourists that a destination aims to attract. Tourist typology categories should be assessed and be taken into consideration during the strategic planning process, which will lead to a more precise and targeted actions as well as to new business models on the tourist sector based on new tourism patterns. Finally, a future research can focus on a comparison of the research findings at three different time points, namely before, during and after the pandemic in order to detect the changes in tourism behaviour and typologies and the sectors affected the most within a crisis – e.g. a pandemic.

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## KEYWORDS

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Tourist behaviour, Tourist typology, Travel motivation, Covid-19 Tourism patterns

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# New food tourism demands: Tourists nutritional habits revival traditional ethnobotanical knowledge

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## PURPOSE

Covid-19 pandemic brought mobility changes over the world, so and in Serbia, areas with low population density became dominant centers of creating a tourism offer. Searching for natural, wild areas out of cities, tourist transformed tourism. This represents a great chance for developing food tourism based on wild herbs in Serbia. Research focused on increased tourists demand for wild, natural plant based food rich in nutraceuticals, as well as new habits in tourism places: 1. Self-preparing food with avoidance physical contact with host, 2. Collecting wild plants and local products based on tradition knowledge, 3. Potential contribution in novel food tourism in rural areas in post covid-19 period.

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## RESEARCH METHODS

Research was conducted in rural tourism areas in the R. of Serbia, along the geographic gradient (north-south, west-east). Research included 169 structured ethnobotanical questioners with unequal regional distribution among tourists, designed to document basic data of the respondents and data related to research focus (the most use plant species, local food products and techniques).

The collected ethnobotanical data was quantitatively analyzed using descriptive statistics for the first part of questioner and indices of Relative Frequency Citation (RFC), Use Value (UV) and Pearson Correlation Coefficient (PCC) for focused theme. Comparison between groups conducted in SPSS statistic software, and graphically presented using Venn diagram. Final results visualized using GIS software Arc-GIS online version.

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## RESULTS AND DISCUSSION

The results show obvious transformation conventional to innovative rural: 1. Increased demands for wild edible plants/products; 2. New techniques in preparing food; 3. Increased demand for changing nutrition offer in rural tourism areas. New trends in nutrition based on wild edible plants in food and beverage (spices, fresh salads, tea, fruits, vegetables, non-wood forest products in the preparation of liqueurs and infusions drunk daily or after meals aimed to improve immunity. Searching for traditional recipes for self-preparing, tourists animated local host to change local gastronomy offer. According to the results it was extracted 30 the most used species including local agricultural products and 4 main groups of utilization. Demands for plants and final products vary depend on geographical region, natural resources availability and local tradition diversity.

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## IMPLICATIONS



Research findings documented increased demand for healthier nutraceuticals in post Covid-19 period that brought range on changes and new tasks for rural sector in future. Developmental activities, socio-cultural transformations, environmental changes, lack of interest and knowledge among young generation are the major reasons for decline in rich nutrient food consumption. This is new chance to changing habits. Renewed interest in tradition foods consuming can be exploited through the future food tourism. The next step is to research local host perspective and their readiness to change commercial gastronomy offer and comparison in functional food elements between conventional and new offer.

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#### KEYWORDS

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Wild edible plants, plant based food, food tourism

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#### **ROOM 4 COVID 19 AND HOSPITALITY, Session Chair: Panagiota Balaska**

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# COVID-19 : Hotel Re – Opening Planning

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## PURPOSE

This research paper discusses the effects of COVID-19 on hotel marketing and management practices and their recovery strategy then outlines re-opening plan to stimulate knowledge development in the hotel sector.

### *Research Question*

1. How the management teams can establish an action plan to ensure the safe opening of the hotel and make sufficient resources available to ensure that the plan, once developed, can be implemented effectively and quickly?

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## RESEARCH METHODS

### **Research Methodology**

This research is based on an overview of the relevant literature on hotel marketing and management as well as the hotel guest behavior.

### **The analysis plan identifies the key areas for the re-opening of a hotel:**

1. General Principals (hotel team and etiquette).
2. Pre Stay (reservations, web booking and distribution, C&E sales, upselling opportunity, communicate with guests, advertising, car parking, maintenance, lighting, sanitiser).
3. Lobby Experience (reception, Check-In&Out, concierge, temperature checking, cleaning, toilets, furniture).
4. Bedroom, Bathrooms and Corridors (room allocation, marketing, cleaning, linen (towels, robes and slippers), room Amenities: hospitality tray, mini bar, toiletries, housekeeping).
5. Food & Beverage (stocking policy, deliveries, bar Service, takeaway, capacity, breakfast, lunch, dinner, Room Service 24hrs).
6. Leisure Club & Spa (swimming pool, steam room, sauna, gymnasium and beauty treatment rooms), cleaning of pool and gym areas, change rooms, membership, opening times, air circulation).
7. Golf (member activity, F&B offering, team, driving range, golf coaching).
8. Meeting & Events (meetings / events, capacity & admittance Looking at 50% of current occupancy, pricing, terms and conditions, marketing Message, F&B offering).
9. Departure (reception, transfer, thank you).

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## RESULTS AND DISCUSSION

### **The Key Findings of the Study**

This paper presents a research plan from several dimensions

1. Phased Approach – The most difficult time for the team and for owner's profit is during the ramp up and the return to "The New Normal".
2. Government Restrictions – the Government will impose what hotel can and cannot do at

- different stages, these need to be considered in every area of operations.
3. If there are brand standards under a franchise, these are important to consider and can be overlaid as well where appropriate and required
  4. Multi Skilling the team and having less defined roles will be needed to respond to the short-term business levels and you will see this reflected in the Plan.
  5. Setting hotel costs correctly against likely revenue targets is going to be a major challenge as the lockdown is relaxed.
  6. The Plan outlines how to establish the base payroll for opening the hotel safely, only add more resource when business levels allow.
  7. Hotel must ensure a short-term focus on direct channels for business and innovate when considering the next challenge.

### **Contribution to Knowledge**

The suggested research streams are expected to provide actionable insights to promote the development and sustainability of the hotel sector. The recommended research areas are intended to advance the knowledge base to help hotels recover from the COVID-19 pandemic and re open.

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## **IMPLICATIONS**

### **Managerial Implication**

The Re-Opening Hotel Plan is a workstream tool that should be used in conjunction with local and national health authority guidance and other relevant stakeholders. It has been designed as a fluid working document that can and must be updated as circumstances change and tailored to the individual needs of the Hotel as the macro environment changes and develops. The implementation of this action plan and the effectiveness of the implementation should be frequently reviewed and revised if required.

### **Suggestions for Future Research**

A future study on Hotel management techniques issues would be highly recommended whether the hotels adopt a new method and measure of operational practice and efficiency to protect their own health and the health of their team colleagues and guests alike or not.

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## **KEYWORDS**

Artificial intelligence and robotics; hotel re-opening; COVID-19 pandemic.

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# Challenges and Way Forward for Safari Boat Operations under New Normal Conditions of COVID 19 Pandemic: The Sri Lankan Experience

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## PURPOSE

Tourism industry is one of the fastest growing industries in the world. The boat tourism can be identified as a unique part of the tourism industry in Sri Lanka. Boat tourism activities are very helpful in uplifting the economy of coastal community and SME operators in Sri Lanka. COVID 19 pandemic has had a major impact on Sri Lanka's tourism industry and ripple effects cascaded down to related businesses. Due to the COVID-19 pandemic, boat tourism industry has to operate under new normal condition. This research will empirically study the Challenges and way forward for Boat safari operations in new normal conditions. Hence, this study is based on three main objectives. They are; to identify the challenges of boat operators in new normal condition, to identify the adjustment and continuity of boat operation under new normal condition and to identify the legal - regulatory and social practices to run boat operation business under post COVID new normal condition.

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## RESEARCH METHODS

Qualitative research approach was employed and twelve structured interviews consist of three boat operators, three employees, three community members (beach boys, tour guides, small food outlets owners, fish therapy owners) and three government officers (officers of department of wild life conservation, divisional councils and coast guard department Sri Lanka) were conducted at Hikkaduwa, Balapitiya and Mirissa area in Down South, Sri Lanka. Qualitative content analysis of interview transcriptions was used to analyze the data.

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## RESULTS AND DISCUSSION

Key findings of this study showed that, changes in income source, boat owners' income plummeted and they had to move towards other sources of income for survival. Related to employment payments and maintenance issues, they have laid off considerable number of employees and find difficult to afford the maintenance of facilities and gears. Relevant to changes in life style, some of them had to find other job opportunities. During this time period, pollution from boat oil was minimized. But in the future, the improper disposal of masks and life jackets could lead to environmental pollution. Related to the boat carrying capacity and boat adjustment, reduced the number of passengers, they could carry on their boats and some of the boats had their seats removed and used for fishing. The boat owners' market opportunities are lost. It was evident that the potential to attract local tourists is available and they are planning to have solar powered engines in the future. Every boat business must obtain registration with the relevant government authority and have to pay a fee to renew the registration annually. It was learned that there was not enough advice from the government authorities for boat tourism and any assistance

during difficult times. But they follow the advice given by the government and health authorities in general by reducing the number of passengers the boat can carry for social security.

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## IMPLICATIONS

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The study draw recommendations to better manage boat tourism activities such as attracting local tourists, using solar power system or battery power to boats' engines (Sustainability practices), as a package adding a variety of tourism activities, implement a program that guides the procedure to be followed for a COVID patient, special arrangements should be made for people who deal with tourists (awareness program), virtual tourism activities, identify other new areas for boat tourism activities. Specifically the slack period can be effectively spent to formalize and put the highly informal operations into proper mechanism to ensure safe and productive boat operations in the future. Future researchers can be conducted the same research in a wider manner based on different type of stakeholders could be done for different geographical area. Since the study was conducted in the qualitative method, it cannot provide significant proof regarding the conceptual indicator model. In order to validate this concept indicator model, future researches can conduct this study in a quantitative analysis method.

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## KEYWORDS

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COVID – 19 and Tourism, Safari Boat Operations, Operational Challenges, New Normal Condition

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# Investments in the hotel sector in tourism destination during the pandemic in Albania

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## PURPOSE

This study aims to investigate the consequences that Coronavirus brought to the hotel market in tourism. The objectives of this study are: To analyze the situation of tourism in Albania, including the hotel sector; To be informed about investments in the tourism sector and their return. The research question of this study: Did the hotels make investments during the pandemic? Have they received a return on investment? What are the reasons of the tourist review in Albania during the pandemic?

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## RESEARCH METHODS

This is a qualitative study. The paper begins with a literature review on the phenomenon of the pandemic in tourism. In this study, the primary data were provided by questionnaires which were addressed to the hotel sector, i.e. hotels managers in tourism destination. Approximately 70 hotels from the most important tourist destinations in Albania were included in this survey. The questionnaire was completed online due to the pandemic and the wide scope of the research, as well. The hotels received the questionnaire via email, but they were first called in order to be explained for the reasons of the study. Secondary data were provided by official ones from institutions such as: Ministry of Tourism, Institute of Statistics, Bank of Albania, etc. Also, previous studies conducted in this field by Albanian and foreign researchers had an important effect on the reflection of the study results as a whole.

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## RESULTS AND DISCUSSION

The tourism situation in Albania is unstable even though liberal policies are being pursued to support tourism. In this sector there is a gap between tourism supply and demand. The tourism study brought multidimensional problems which hit investors in the hotel sector and consequently the country's economy. The reduction of foreign tourists, the cancellation of contracts and the cancellation of reservations caused costs which escalated affecting the decline in profits. The hotel market needs constant maintenance and investment to meet the required standards and be competitive in the market. Part of the study has shown that most investors have not been able to get a return on the investment made by lowering expected profits. From the results of the study we see that there are two factors that dominate the regression of Tourism in Albania: Decreased income and Fear of infection by Coronavirus.

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## IMPLICATIONS

This created situation requires a rational solution focusing on effective management strategies focusing on the experience of developed countries. The findings of this paper will be important for the hotel sector to predict risk and return and create a safe climate to do business in the future. The government



should develop supportive policies and review more specialized programs in the field of tourism to support and encourage investors in this sector. On the other hand, investors in tourism should focus on risk management and in this situation set short term priorities because the consequences of the pandemic are multidimensional and still unknown.

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## KEYWORDS

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Tourism, Albania, Pandemic, Hotels

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# Reducing perceived health risk to attract hotel customers in the Covid-19 pandemic era: an overview of the current situation in Halkidiki

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## PURPOSE

The objective of this paper is to overview the current situation in the peripheral unit of Halkidiki in Greece encountering covid-19 and examine the ways of reducing perceived health risk to attract hotel customers. Although most of the perceived risk research refers to online customers, this research examines the perception of the importance of technological innovations and sustainability in the hospitality industry, as an overview of some hotels in Halkidiki Greece, which are necessary to reduce perceived risk by reducing contact with hotel-customer staff. In fact, the appearance of Covid-19 brought the need for new strategic policies in hotels, and this should be considered as an important tool that will help reduce the risk it poses to human health. In this study it is important to analyze the concept of risk since it is a factor that influences consumers' and cannot be separate from their choices (Zinkhan et al., 2004), as in the tourism sector it influences travelers to decide. The examined hypotheses of the research are three. The first hypothesis (H1) examines is if the hoteliers of Halkidiki are ready to rethink tourism in the pandemic era as an opportunity given to them to restart their business with new policies customized to a new reality in a post-pandemic era. The second hypothesis (H2) refers to whether hoteliers are ready to apply new technologies (such as mobile check-in, automatization systems, mobile key, etc.) as a strategic tool to reduce perceived health risk and attract customers. And the third hypothesis (H3) refers to whether hoteliers are willing to use sustainable practices in their business that will help them reduce perceived health risk and use it as a strategy to attract customers.

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## RESEARCH METHODS

The research took place in Greece and specifically in the peripheral unit of Halkidiki. As a case study were chosen 16 hotel units in different municipalities of Halkidiki aiming to gather data from a small and focused sample of Halkidiki hotels and after having examined the answers to interpret them and form the current situation of the hotels. It included the review of the literature on perceived health risk and the method used for the requested results was a 10-minute structured questionnaire which contained closed-ended and Likert-scale questions. To get in depth the image of hotels regarding the research, the questionnaire was separated into 6 main sections, 1<sup>st</sup> referred to demographics, 2<sup>nd</sup> to acquaintance with the hotel, 3<sup>rd</sup> to hotels guests, 4<sup>th</sup> to health safety and Covid-19, 5<sup>th</sup> to hotels technology innovations, 6<sup>th</sup> to hotels sustainability. It was structured via GoogleForms and distributed electronically via email from 10<sup>th</sup> of March 2021 to 18<sup>th</sup> of April. SPSS analysis is employed to answer the research questions guiding this case study.

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## RESULTS AND DISCUSSION

The results indicate that the perceived risk plays a key role on decision-making, so reducing perceived risk will affect customers to choose a hotel (90% agree). H1: Although hotels are affected negatively (87.5% to agree), the optimistic is that hoteliers see opportunities during crisis (81.25% agree totally and rest 18.75% neither agree/neither disagrees). And more than half of the hotels stated that during pandemic it was a good opportunity for them to review their operation strategy, so pandemic gave them

this opportunity to restart with new policies which are most focused on health and safety measures. H2: Technology and use of digital tools in the pandemic era are more necessary than at any other time (73.4% agree and 26.6% neither agree/nor disagree) because it can help to avoid contact with people (most used tools: contactless payment 28.6%, mobile check in 28.6% and less popular automatization systems 21.4% and mobile keys 21.4%) and that way can reduce the health risk (73.4% agree) but only the 63.3% agree that it can attract customers, which is less than expected. H3: Hotels use sustainable practices such as: eco-friendly energy 22.3%, local organic products 21.5%, ecological cleansers 20.7%, carbon reduction 19.8% and solid waste reduction 15.7%. They see a connection between sustainability and health and they also approve that using more sustainable resources helps the health and well-being of their guests (80% to agree and 20% neither agree/nor disagree) which is more than expected.

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## IMPLICATIONS

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The research of the case study approved the literature review since hoteliers seem to feel the perceived health risk, its link to customers' decision, and the fact that a new operation strategy needs to be applied. The technology innovation applications work as risk reduction strategy but only a small part of them are used in the hotels, with the most popular to be the contactless payments. It would be more efficient if other applications such as mobile check-in, mobile key, etc. could be applied to reduce interaction between staff- customers. The sustainability practices were a pleasant surprise since most of the hoteliers use them and understand that there is a relationship between customers' health and sustainability. The case study relies on a small sample of Halkidiki hotels, so this research is not without limitations. Further research is required to validate the results drawn from a bigger hotel sample. Future research would be more representative if participant hotels would be drawn near the majority of the hotels located in the peripheral of Halkidiki.

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## KEYWORDS

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perceived risk, hotel customers, technology, sustainability, covid-19.

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# Airbnb accommodation and the COVID-19 crisis. An investigation in the city of Oradea, Romania

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## PURPOSE

With the new ITC and rise of collaborative consumption, the travel industry rapidly changed its development pattern, mostly in the direction of sharing accommodation. Airbnb, which is most developed and geographically spread example, rapidly grew up to the stage of seriously menacing the classical accommodation sector. With a value of 35 billion USD in 2019. From 2017 to 2019, Airbnb reported year-over-year growth in gross booking value worldwide: gross booking value increased from 20.98 billion USD in 2017, to 29.44 billion USD in 2018 and 37.96 billion USD in 2019 (Statista, 2021). Naturally, the COVID-19 crisis seriously affected the bookings on Airbnb, but the effect was not as dramatic as in the case of hotels and other classical accommodation. The aim of our study is to investigate the following research questions, i.e. (1) how the COVID-19 pandemic and the government response affected the bookings and which were the measures undertaken to cope with the sanitary crisis, nights, (2) which are the motivations driving tourists to prefer booking on Airbnb compared to hotels, and (3) which are the further adjustments and response of Airbnb homes owners in the post-COVID era.

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## RESEARCH METHODS

To investigate the mentioned research questions, an online questionnaire was designed and distributed, and an online survey was conducted via email among Airbnb properties owners located in the city of Oradea and in the neighbouring resort of Baile Felix. Oradea is the 10th largest city of Romania, branded as a tourism-oriented city, benefiting from both Art Nouveau heritage legacy of the city, the near location of Baile Felix spa, the largest thermal resort of Romania, and the location very close to Hungarian border. There are more than 300 accommodations offered on Airbnb in Oradea and Baile Felix, and our survey targeted their owners. A number of 73 owners responded to the survey, indicating a response rate of 23%, which is quite good given that the request to complete the survey was sent to all owners. Simple statistics was performed to analyse and present the data.

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## RESULTS AND DISCUSSION

Briefly, the main findings of the research showed that the weekly rental reservations dropped to 96% to 100% during the emergency state (16 March-14 May 2020), compared to the same week of 2019, while the highest rate was reported during the summer, i.e. weeks 26 to 36. According to property owners, customers became more spontaneous in their reservation (reservations were made with very short advance), more interested in renting "entire homes" rather than rooms in larger properties or shared rooms, more interested in knowing the safety measures undertaken, more interested in cleanliness and hygiene issues etc. The main motivation of preferring Airbnb over hotel was the possibility of renting entire units, with kitchen facilities. Further adjustments have been and will be made to meet travelers'



expectations and 17% of the owners actually are already in process of adjusting their units in terms of facilities, furniture or other investments in their properties.

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## IMPLICATIONS

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Our study provides insights on how Airbnb properties were affected by the pandemic situation, why the drop in reservations was less significant than the case of hotel accommodations, and how the post-COVID 19 era will shape the future of home sharing. Further research is expected to shed light on structural issues, including post-COVID trends in accommodation.

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## KEYWORDS

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Airbnb; COVID-19; Oradea (Romania).

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# Directions for the post-COVID-19 management in small and micro hotels companies and restaurants sector

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## PURPOSE

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The main Portuguese business structure is of small and micro companies (SMCs), and restaurants and hotel units are no exception. One of the characteristics of these companies is the fact that the operational management is mostly based on the analysis of liquidity (Atrill & McLaney, 2006; Bordeianu & Radu, 2020; Nikolaos et al., 2020), instead of the accounting results.

Thus, the primary goal of this article is to validate, or not, the relationship between liquidity and economic profitability (Atrill & McLaney, 2006; Bordeianu & Radu, 2020) in each of these sectors, in SMCs. Therefore, the research question is: “Are liquidity and economic profitability related, in the hotels and restaurants sector held by SMCs?”

Hence, it is intended to understand whether liquidity actually leads to subsequent positive net results. In crises, such as was experienced during COVID-19, management tends to be based even more on the short term, that is, on a more treasury perspective, than on the medium and long term, from an economic perspective. Accordingly, the question to be answered is whether this short-term view will not compromise the future results of those SMCs.

Therefore, the objectives of the investigation are: (1) to analyze the evolution of the liquidity of hotels and restaurants in the last 5 years before COVID-19; (2) to analyze the evolution of the economic profitability of hotels and restaurants in the last 5 years before COVID-19; and (3) to analyze the relationship between these two indicators during the last 5 years before COVID-19.

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## RESEARCH METHODS

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To answer the research question and to achieve the proposed goals, a previous literature review was realized focusing on the concepts of liquidity, economic profitability, and SMCs.

Then, Portuguese hotels and restaurants' financial ratios, liquidity, and economic profitability were analyzed in five years, from 2015 to 2019. All the information was obtained on SABI (Bureau Van Dijk, 2019) – a database of detailed financial information of Portuguese and Spanish companies. The search includes only Portuguese hotels and restaurants, detained by SMCs.

To achieve the first and second objectives, it was done a simple statistical analysis, to gauge the evolution over the 5 years under analysis. This evolution is presented by clusters, hotels, and restaurants, and graphically, to make the evolution more noticeable. The analysis is done separately for liquidity and economic profitability. Then, for the third goal, data were treated using linear regression, according to the methodology of Pestana & Gageiro (2014). This linear regression, after the usual tests, will allow us to understand if there is a relation between liquidity and economic profitability in those companies.

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## RESULTS AND DISCUSSION

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The article consists of a working paper, and the findings are not yet concluded. Findings will allow managers to understand if liquidity-based management leads to future economic profitability.

According to the studied literature, it is expected to be a positive relationship between liquidity and economic profitability. However, the study consists of Portuguese context in the latest five-year period

before COVID-19. If there is a negative or non-existent relationship between liquidity and economic profitability, it will open doors to further empirical studies to sustain this study or the previous ones. According to the findings, an extensive discussion will be provided.

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## IMPLICATIONS

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SMCs managers mostly use liquidity to make major decisions on their companies. This paper's findings will help those managers to better decision-making in the post-COVID-19 restarting.

If there is a positive relationship between liquidity and economic profitability, as expected, liquidity can continue to be good management guidance. As an empirical study, it will also sustain previous studies on this issue.

However, if there is a negative relation or a non-existent relationship between those indicators, managers should review the management tools they use to guide them in the decision-making process. Also, there should be more empirical studies to investigate this issue in more depth and with data directly obtained from the SMCs companies.

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## KEYWORDS

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Economic profitability, Hotels management, Liquidity ratios, Portugal, Restaurants management.

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# Key performance indicators before and during/after the “COVID-19 times” in the Hungarian hotel sector

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## PURPOSE

The main aim of the research is to define the key performance indicators (KPIs) in connection with the wellness hotel sector in the popular Hungarian town, Hévíz. The settlement is really unique because of the worldwide famous lake with healing water, several therapeutic treatments and wellness packages offered by hotels with great spa departments make it a special destination among the domestic and the international guests as well. The goal of the study is to make a comparison between the two time periods: before COVID-19 (before the beginning of the year 2020 in Hungary) and nowadays (after the beginning 2020). The objective of the research is to clear the relevance of the KPIs in the wellness hotels with each capacities more than 200 rooms in Hévíz.

The hypothesis of the research is the following: during this global recession the non-financial KPIs have become more significant comparing to the financial ones - like in the periods before the pandemic area - according to the opinion and empirical experiences of the asked General Managers.

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## RESEARCH METHODS

The research contains a theoretical summarizing and an analysing procedure in connection with the most recent publications about the KPIs in the hotel sector. To gather the relevant, empirical information there are in April 2021 four in-depth, structured interviews conducted with the GMs of the wellness hotels in Hévíz. The sample is determined by the number of the rooms in the wellness hotels: four wellness hotels with the total room capacities of 895 rooms are analysed in the topic.

The main aim is to clarify, if the non-financial KPIs gained a more important role in the operation of the leading players in this sector in Hévíz.

The KPIs are evaluated by the GMs with using the 1-7 points Likert-scale, the indicators are the following: ADR (average daily rate), RevPAR (revenue per available rooms), occupancy rate, average length of guests' stay, improvement projects and innovation, liquidity, quality, employee's satisfaction and loyalty, online guest reviews, finally guest satisfaction.

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## RESULTS AND DISCUSSION

From the managerial view it is important to clarify the most important indicators for success in the hotel sector from time to time, because it can be the key element for the successful re-opening – probably not only in Hévíz, but also in a wider aspect of the country.

The KPIs also can change in special situations and global events like the pandemia. In the knowledge of the results managers can prepare a special action plan to keep the competitiveness of their hotel at the previous or an enhanced level.

The interviews show that the financial KPIs like ADR and RevPAR are not significantly losing their relevance according to the opinion of the GMs, on the other hand the indicators connecting directly to the hotel staff are gaining more importance. The research shows that the time period before March 2020 was as well outstanding from a financial perspective. The result of the interviews shows that the GMs are not optimistic in connection with the staff problems, because several team members left not only the given hotel but also the sector definitively.

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## IMPLICATIONS

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The results are strictly connected to the practical side of the hotels' operating. The findings can show what GMs are taking into consideration, if the financial or a non-financial guidelines are to concentrate on. The authors' experience suggests that the employee's satisfaction and loyalty will be relevant to ensure the re-opening of their hotels successfully. Further there are several open questions in connection with the future operating tasks: the wide range of the special policies to ensure the safe hospitality or to motivate the staff and ensure the required number of the employees.

These results are one part of a wider research, more hotels will be involved in the quantitative second part. It is also suggested to make follow-up researches after the re-opening time.

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## KEYWORDS

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Hotel sector, key performance indicator, COVID-19, hotel employees, loyalty.

# Tourism and Hospitality students' Evaluate Course-Level Learning: A Mann-Whitney U Test

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## PURPOSE

**Research Objective** This paper presents the Mann-Whitney U Test statistical technique used in statistics to examine differences between two independent groups on a continuous scale. This test is a non-parametric alternative to the t-test for independent samples. Dissimilar the t-test which compares mean values between two groups, Mann-Whitney U Test compares their median.

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## RESEARCH METHODS

### Research Methodology

Test results of a study carried out on a sample of 172 students taking tourism and hospitality courses, in Sol International Hospitality Management Department (SIHOM) from March-June 2020, were used to describe the interpretation of research results using the Mann-Whitney U test. As the sample included more than 30 subjects the z-approximation was calculated. Data presented in Tables Ranks, Test Statistics (a) and Report were to interpret the results of the research Table 1 presents data on the calculated z-values and the approximately calculated statistical significance of differences between the crossed variables. In researches of the tourism and hospitality students learning, the most commonly used criterion variables were gender (male, female), age (20 years old to over 30) and type of courses (Theory, Practical). It is clear that these variables are characterized by the existence of two independent groups, which is one of the preconditions for the implementation of the Mann-Whitney U Test. In order to better understand the Mann-Whitney U Test statistical technique, it is presented in the example of practical evaluation within the statistical program SPSS. Its evaluation includes data processing, calculating the median of each group, interpretation of research results, and establishment of the amount of influence among the crossed variables.

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## RESULTS AND DISCUSSION

### The Key findings of the study

Table 1 presents data on the calculated z-values and the approximately calculated statistical significance of differences between the crossed variables. In this example, the z-value was -3.741. The amount of its probability that something happened by accident is not equal to or less than 0.05. The same was shown by the approximately calculated statistical significance of differences (p-.000). The research results, therefore, showed no statistically significant differences in the tourism and hospitality courses evaluation according to their gender (class professors / courses professors).

Table 1 Tourism and hospitality evaluation courses (Test Statistics (a))

Test Statistics<sup>a</sup>

	1. Gender
Mann-Whitney U	1706.500
Wilcoxon W	6857.500
Z	-3.741
Asymp. Sig. (2-tailed)	.000
a. Grouping Variable: 2. Age(20 or younger)	

As there were no statistically significant differences between crossed variables, there was no need to analyze the data shown in Table 2. This table (column Mean Rank) shows which continuous variable was higher on average. It is, however, done only where determined statistically significant difference between the crossed variables is determined. However, it is recommended that the results show the median of each group. Data on the medians of the groups are shown in Table 3. They show that on average continuous variables were higher in female that tackng the courses than male. In this case, the mean would be 2 + 2 (add the two middle numbers), which equals 4. Then, you take 6 and divide it by 2 (the total number of scores you added together), which equals 2. So, for this example, the median is 2.

Table 2 Tourism and hospitality evaluation courses (Ranks)

		Ranks			
		2. Age(20 or younger)	N	Mean Rank	Sum of Ranks
1. Gender	20 or younger		50	92.37	4618.50
	20-24		101	67.90	6857.50
	Total		151		

Table 3 Tourism and hospitality evaluation courses (Report)

		Statistics	
		1. Gender	2. Age(20 or younger)
N	Valid	172	171
	Missing	0	1
Median		2.00	2.00

## IMPLICATIONS

### Contribution to Knowledge and Theoretical Implication

This statistical technique examines the differences between two independent groups on a continuous scale. It is therefore considered a specific statistical technique that is significantly different from other nonparametric tests, primarily from the Wilcoxon rank test and Friedman test. The work is intended for all who are deeply engaged in empirical research, especially using the nonparametric tests. Besides its contribute to tourism and hospitality eduction by using nonparametric tests. In addition nonparametric test procedures can be applied to construct nonparametric confidence intervalsfor Future Research.

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## KEYWORDS

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Statistical techniques, Mann-Whitney U Test, Hospitality students.

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### ROOM 5 COVID 19 AND TOURISM, Session Chair: Konstantinos Alexandris

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# The impact of the Covid-19 Pandemic on local tourism communities in Indonesia

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## PURPOSE

The research aims to analyze the impact of the Covid-19 pandemic on local communities living in natural tourism areas. The impact is measured by identifying the community's perceptions of the impact of the Covid-19 pandemic on their economic conditions, demographic characteristics, and their relationship to perceptions.

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## RESEARCH METHODS

Data was collected in Gede Pangrango Village, West Java Province from January to February 2021. The instruments used were interview guides and questionnaires. Data collection is done through the household survey technique. The sample size obtained was 243 households. Determination of respondents was carried out by stratified sampling (based on hamlet) with a random start. Descriptive quantitative analysis (frequency and percentage) was carried out to analyze the respondents characteristics and their perceptions. The Chi-Square test was conducted to identify the factors that influenced their perception. The tool used is the SPSS 25.

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## RESULTS AND DISCUSSION

The survey shows that 95.9% of respondents agree that the Covid-19 pandemic has impacted their economy. The pandemic has decreased the income levels and expenditure, loss of assets, and loss of jobs. The perception is influenced by age, gender, hamlet, ethnicity, marital status, education, main job, side job, family dependents, expenses, and length of stay. Hamlet and side jobs are the most dominant characteristics that influence perception. The job losses are felt by people who do not have permanent jobs and work outside the area. Also, the disruption of the national economy has resulted in a reduction in the community's income level. The majority of hamlet people who work in the agricultural sector feel the impacts such as instability in market prices and difficulties in distributing agricultural products. Restrictions on movement have prevented farmers from accessing markets and resulted in food wasted (ILO 2020). In the trading business, the majority of people lose consumers because they depend on consumers in the education sector. Many traders stop trading due to the cessation of educational activities. As an area around tourist areas, this sector that linkage with other sectors has affected other sectors such as accommodation, transportation, lodging, and trade providers (Fadilah 2020). The

regulation that limits people to visit Situ Gunung causes people who work as non-employees in companies such as traders and tourist taxis in Situ Gunung to lose consumers by up to 90% compared to before the pandemic. People who have side jobs tend to be able to survive to overcome economic problems during the pandemic. Those who do not have side jobs tend to be more sensitive to impact (Dillashandy and Pandjaitan 2018). People tend to find it difficult to meet their main needs during a pandemic because they have to reduce expenses according to their income. People who do not have side jobs eventually get more help from other parties, such as from the local government. People who work as company employees, either permanent or non-permanent, tend to be more resilient than people who are non-employees. They are not sensitive to changes in patterns and visitor numbers during a pandemic because company policies have guaranteed the continuity of their jobs during the pandemic. The public's desire to restore their economy also makes people willing to participate in overcoming problems due to the impact of Covid-19.

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## IMPLICATIONS

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Success in the disaster management will depend on the involvement of stakeholders who understand the destination across many phases and cycles with a proactive approach to transforming responses into future preparedness. Therefore it is necessary to have a central government policy in stabilizing market prices in the agricultural sector. Policies in the business sector, stakeholder's assistance for the community can be carried out to seek business innovations with a wider market.

In this study, the impact is viewed from the local community perception. The recommendation for future research is to measure the factors that influence community resilience both from internal factors, namely social capital, and external factors through stakeholder governance perspective.

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## KEYWORDS

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Covid-19, Tourism, Community, Resilience

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# Promoting employability of hospitality management students during COVID-19 in South Africa

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## PURPOSE

Given the changes and challenges in the world of work caused by COVID-19, this paper investigated the amendments made by HEI to WIL modules during COVID-19, ensuring that students obtain the required industry experience during the COVID-19 lockdown regulations. The paper set out to determine the impact of COVID-19 on hospitality WIL placements and identifying new approaches for future hospitality WIL modules to ensure students gain relevant industry experiences through placements even during a pandemic.

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## RESEARCH METHODS

Mixed methodologies were applied to firstly obtain and confirm constructs and secondly to validate the constructs through semi-structured interviews. The mixed method approach allowed for triangulation and enriched the findings and offered an alternative form of validation. Method triangulation was applied by combining qualitative and quantitative data collection and data analysis techniques, and theoretical triangulation involved the interpretation of the data from an educational perspective of curriculum development, a vocational perspective of industry requirements, and a social-economic perspective of graduate employability. Two sets of data were obtained from semi-structured personal interviews with two groups of experts, i.e., higher education experts and industry professionals respectively from two provinces in South Africa, namely Gauteng and the Western Cape. This methodology was considered relevant because it enabled the researchers to elicit spontaneous responses that led to information rich and open-ended data.

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## RESULTS AND DISCUSSION

Emergency amendments that were made by HEI's to the WIL approaches during COVID-19 included a reduction in time spent in the onsite hospitality workplace, changes in the scheduling of academic calendars, the introduction of mentorship programmes, a move towards blended and IT supported learning, the transformation from onsite hands-on learning to case-based and project-based learning, and the writing of reflective reports. These amendments were made to ensure that students obtain the relevant and required contextualized hospitality industry learning experiences. Respondents agreed that students who were enrolled in more academic or management-related undergraduate programmes, will not have been affected as much as students who were enrolled in the more vocationally orientated certificate or culinary programmes.

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## IMPLICATIONS

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This study affirms the importance and relevance of industry specific WIL experience. The completion of WIL modules enables students to obtain multi-dimensional skills that provide a broad understanding of the specific hospitality sector and promote employability when students gain understanding in the importance of flexibility and adaptability required in the dynamic hospitality industry. Research participants agree that the COVID-19 pandemic and subsequent emergency amendments made to WIL practices, forced them to rethink the effectiveness of existing practices. Most of the amendments made will be incorporated in the planning, scheduling, and layout of future WIL modules in various programmes. The turbulence in a Covid-19 hospitality industry requires students to have relevant skills, knowledge, service attitude and the ability to adapt in a changing work environment. Since the unemployment rates in South Africa were extremely high before COVID-19, and was further negatively affected by COVID-19, the development of long-term employability traits through relevant and appropriate WIL approaches is increasingly seen as an indicator of successful teaching and learning in higher education hospitality management programmes

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## KEYWORDS

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Work-integrated learning; hospitality, higher education, employability; COVID-19

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# ‘Perceptual authenticity’: a key to rejuvenating Post-COVID tourism

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## PURPOSE

The paper aims to re-examine the concept of authenticity in the context of destination marketing and explore its potential to revive tourism in the post-COVID era. Previous studies have argued that the discourse of authenticity has not only exhausted but also the concept has become empirically less relevant to the study of post-modern tourism (Cohen, 2007; Reisinger & Steiner, 2006). In contrast, this paper proposes that the application of the concept of ‘authenticity of tourism destinations’ is not only useful but also essential in rejuvenating post-COVID tourism. The paper conceptualizes ‘perceptual authenticity’ and provides arguments for marketing a tourism destination in the post-COVID era, focusing on visitors’ perceptions of and expectations for authentic products and experiences

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## RESEARCH METHODS

This study used a qualitative approach to explore the potential of ‘perceptual authenticity’ to revive tourism in the post-COVID era. Empirical data for this study was collected from Kathmandu, Nepal, between January and March 2021. Data was collected through in-depth semi-structured interviews with twenty five tourism stakeholders including visitors, tourism entrepreneurs, officials of destination marketing organization and policymakers. The purposive and convenience sampling methods were used to recruit the participants. The empirical data collected through interviews were analysed using the constructivist grounded theory approach (Charmaz, 2014). To ensure rigour in the findings, a constant comparison method was used throughout the data analysis process.

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## RESULTS AND DISCUSSION

Drawing from consumer behaviour theories, this study examines the shifts in motivations, attitudes and patterns of behaviour among visitors as reported by the participating tourism stakeholders. The findings of this study reveal that destination visitors have not only become self-conscious of the things that they enjoy and experience at the destinations but also have been selecting their destination for visitation based on their perception of authentic products and experiences that the destination can offer. The motivations of new visitors, to visit a destination, have not only been found to be influenced by the perceived standard of health and safety protocols that a destination maintains, but also, to a large extent, the capacity of a destination to deliver the ‘truly authentic products and services’ which the visitors are searching for. The Nepalese case study has also identified significant changes in the attitudes and patterns of behaviours among the visitors as the majority of them were truly interested in engaging in the activities for which they had visited Nepal, and less interested in site seeing and other secondary/associated activities that visitors usually engage in during their international travels. The findings of this study contribute to the literature on destination marketing and authenticity. They provide

insights into how a crisis may affect destination priority among the visitors and the role that perceived authentic products and services may play in reviving a destination.

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## IMPLICATIONS

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The findings of this study carry practical implications for destination marketing organizations, marketers and policymakers. While highlighting what post-COVID tourists perceive of and expect from a tourism destination, this paper suggests ways to attract visitors utilizing the concept of ‘perceptual authenticity’. The tourism policymakers, especially those involved in destination marketing and branding, can make use of the concept and formulate policies to showcase and strengthen their niche products and services, which the visitors consider ‘truly authentic’. While the tourism industry managers can benefit by making changes in their promotional materials and highlight the ‘perceived authentic products and services’, future researchers can engage in a similar study in other destinations to verify if the findings of this study can be generally applicable.

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## KEYWORDS

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Authenticity in tourism; Destination marketing; Post-COVID tourism marketing, Nepal.

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# Neolithic way of nourishment in archaeodestinations as a post-COVID 19 tourist attraction: a case of Çatalhöyük

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## PURPOSE

Archaeotourism destinations (ATDs) are attractive among tourists with activities like learning, entertaining, eating, and drinking in tranquillity far from the infecting crowd psychology. Hence, the paper hypothesizes that ATDs are likely to be the potential tourist destinations just the day after the pandemic. With this prescience, adding thematic culinary services was supposed to bring additional attractions in ATDs. Thus, the study asks two questions: (1) what kind of interpretations about the prehistoric culinary culture (PCC) of the Neolithic period can be drawn from the artifacts and other archaeological materials and thus what was the prehistoric culinary culture (PCC) of the Neolithic period like, (2) if revived, does PCC increase the attractions of today AT destinations? This multi-disciplinary study of archaeology, gastronomy, and tourism aims to revive PCC of the time for today's tourists and evaluate its results through empirical studies.

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## RESEARCH METHODS

A World Heritage Site of almost 8000 Neolithic residents (7100-6000 BC), Çatalhöyük was chosen as the case point. It is the largest Neolithic village among the first settlements of humanity in south-central Anatolia. As a member of Catalhöyük excavation team, Dr. Gunduz, an archaeologist of prehistory studied, researched, and interpreted the materials through archaeological methods focusing on the culinary remains in Çatalhöyük. Then, Dr. Secim, a gastronomist, re-evaluated the data through the gastronomical principles, interpreted them, and hypothesized about the genuine culinary culture of the era. A special dish was cooked, using genetically unchanged ingredients and materials still found in the destination area and considered to be the most common at the time such as einkorn wheat, mutton breast and thigh, pottery, and oak wood fire. Later, its sensory analysis was scientifically carried out by tourism experts in three different times. A thorough literature review and a focused survey were carried out by Dr. Erdogan, an archaeotourism specialist, to analyze the perception of attraction in tourist destinations. The authors evaluated the results in terms of the change in the perception of attraction of Çatalhöyük before and after the study. For the data analysis, results were obtained using General Lineal Model-Multivariate analysis, Bonferroni test, and IBM SPSS 25 package program (IBM 20187).

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## RESULTS AND DISCUSSION

The study shows that archaeological materials can yield accurate information about past culinary cultures and the results can be materialized and served such as the special dish cooked with the ingredients and materials used in the period. The study also reveals that the gastronomical methods of today can apply to the Prehistoric culinary culture. That is, it becomes clear that even the earliest cultures, regardless of the time span, are connected with today's gastro tourism perception. Moreover, the study maintained that ATDs' culinary cultures can lead tourists to visit ATDs for nutritional purposes as well although it is a common belief that ATDs are visited for historical awareness, sightseeing, and educational purposes only. The results of empirical studies proved that people become more enthusiastic to visit ATDs with the culinary culture of their creator civilizations.

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## IMPLICATIONS

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The study contributes to Innovation & Knowledge, Tourism Planning & Development, Food & Beverage, Culture & Heritage Tourism, and Covid-19 & Tourism. The findings suggest that ATDs be equipt with the culinary culture of their lordly period, that archaeological studies consider this option, and that area managers care more about the services at ATDs. Thus, the study fills the gap in the literature, providing both a practical and theoretical foundation for future research on destination culture and their impact on the heritage tourism industry. The subject group of the study was limited due to the restriction, so further studies are needed to test and implement the data by more groups of subjects, exploring if they are adaptable to other ATDs.

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## KEYWORDS

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Archaeological Tourism, Archaeotourism Planning, Gastro Tourism, Tourism Post-COVID-19, Perception of Attraction

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# German inbound tourism to the Czech Republic- current situation, support and changes

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## PURPOSE

The aim of this article is to introduce current German clientele with regards to inbound tourism to the Czech Republic and to uncover concrete forms of support of inbound tourism from Germany to the Czech Republic. This report reflects the inter-relations and changes of the German source market and the effect of COVID-19 pandemic on inbound tourism from German to the Czech Republic.

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## RESEARCH METHODS

Content analysis is provided for the quantitative and qualitative secondary data about the inbound German tourism to the Czech Republic for years 2012-2019. Furthermore, the analysis compares the turnout of separate quarters of the period from 2015 to 2020 with an emphasis on seasonal trends and changes in inbound tourism due to the COVID-19 pandemic and related restrictions. The primary data was obtained from participant observation and semi-standardized interviews. The interview was conducted with representatives from German tourism in Czech Berlin Center, Berlin branch of CzechTourism, Deutsche Bahn, Department of regional development of Ústí nad Labem regional office, České dráhy and German tour-operator Frankenland Travel Group.

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## RESULTS AND DISCUSSION

Germany produces the highest numbers of international arrivals to the Czech Republic in long term (over 2 million arrivals and over 5 million stay-overs from 2020). The German interest in the Czech Republic has its roots from before the Velvet Revolution in 1989. The Czech Republic belongs to a top three destinations from the German short-distance countries. Even though the travel restrictions imposed by governments in reaction to COVID-19 pandemic significantly lowered (by almost 30%) the number of arrivals to the Czech Republic in the third quarter of 2020 compared to the previous year, German, Polish and Slovak languages were the most heard foreign languages in the Czech Republic during summer 2020.

This research concluded that Germany, with more than 240 million trips, is Europe's most important source of tourism. Germany has the third-highest tourism expenditure in the world, after China and the US. Moreover, it is constantly growing since 2007 with the exception of 2009. The most popular destinations are the seaside ones, particularly Spain, Italy and Turkey. From the close-distance destinations, German tourists most commonly visit Austria, the Netherlands and France. The Czech

Republic has a relatively good position among the close-distance destinations in Western and Central Europe - after the aforementioned trio and Poland, the Czech Republic is the fifth most visited country.

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## IMPLICATIONS

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The contribution is considered to be beneficial for the very choice of the topic - good results of this source market in the Czech Republic's inbound tourism are usually taken for granted due to its size and geographical proximity, however, the implications of the pandemic are reflected not only on tourist arrivals from Germany but also on their support, which is implemented in relation to the German market by selected entities at all levels of tourism management in the Czech Republic and also some private entities. Results reflect the effects of the COVID-19 pandemic, which erupted in 2020 and fundamentally affected the tourism industry, including arrivals from Germany. This paper proposes the cooperation of a number of entities - namely CzechTourism, Prague City Tourism, Deutsche Bahn, Czech regions or destination management organisations in Ústí nad Labem region. Joint campaigns were designed on the basis of qualitative research and findings of individual entities to support the German market. These campaigns are aimed at the starting cities served by Deutsche Bahn on the route to Ústí nad Labem and Prague.

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## KEYWORDS

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German inbound tourism, Current situation, Covid-19, Czech Republic, sustainability

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# Research Capacities of Philippine Tourism and Hospitality Academics: A Pandemic Perspective

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## PURPOSE

With the COVID-19 Pandemic and the new Memorandum Order from the Philippine Commission on Higher Education in place, tourism and hospitality education and academe is expected to manifest changes with the kind of research works the faculty, students, and professionals would want to embark into. Ways to move forward and adapt to the changes would not be made possible without a start-off point. This paper, then, attempts to create a baseline of what the academia has – academics' demographics, skills sets, inclinations and predilections, and experiences.

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## RESEARCH METHODS

Self-administered survey questionnaires were sent through the professional and research organizations of the faculty members. Gathering data during the pandemic has been difficult. The use of email online surveys proved to be the most efficient in capturing wider scope of responses all over the archipelago of the Philippines. Though professional organizations, participation in the survey was encouraged to a variety of faculty members nationwide while eliminating the chance for not intended people to access the survey, as it is in social media postings. At the end of the data gathering, 118 responses were collected. Participants affiliated with professional and research organizations.

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## RESULTS AND DISCUSSION

A simple majority of the respondents are female (56.78%). Majority of the academics have a BS Tourism Management (BSTM) and BS Hotel and Restaurant Management (BS HRM), and their variations, with BSTM slightly higher (7.62%) than those HRM degree holders. Other chunks come from culinary (8.47%) and food service management (6.78%). Even while in pandemic times, the experience in research and the work load in the academe would still shape an academics gear towards research. It would affect the topics they will embark into, as well, as the depth of work they could provide. First, three-fourths (75.70%) have 1-5 researches made in the course of their career. Respondents perceived the following topics to be mostly researched: COVID-19 and its effect in tourism and hospitality operations, COVID 19 and environmental issues, effects of COVID 19 in the workforce, and COVID 19 and the leisure experience. At large, this research presents a good launching pad for the transformation of the tourism and hospitality researches in the Philippines. With such a baseline, managerial implications for higher education administrators and policy makers could be drafted to better adjust to this uncharted path the world faces.

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## IMPLICATIONS



More than answers, this paper opens a wide range of possibilities that the academia could be directed or re-directed. First, gender balance in the academe labor participation is acceptable. Looking at a gender perspective, it might be interesting for further researches to zero in the relationship of gender or civil status and academic rank or tenure. In terms of age, younger population, are in the work force. Second, distinction among degrees needs to be strengthened. A big portion of the academics have professional degrees that should be useful in the field, but not in the academe. Corollary to that is the apparent gap in the academic research mastery that is needed in the academia. Then, productivity is low, aggregately. This is probably due to what the COVID 19 Pandemic has brought about to us in the tourism industry – a big halt! But it also serves as an opportunity to rise and explore other opportunities. Young academics could start as fellows or assistants to a supervisor or research group where they can learn- and practice research at the same time. One could piggy back here and look into the propensity or encumbrance of faculty to join such undertakings. Also, tourism and hospitality research laboratories should be neatly tied up with industry needs or community extension efforts, or both. With the changes brought about by the pandemic, new research topics, methodologies and instrumentation will be developed and tourism and hospitality researchers should cope up with this new normal. Lastly, there is a need for the academics to specialize. It starts with supervisors accepting only graduate students whose research topics or interests are near their specialization.

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## KEYWORDS

Philippine tourism and hospitality research, faculty research, research capability and experience, base-line analysis, tourism education, tourism research, COVID-19

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# The effect of covid 19 on tourism and how smart technology can deal with negative consequences

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## PURPOSE

The COVID-19 pandemic has had a number of long-term adverse effects on the global tourism industry. At the same time, it exposed the competitive advantages that existing smart tourism infrastructure could provide for addressing urgent issues and providing meaningful smart services. Therefore this paper aims to shed light on the effect of COVID 19 on tourism and how smart technology can deal the negative factors of this crisis.also the study in hand intends to find ways to curb the diverse effects of COVID-19 by using smart technology to get back to new normal and revive the tourism industry in Spain.

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## RESEARCH METHODS

To accomplish this study. it was used the descriptive-analytical method because of its relevance with the nature and topic of the study, by referring to previous related studies conducted in this field. The study has selected Spain as its research context. The data is collected from the tourists through online surveys from local and international tourists. The population for the selected study is 200 respondents. The results will be summarized using descriptive statistics such as frequency distribution, mean scores, and standard deviations through the software SPSS 24.0. The Partial Least Squares Structural Equation Modelling (PLS-SEM) technique will be employed to test the reliability and validity of the measurement model, after which the structural model will be used to test the underlying hypotheses of this study.

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## RESULTS AND DISCUSSION

This research highlights that the good experience by using smart technology will provide an opportunity for the tourism industry to implement and deal with the newly emerging changes in the world. Regarding the tourists, the use of smart technologies means better-defined services and destinations that are continuously developing to raise their satisfaction level and providing them with a greater value for money speeded in travel. It is expected that smart media applications will many opportunities for tourists, involvement as an integral part of the marketing campaigns when they experience personal approach, creative, interactive communication, and messages including emotions and empathy. There is another factor that is significant is tourists' safety at tourism places. In this time of Covid-19, the tourists are more concerned about their security than ever before. Smart technology can ensure safety to increase the footsteps of tourists. Indeed, this study enables various practical insights into all relevant

stakeholders i.e. tourists, local residents, business holders, and destination/tourism marketers. This research provides strategic implications for tourism and hospitality management and research.

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## IMPLICATIONS

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The implication of this study can be from different aspects. Firstly, the study can help the Spain government to get back the number of tourists. It will also help marketing managers to devise smart marketing strategies to curb the effects of the virus by using smart technology. Moreover, It also helps to increase the trust of customers for the tourist destinations. also, should scaling of smart technology an could be of keen interest in post-pandemic tourism, where smart services will be a great option in the hospitality industry for attracting many tourists. also, For companies in the tourism sector, it is very important to recognize that through smart technology they can secure their existence in the market, improve communication with tourists, sell their tourist services, increase their productivity and efficacy, reduce costs and improve their business.

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## KEYWORDS

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COVID-19; Tourism; smart technology; future avenues

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# Covid-19 Pandemic and Tourism Employees' Readiness in Greece

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## PURPOSE

The objective of this article is to explore the readiness of tourism industry during the Covid-19 pandemic. Specifically, this study examines employees' readiness in issues related to the implementation of health protocols or emergency management (such as COVID-19 pandemic), the employers' satisfaction from their employees in dealing with COVID-19 and emergency issues, and the necessity of appropriate employees' training in such topics for the most efficient operation of tourism businesses.

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## RESEARCH METHODS

To satisfy the aforementioned objectives and in order for these issues to be explored in a multifaceted way, three empirical studies were conducted. The samples of the studies were 457 employers, 455 employees and 12 stakeholders of the tourism industry in Greece and in particular hotels, food businesses and travel agencies. Three different questionnaires were used that included a group of questions about Covid-19 pandemic and tourism education and training. As regards the methodological context, this study was based on the combination of qualitative and quantitative research. It is worth to be mentioned that this study was part of a broader study about tourism education and training.

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## RESULTS AND DISCUSSION

The key findings of these studies are that employers of tourism businesses consider that their staff is sufficiently prepared in dealing with emergencies (such as pandemic Covid-19). Specifically, hotel businesses employers consider their staff better prepared than the employers of food businesses and travel agencies do. Employees, on the other hand, consider that they are not adequately trained in dealing such issues and only hotel employees consider themselves marginally trained, while food businesses and travel agency employees consider that they are not. This controversial finding reveals the different perspectives between employers and employees about the same issue. It also implies the need for specific staff training programs, as well as the establishment of an appropriate knowledge and skills framework on pandemic management, so that this kind of training to be sufficiently and commonly defined and all employees to be adequately prepared for emergency management issues. In terms of employers' satisfaction from their employees' readiness in dealing with emergencies, it seems that, in most cases, employers are satisfied by them. Moreover, both employers and employees as well as tourism stakeholders acknowledge the necessity of trained staff in emergency periods for the effective

operation of tourism businesses. This need seems to be more essential according to the opinion of hotel employees. Finally, tourism stakeholders consider as necessary the establishment of a public body that it would be responsible for the tourism crisis management, which would also manage issues related to tourism education and training.

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## IMPLICATIONS

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The findings of this study provide useful insights to policy makers and educators in order to provide the necessary strategic plans for tourism education and training and its adjustment in the meta-Covid-19 era. Moreover, they highlight the importance of training for the employees of tourism industry in emergency management issues. To this end, the dimension of emergency management need to be embedded in tourism education and training programmes. In order the aforementioned issue to be accomplished, it is necessary tourism education institutions, tourism industry and the state to cooperate for the design and planning of a strategic development framework. The limitation of this study is that the survey was part of a bigger study with focus on tourism education and training and not only on Covid-19 issues. It is also interesting to explore tourism educators' perceptions about the enrichment of tourism education and training studies with the emergency management dimension, which is the next item in the authors' research agenda.

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## KEYWORDS

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Tourism education and training, Covid-19 pandemic, preparedness, readiness, employees, employers, tourism industry

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# Portuguese travel agencies versus current crises

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## PURPOSE

This study intends to bring more knowledge about the difficulties that the traditional Portuguese Travel Agencies (TA) are experiencing at the moment due to the pandemic and also to the fact that they have to be able to properly use the new technologies, which seem to be one of the best possible ways to overcome some consequences of the current situation. The study also intends to give leads about how the relationship between these resilient players and the visitor has been changing in the last decades introduced by the B2C model.

Research questions:

- 1 – How are Portuguese TA adapting to digitals?
- 2 – Are traditional TA really in risk of disappearing due to the new types of tourism?
- 3 – Which strategies are these stakeholders developing to be able to overcome the pandemic crisis?

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## RESEARCH METHODS

This exploratory study used a qualitative method. It required literature readings and there was also direct observation. Using the new technologies (Zoom Platform) several semi-structured interviews to managers or relevant employees of several representatives TA (10) in Portugal took place in March/April 2021.

For a broader approach the sample wasn't chosen in an aleatory way because the author intended to have the opinion of TA with expertise in several thematic like cultural, religious, business and cruise ship tourism as well as regular tours. Also the perspective of the Travel Agency Association (APAVT) was introduced in this study and general information about TA obtained through the *Turismo de Portugal* (TP) was also taken into account. Data were analyzed and presented by the author.

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## RESULTS AND DISCUSSION

This study results are important and pertinent because not much has yet been written about Covid -19 situation experienced by TA. Also “tourism market is evolving due to technological changes and globalization phenomena that are shaping the productive chain and services” (Hassan, 2011:46) and brought “shifts in market share and balance of power” (Buhalis & Law, 2008:611). Interestingly participants also said that digitals are changing the way people relate to each other and never before professional meddled so much with personal.

Portuguese TA consider quality, commitment and immunity (through vaccination) the best strategies to overcome the crisis and (re) start tourism. The use of new technologies can also contribute for that, allowing TA to work quicker and widely, even though the participants are using digitals in different ways and degrees. TA confirmed that digitals have completely changed the way visitors choose a destination and buy services, meaning a loss of clients for traditional TA, which was only compensated by the exponential growth in tourism in last

decades. But TA defend: “quality depends on human relationship and this will always be fundamental in tourism” being the main reason for them to exist even against some predictions. They are adapting and want to prove how indispensable they can be in assuring quality and safety, because travelling became more complex and “Travelers have always demanded confidence in their travel plans, but today that confidence includes health security” (TravelBI, 2021:np).

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## IMPLICATIONS

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The pandemic presents positive aspects because this crisis was (and still is) a challenge, which brought to new ideas and new solutions: creating new itineraries or looking for different markets. To achieve that, TA started managing digitals in a more accurate way.

Participants consider vaccination fundamental to reopen the borders and complained about the constant changing rules in the different markets. Destination tracker platform will certainly be positive providing the rules/measures in each country in real time.

Portuguese entities have quickly reacted allowing the refund vouchers and giving financial support through lay off or even creating the Clean & Safe certificate. But TA defend that other measures must be urgently adopted for Portugal not to be overcome by other destinations that are already offering several counterparts to attract visitors.

Sharma et al. (2020) referred that digital marketing is used to meet the expectations of the tourism consumers; therefore it would be interesting to study the opinion of visitors to identify what they really expect from these tourism stakeholders in the future. Another study should be about the way the current crises will influence the relationship between the stakeholders in the tourism chain.

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## KEYWORDS

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Travel agencies, Covid-19 crisis, new technologies, tourism trends

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## ROOM 6 TOURISM PLANNING AND DEVELOPMENT, Session Chair: Alexander Pakhalov

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# Putting the sharing economy into perspective. The case of Thessaloniki during the COVID 19 crisis.

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## PURPOSE

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Tourism demand trends, as detected by search models, are attracted by innovative products and services in the direction of quality and environmental awareness. Despite the fact that the cooperative economy has arrived in Greece carrying on the experience of abroad and together with the so-called "good practices", it still seems to be in a standstill. So, the "hosts" are multiplying day by day, the big hotel companies are not responding at the moment, most studies end up with balanced use of the phenomenon. Thessaloniki, also a part of a megalopolis with diverse economic and political components, is looking at its development path in a transformative field. Many infrastructure projects, from huge to pharaonic, support the vision of a "new city". As distances get narrower, the city will expand. Its historically cosmopolitan character will soon find its place again. Extensive urban regeneration as a consequence of the construction and renovation of sports venues, the expansion of the commercial port, the development of passenger seafaring, improving the airport, increasing rail transport, completing the subway, the ring road and adjacent landscaping, the prospect of a floating cross-border connection between the countries of the Balkans and central Europe, the widening of the old beach, are already giving rise for investment in appropriately situated accommodation, enriching the tourist accommodation.

At the same time, a significant vacant housing stock is utilized by Sharing platforms. Individuals and corporations taking advantage of the downtrend in the real estate market seized the opportunity for an income to support their budgets. According to data published by AirDNA on 2020, there are 2086 properties listed in sharing economy platforms in Thessaloniki city center.

Main research objective of this paper is to examine the consequences of the COVID 19 pandemic to the sharing economy of the city according to the perceptions of the owners. Furthermore, the paper examines the characteristics of Thessaloniki's tourism product and how do they emerge more effectively through the sharing economy.

The starting point of the research was the study of the effects of the Sharing Economy on the formation of the tourist product in the Municipality of Thessaloniki. In particular, its purpose was to highlight the tourist potential of the city through the offer of short-term real estate leases, which have gained significant dispersion and popularity among visitors in recent years.

However, the new physical distancing imposed by the Covid-19 pandemic crisis and the global economic downturn as a result of a political turmoil to balance between public health protection and the financial rescue of states have been inevitable stimuli for the final objectives. Finally, the next day, both in the tourist appearance of Thessaloniki and in the studied sector of the Sharing Economy, was included in the purpose of the work.

Thus, the following four research questions are examined in this paper:

1. What is the level of satisfaction of Thessaloniki tourists staying in short-term rental accommodation, Specifically, what is a pole of attraction for visitors to the city today and what is not.

2. Depending on the course of the health crisis, will the presence of short-term leases in the city of Thessaloniki continue?
3. Do the property owners accept the need to review the institutional framework for the operation of short-term leases?
4. What are the expected effects of the pandemic on the traffic of Thessaloniki?

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## RESEARCH METHODS

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The present research uses a non-random sample as descriptive means. The "convenience sampling method" was addressed to participants with the above qualities whose contact details were known to the researchers. Also, the "snowballing sampling" (Christopoulos, 2010) was used to promote the structured questionnaire by all the initial recipients and mainly by short-term lease management companies of the city, the communication with which was made possible through their websites. Finally, social media was utilized with a survey conducted on members of relevant groups.

The research population is the active depositors of the Municipality of Thessaloniki on the Sharing platforms and / or the accommodation managers. Their contact details were found after research done at Sharing Economy platforms, internet sites, social media profiles and groups and AirDNA data for the city of Thessaloniki.

The main tool of the conducted research was the structured questionnaire. Only closed-ended series of prescribed questions were used. The search was conducted anonymously. In particular, an introductory text informs the respondents about the body and the purpose of the research, as well as about the terms of anonymity and confidentiality. The main part of the questionnaire lists 27 questions which are classified into 5 distinct sections entitled. The questionnaire was written in Google Forms and distributed entirely digitally via email (Gmail, Google Forms) and social media (Facebook Messenger).

The survey started in mid - March to June, 2020. A total of 137 properly completed and usable questionnaires were selected. Data processing was done with the use of SPSS.

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## RESULTS AND DISCUSSION

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To the authors' best knowledge this is the first attempt that has been done in order to investigate the effects and the future of the Sharing Economy in the Municipality of Thessaloniki during the COVID 19 pandemic based on the views of the owners. The key findings of the survey according to the overall objective and the four research questions are the following:

- For the first research question, on the satisfaction of tourists in Thessaloniki, it was found that business travel and leisure are, in the opinion of the participants, the most frequent reasons for which one visits the city of Thessaloniki, while less frequent are the educational reasons, the health reasons and even less often answer reasons related to sports events and reasons of special interest.

- For the second research question, initially emerged a very high level of positive and substantial communication between guests and hosts. Some extreme views on the impact of the pandemic on the Sharing Economy were also explored. On the one hand a significant part of the participants is pessimistic and believes that sharing economy will decline significantly and on the other hand a similarly significant part of the sample believes that the pandemic will be an opportunity to improve the level of services provided and further acceptance of this economy. However, in general, there was a restrained optimism about the course of the Sharing Economy due to the pandemic.

For the third research question concerning the assessment of the need for a review of the institutional framework for the operation of short-term leases, it was initially found that the attitude of the research participants is mainly an acceptance attitude. Also, the vast majority of participants argue that upgrading the operational framework to security issues would boost confidence in accommodation after the pandemic and is therefore deemed necessary for the benefit of the Sharing Economy and short-term leases.

- For the fourth research question related to the investigation of the effects of the pandemic on the tourist traffic of Thessaloniki, it was found that most participants believe that the reversal of the precipitation

of the tourist traffic will be significantly delayed due to the pandemic, but it will be restrained. However, there is a moderate optimism that the situation in the tourist traffic in the city will improve and that the current situation will not be a permanent phenomenon.

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## IMPLICATIONS

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The basic result of this research shows the necessity to upgrade the operational framework of the sharing economy in Greece which will boost the confidence in this kind of accommodation and improve traffic and visitation in the city of Thessaloniki precisely. At the same time hosts of the sharing economy strongly believe that they will be affected from the pandemic of COVID 19 but in the post COVID 19 era this kind of accommodation will continue to grow and will help the renovation of the city and its traffic volumes. This research took place during the first lockdown due to pandemic of the COVID 19 (May to June 2020), so it was not easy to ask the visitors of Thessaloniki that were using the sharing economy platforms during their trip to the city. So further analysis should include the views of the visitors that use the platforms of the sharing economy while visiting the city.

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## KEYWORDS

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Destination management, gentrification, Sharing Economy, pandemic COVID 19

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# **A first approach of Greek start-ups, related to Tourism, Culture and Leisure.**

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## **PURPOSE**

It is generally accepted and obvious that start-ups today are a huge part of global entrepreneurship. In recent years you have seen a strong interest in start-ups, their financing, and their viability as most of these businesses do not survive. Regarding Start-up companies worldwide, a fact that is a need to investigate is what is happening in Greece with start-ups and especially with start-ups in the field of Greek Tourism. The following article is a preliminary research and answers questions such as the number and main ideas of those start-ups and also about their characteristics. The aim of this article is the investigation and a first approach on how and to what extent the above companies are connected with Tourism, Culture and Leisure, as well as their sustainability.

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## **RESEARCH METHODS**

The research method for the following article was a qualitative research on the specific characteristics and parameters used for the classification of start-ups in the first database about start-ups in Greece (Westart.gr) and also research about the main ideas, the purposes, the products, and the services of those start-ups.

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## **RESULTS AND DISCUSSION**

The main results are that a) According to the database, from the total of 436 companies that are registered, only seventeen companies percentage (3,9%) are directly involved in Tourism, Culture, and Leisure. According to our research the companies which directly or indirectly involved in Tourism, Culture, and Leisure are 53 (percentage 12.2%) of these, 49 are based in Greece and 4 abroad. b) a new type of classification is needed which will take into account the products and services produced and the interrelation between Tourism, Culture, and Leisure. This preliminary research and these first results will contribute to further research about Greek start-ups related to Tourism, Culture and Leisure and Greek start-ups in general.

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## **IMPLICATIONS**

Tourism in the post-war period, especially after 1970, is one of the most dynamic and fastest growing sectors of the world economy. A special feature of this sector is that its operation is

linked to the internationalization of a large number of productive sectors as well as service sectors of the economy. Thus it can contribute to economic development at three levels in tourist areas: income generation, job creation, tax revenue. In addition, it expands the productive base of these areas and also affects the development of other sectors of the local economy (Agriculture, Commerce, Construction, etc.) The investigation and the research of what is happening in Greece with start-ups and especially with start-ups in the field of Greek Tourism is a very important issue for Greek tourism and the Greek economy as a whole. In Greece, tourism and tourism companies in general are a pillar for the Greek economy, both in terms of income and employment and future research about start-ups, their financing, and their viability are very significant.

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#### KEYWORDS

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Tourism, Innovation, Start-up, Entrepreneurship

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"Tourism and New Media", FrancoAngeli.

# Restarting live events in Greece: An industry analysis of post-pandemic strategies

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## PURPOSE

Prior to the Covid-19 pandemic, tourism arrivals in Greece in 2019 had reached 31.3 million per year with revenues generated of €17.7 billion (INSETE, 2020:6), contributing over a quarter of Greece's direct and indirect Gross Domestic Product (GDP) (INSETE, 2019). Greece is primarily known as a "sun, sea, and sand" tourism destination, underpinned archaeological sites and museums. Relatively little research focus has been given to live events such as business conventions, trade exhibitions, academic conferences, sports, cultural events and festivals which can drive economic growth (Lundberg et al, 2017) and urban and regional development (Richards, 2017; Clark and Misener, 2015). The main purpose of this paper is to examine how events-related firms in Greece have responded to the Covid-19 pandemic, and their plans for future recovery. We posed the following research questions: 1. How has the Covid-19 affected the live events industry in Greece? How have these firms reacted? 2. How quickly do event firms in Greece believe business will resume? Will there be a turn to online or hybrid events? 3. What type of support would Greek event firms prefer to assist with the recovery? 4. How coherent and coordinated is the Greek events industry *qua* industrial sector?

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## RESEARCH METHODS

Targeted stratified sampling was used to contact middle and senior level managers in events-related firms and organisations (pilot sample  $n = 33$ ). The population was drawn from events-related firms listed in business telephone directories, professional associations, and targeted web searches, and word of mouth networking. The research instrument was designed to probe the management of business disruption across four stages: disruption recognition, disruption diagnosis, response development, and response implementation (Bode and Macdonald, 2017). An online survey was employed using 36 scaled and two open-ended questions. Data were analysed using statistical software (SPSS). Thematic coding was used for the qualitative results.

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## RESULTS AND DISCUSSION

Preliminary results suggest caution for 2021 but more optimism from 2022 onwards. Recovery is a long term 3 to 5 year prospect. Post-Covid, the main challenges are (a) safety and security (b) cashflow, and (c) marketing. Views are more polarised with regards to whether clients will come back and whether the supply chain will be resilient enough. Financial support would be preferred as short term tax waivers rather than long term interest free loans. Whilst there is interest in incorporating some hybrid and virtual components post-Covid, the dominant preference is to return to live events. The events industry dominated by Athens and Thessaloniki, then dispersed across the regions and islands. Conversely,

second and third tier cities not as active. Particular sub-segments such as ‘destination weddings’ may lead the way in re-building the event industry due to their flexible cost and operations base.

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## IMPLICATIONS

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Public policy makers should take note of the preferred types and timing of support desired by the events industry. Embracing of online technology could help to extend events into the main tourism off-season. Second- and third-tier cities should consider developing their events profile. The live events industry in Greece remains fragmented and demonstrates several characteristics of an ‘emerging industry’ (Monfardini et al, 2012) still developing its distinct self-identity. Despite much previous research on tourism in Greece, little attention has previously been given specifically to live events in Greece. As the country seeks to re-balance its reliance on ‘sun and sand’ tourism (Campana, 2020), the paper offers timely new knowledge of how the events industry operates in Greece and its future needs to achieve growth post-Covid and beyond..

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## KEYWORDS

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Covid-19, pandemic response, live events industry, Greece, tourism development, business resilience

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# Sample size and population total estimation of count data: Application in tourism statistics

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## PURPOSE

The sample size has been intensively given attention in developing the statistical database. It is not only a well-known cost-effective concern; it is also a vital factor to determine an appropriate method for estimating population total. However, research has largely overlooked the sample size problem for small population estimation, especially in tourism accommodation where the data is count with the existence of extreme values. This study aims to develop a practical guide in which the required sample size is recommended to obtain the desired accuracy of population total estimation.

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## RESEARCH METHODS

The study first generated various artificial count data with population size from small (10 subjects) to large (thousands). The data variance was also designed to be varied from small to high to indicate a wide range of situations in reality. For each artificial dataset, a sample was drawn with simple sampling without replacement (SSWOR) and cluster sampling (CS) schemes to illustrate two typical survey methods in practice. A linear estimator was utilised to estimate the population total based on the drawn samples. The remained samples were utilised to validate the result. We used the sampling distribution of the estimate of the population total obtained from the simulation to evaluate the estimation accuracy. The effects of the sample size, population size, data variance, and sampling schemes on the estimation accuracy were illustrated. The study finally demonstrated the effects in estimating the total number of guests who stayed in accommodation facilities in some small areas in Japan. The bootstrap resampling method was utilised for this estimation with the realistic dataset.

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## RESULTS AND DISCUSSION

It was found that the sample size required to derive a specific expected accuracy varied among the size of population, sample, and the data variance. More specifically, with the same population size, the higher variance data required more samples than the others. The accuracy of the population estimation was critically affected by its size. When population size reduced to a specific threshold, the accuracy derived with a linear estimator became unacceptable. Cluster sampling was found to significantly improve the estimation accuracy, especially in the small population problems. We found an interesting finding with data generated with count data distribution processes, e.g., Poisson or negative binomial, was that when the mean value of a population reduced, the sample size needs to be significantly increased to maintain the desired accuracy. While the population size, sample size, data variance, and sampling schemes have been widely known as determinants of the estimate of the population total, this study contributes to the

literature by quantifying the extent to which the determinant factors affect the accuracy of the estimate of the population total.

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## IMPLICATIONS

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The study is recommended for developing tourism accommodation statistics. Most countries have been developing national tourism statistical database to support tourism policy. Many of them, for example, UK, Spain, Thailand, Japan, Vietnam, have been utilising linear estimator for tourism statistics. Although samples with thousands of observations have been collecting monthly, it is unusable in small areas, such as municipalities or local destination management organisations (DMOs). Because a sample with thousands of observations may be large enough to develop national statistics, it is not enough for small areas. This study offers researchers and practitioners a practical guide with easy-to-use quantitative information to determine the required sample size to derive a specific expected accuracy in population estimation. Especially in small areas, we suggest that it is critical to take tourist seasonality into account when determining the required sample size in small areas because the sample size is heavily dependent on the mean (or average) of guests staying at each accommodation facility. It also provides information on how small (population or sample size) is too small for the linear estimator with various data variance and two sampling schemes. Future studies are recommended to address the accuracy of cases in which linear estimator is failed.

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## KEYWORDS

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Sample size, population size, population total, count data, extreme values, data variance.

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# Rethinking Thermalism: A Theoretical Reflection on the Importance of Strategic Communication

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## PURPOSE

The aim of this article is to identify and analyze the scientific publications that address research in the sector of thermalism from the perspective of communication, which will reveal the current state of research, through systematic review of literature. The research questions are: what are the underlying dimensions of the theme shown in scientific publications? What is the relationship between strategic communication and thermal tourism? With the methodology used, it is also intended to identify the impacts and consequences and systematize the objectives and conclusions of studies on this topic.

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## RESEARCH METHODS

Systematic review was considered the most effective method for conducting this investigation, using the PRISMA Statement method. First, the keywords "public relations" OR "strategic communication" AND "tourism wellness" OR "health tourism" OR "thermal tourism" to be used in the web of Science™ Core Collection and Scopus databases were identified. A total of 4,525 articles were found and, after careful screening, 55 duplicate articles were removed, and based on the exclusion and eligibility criteria defined to fine-tune the review of the study, 2,487 articles were excluded because are Systematic Review Studies, Book Series, Books, Chapter in Book, Conference Proceeding, Serial, no Full Text, no English and 1956 full-text articles excluded for not being Empirical Studies, nor being related to the study focus. 27 articles with conditions to be reviewed were identified. EndNote 20 and Nvivo were the tools that allowed identifying, analyzing and systematizing all information.

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## RESULTS AND DISCUSSION

This study identifies the main contributions that emerge in the literature on "Thermalism" and concludes that this theme has been the subject of great interest on the part of many academics, with an exponential growth in research in this area, as well as calls for publications for scientific journals with greater impact in the area; however, concerning Communication, studies are still very scarce.

For Mijajlovic et al. (2020) spa tourism is one of the oldest types of tourism and despite its evolution, researchers are faced with a problem because there is no single definition of what spa tourism is. This



can create confusion in the minds of some consumers, who seem to mainly associate the word 'spa' with relaxation, comfort and also thermal tourism. Thermal tourism is an authentic term, which is narrower than health tourism and implies being carried out in thermal spas to treat certain illnesses, improve psychophysical health, or relax the body, using spring water.

Three major clusters were identified in the analysis: Tourist Behavior, Sustainability, Financial Management and Marketing; Innovation, Destination Image, Diversity, Benefits and Promotion/Communication; and Business and Tourism Development Models and Promotion Strategies. The importance of thematic segmentation is highlighted as a determining factor for a better knowledge of the area. The relationship between strategic communication and thermal tourism, although implicitly, was transversal to all articles. Pforr and Locher (2012) consider communication essential, highlighting specialization, quality, reputation and brand as fundamental competences of a destination.

With this evolution in mind, a conceptual model was developed, in order to highlight the "world view" and logical aspects reflected in the articles, together with elements that frame strategic communication as an essential tool to leverage and promote thermalism. This model is our contribution so that academics, from the perspective of strategic communication, can rethink thermalism and develop complex and diverse forms under the influence of political and economic systems and simultaneously changing social options and tourism interests in relation to thermalism.

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## IMPLICATIONS

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This study will contribute to the identification of operationalized strategies and guidelines with impact at the level of publications that may outline promising future research paths. The analysis highlights the need to continue to develop knowledge in a sector with great growth potential, as is the case of thermal tourism, with a special focus on communication. It is hoped that the findings will motivate other researchers to conduct further empirical studies on thermal tourism.

However, a limitation was the fact that only 2 databases were considered and simply included articles from journals. As a future line of research, we propose to extend the theme and conduct a study on communication strategies used in thermalism and how resilience is viewed in times of crisis in Covid period.

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## KEYWORDS

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Tourism, Thermalism, Strategic communication, Systematic literature review.

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## ROOM 7 CRUISE AND MARINE TOURISM, Session Chair: Georgios Skoufas

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# Environmental Dimension Management and Pro-Environmental Behavior in Coastal Destinations

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## PURPOSE

This research was designed to assess the potential of managing environmental dimension as an indicator to a pro-environmental behavior. Specifically, this assesses the management of environmental dimension in coastal destinations, and describes the intention of tourist and resident towards pro-environmental behavior. This also hypothesized that there is a significant relationship between the management of environmental dimension in coastal destinations and the pro-environmental behavior.

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## RESEARCH METHODS

This research utilized the descriptive-correlational method of research with experts-validated survey questionnaire as a tool. This study considered 500 respondents composing of residents and tourists in coastal destinations of Ilocos Sur, Philippines. The population was determined using a non-probability convenience sampling method. The sites of the study were the different barangays of Ilocos Sur, Philippines with popular coastal destinations. The data gathered from the respondents were tabulated and analysed through the use of weighted mean, pearson product moment of correlation, and analysis of variance.

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## RESULTS AND DISCUSSION

The findings suggest that the management of coastal destinations in Ilocos Sur is weak enough to protect and preserve the natural eco-system. Further, raising awareness and offering of environmental friendly alternatives to tourism-related products and services can make the residents and tourists of coastal destinations to protect and preserve the natural environment. On the other hand, proper management of the environmental dimension of coastal destinations can influence the pro-environmental behavior of the tourists and residents. And lastly, the pro-environmental behavior of both the tourists and the residents have no significant difference.

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## IMPLICATIONS

This study found that if the way how it is being managed will not be improved, the coastal destinations will perish and eventually, stakeholders will no longer enjoy the potential benefits of the destinations. Further, it has found out that the behavior of human can decrease the adverse effect of the industry if there are environmental friendly products available in the destination. Thus, the management of environmental dimension in coastal destinations of Ilocos Sur should make the coastal destinations to be sustainable using various appropriate and effective strategies, and policies. Moreover, there is a need to enhance the pro-environmental behavior of the tourists and residents through effective strategies and policies. This is important because this is an addition to the pole of knowledge focusing on the development of a pro-environmental behaviour.

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## KEYWORDS

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Sustainable Tourism, Pro-environmental Behavior, Coastal Destination, Environmental Dimension Development; Coastal Tourism.

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# Assessment of Tourists Satisfaction on Destination Attributes of Marine Environment Mammal Tourism: An Example From Mirissa, Sri Lanka

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## PURPOSE

Marine Environment Mammal Tourism is a niche tourism and it can be identified as sustainable alternative to the tourism. Significantly, watching Whales and Dolphins have enjoyed phenomenal growth and is one of the fastest-growing tourism products in the world. Utilization the true potentials of Whale and Dolphin watching tourism has been developed and promoted in specific areas Sri Lanka, specially Mirissa. Sri Lanka is blessed with plentiful and diverse coastal and marine resources having a high potential value for tourism. Therefore, Sri Lanka as an island which is rich with the marine ecosystem, it has the capability to position itself as a marine tourism destination. In consonant with that, this study focuses to assess the level of tourists satisfaction on destination attributes of Marine Environment Mammal Tourism referred to Mirissa, Sri Lanka. The primary objective of the study was designed as to assess the relationship between the attributes and tourists satisfaction towards marine environment mammal tourism in Mirissa area. Screening out the profile of tourists interested in Marine environment mammal tourism was the secondary objective of the study. The research will be able to bridge the empirical and knowledge gap existed in the field of water-based tourism and adventure tourism .

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## RESEARCH METHODS

The research has utilized quantitative approach in achieving the primary and secondary objectives. The population being the both local and foreign who visited Sri Lanka for Marine Tourism, basically whale and dolphin watching. The sample consists of 120 respondents both local and foreign tourists who visited for Whale and Dolphin watching at Mirissa. A pilot test was carried out in order to justify the area for the study selected due to the availability of various marine tourism sites in Sri Lanka. Judgemental/purposive sampling was employed as the sampling technique for the study while the study is entirely based on primary data gathered via self-administered questionnaire with 5 point likert scale. Demographic factors, destination attributes(6 A of tourism destination) and satisfaction were addressed in the questionnaire. Karl Pearson Coefficient correlation analysis and Descriptive analysis were used to achieve the objectives of the study.

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## RESULTS AND DISCUSSION

The key finding of the study revealed that the destination attributes of Attractions, Amenities and Accessibility have strong positive relationship while Ancillary services, Activities and Available packages have weak positive relationship on tourists satisfactions on marine environment mammal tourism. The coefficient values of all 6 attributes have recorded positive correlation irrespective on negative and positive, hence the major finding disclose that there is a positive relationship between destinations attributes of marine mammal tourism and tourist satisfaction. The descriptive analysis



divulged that Male middle aged tourists from Asia Pacific region with considerable income level were mostly interested in Marine mammal Tourism

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#### IMPLICATION

Tourists were satisfied on the destination attributes associated with mammal tourism and they were highly concern on existing free health facilities and prices of the packages offered to them at the site. to conclude, it is needed to have innovative practices such as affiliation services like glass bottom facilities, technological improvements, resting facilities after the journey and souvenir promotions from their service providers compared to the available services .effective marketing campaigns are at their need to promote mammal tourism with powerful regulations to conservation. The service suppliers can identify the future infrastructural facilities essential for the improvements of a better service. Moreover, the mediation effect of “Memorable Tourist Experience” related to the tourists ‘ satisfaction of marine mammal tourism can be consummated as future research areas.

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#### KEYWORDS

Tourism, Marine Environment Mammal Tourism, Destination Attributes, Satisfaction, Alternative Tourism

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# Sailing troubled waters: a systematic review of nautical tourism research

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## PURPOSE

Nautical tourism includes both the movement of tourists on the sea and their landing in ports and marinas for accommodation and tourist activities. Nautical tourism plays a key role in the economic development and in the social and environmental sustainability of coastal tourist destinations. During the Covid-19 crisis, nautical tourism suffered a forced stop during the lock-down periods but quickly recovered as it allows to enjoy the marine environment in safe conditions, with limited contacts with other tourists or the locals.

The relevance of nautical tourism and its potential for growth stimulated our interest in exploring the related economic and managerial literature, to pursue two research objectives. First, the study addressed the blurred boundaries of this form of tourism, by proposing an original definition to support the literature review. Then, it explored the current state of knowledge and future research directions, so expanding the knowledge base on nautical tourism and stimulating debate among scholars.

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## RESEARCH METHODS

The study explores economic and management literature on nautical tourism via a systematic review of articles published in Scopus-listed journals from 2000 to 2019.

A wide set of keywords was used, due to the lack of a generally shared definition of nautical tourism in the literature and the consequent use of different terms to refer to the same phenomenon. In April 2020 the title and keywords of papers included in the Scopus database were scrutinized, generating an initial sample composed of 556 articles. The authors then read the abstracts and excluded articles not consistent with the research scope. Finally, the full text of the remaining 166 papers was read and non-relevant articles were discarded, identifying a final sample of 104 papers.

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## RESULTS AND DISCUSSION

Findings confirm a growing attention to nautical tourism but with a limited research agenda and a very fragmented coverage of the research field: literature often concentrates on very specific issues while ignoring essential research areas. Research is also geographically concentrated: three-quarters of authors are affiliated with institutions in the United States, Croatia, Spain and Italy, which form also the most investigated regions.

The role of nautical tourism in destination planning, management and development has been only partially explored. There is limited analysis of demand as of the characteristics of nautical tourists, their behavioural traits and underlying motivations, the determinants of the destination choice, the market segment structure. Few are the supply-side studies on nautical tourism firms – such as tourist ports and marinas, charter companies and boat rentals – in terms of strategic planning, competitive analysis,

financial issues, and marketing policies. Important cross-disciplinary and current issues have been limitedly addressed, such as sustainability & corporate social responsibility, the role of digital technologies, and the collaboration between stakeholders from a network perspective.

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## IMPLICATIONS

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Our study is the first systematic literature review of nautical tourism research, aiming to explore how literature has approached this form of tourism from an economic and managerial point of view. Wide room for future studies exists, which may fill the many gaps in the literature by giving new (or more) consideration to several major topics: the destination management perspective; the characteristics and behaviour of the demand; the managerial and marketing issues of the supply players. Particularly urgent is the need for the community of scholars already engaged in nautical tourism to come together, by stimulating international cooperation to overcome the present fragmentation on a local scale. The research also provides practical implications for managers and policy makers, by identifying relevant pieces of research that may support them in their activities. Findings can inspire practitioners for fruitful cooperation with scholars, to jointly explore partly studied aspects of nautical tourism. Such collaboration would help scholars to cast light on more operational aspects of the management and marketing of nautical related activities, both on a firm- and destination- level; at the same time, it would provide practitioners with a solid conceptual background on which to base their decisions.

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## KEYWORDS

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nautical tourism, marine tourism, coastal tourism, yachting tourism, literature review

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# Cruise Tourism: An Overview of Motivations

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## PURPOSE

The Cruise Tourism industry has undoubtedly matured over the years and has endured plenty of changes, being quite possibly the most worthwhile, well-known, and quickest developing sector of the whole tourism industry (Chua et al., 2015).

Considering the relevance of Cruise Tourism and since motivation is the central drive of consumer behavior, the present study attempts to understand the motivations behind cruise traveling and why people choose cruises for their vacations. Therefore, it analyses what is so appealing in this industry, that attracts tourists from all over the world.

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## RESEARCH METHODS

This conceptual study was done between September of 2020 and January of 2021 and gathers information from the most relevant studies in the area of Cruise Tourism and motivations, within Scopus databases.

Previous studies and other data were collected, throughout 40 years (1979-2020), showing how broad the current study is in an environment that although is noteworthy, has very little literature associated. Based on an extensive literature review, this work starts with an analysis of the different concepts of Cruise Tourism, following an evolution of the industry, within the previously stated timeframe and ends with a reflection on motivations to cruise in order to edify cruise lines to a deeper understanding of motivations in this industry.

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## RESULTS AND DISCUSSION

The findings suggest that the tourism industry has changed throughout the years allowing thus have individuals and their requirements.

Also, it was confirmed that motivations are unpredictable, dynamic, highly individualistic, and reliant on a scope of interconnected demographic and psychographic factors (Weeden, et al, 2016).

Therefore, individuals cruise for reasons related to their background and current personalities and tend to “seek authentic opportunities when their usual environments lack such an experience” (MacCannell, 1973, cited in Guo et al, 2014, p.116).

Accordingly, cruise lines ought to take into account their segments (Petrick & Durko, 2015), to build up the best system for cruise marketing and development and should continually understand how cruises are perceived, why individuals like to cruise, and why others do not.

In conclusion, Hung and Petrick (2011) paved the way with their developed scale for other authors like Elliot and Choi (2011), Lusby et al (2012) and Severt and Tasci (2020), to enhance the research on this topic. Certain concepts stood out during this study, these being unwinding, good value for food and beverages, escape the routine, opportunity to invest in quality time with the family and sense of community.

Overall, this shows that, as per Maslow's hierarchy of needs, the lower-level ones have more significance than the higher-level ones.

So, the present study gathers important information regarding motivations, analysis them, and presents it in a very organized and easy-to-understand matter, adding to the knowledge on this research topic.

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## IMPLICATIONS

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This study is relevant because it provides cruise lines with a better understanding of motivations within this industry and helps them better catering to their clients.

On the other hand, this being a conceptual article in an early stage that cannot present profound conclusions, it might lack a more in-depth analysis, which can be considered a limitation.

When it comes to suggestions for future research, performing other studies with multi-strategies that comprise both qualitative and quantitative techniques will almost certainly yield a more profound comprehension of a given theme. For example, performing a questionnaire to passengers could be important to understand what each generation is sought after or create more specific segments. Also, being up to date and constantly reformulate this kind of studies is mandatory for an industry that is constantly evolving and adapting to the circumstances.

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## KEYWORDS

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Cruises, Tourism, Motivations, Cruising Intention

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# Do *Posidonia oceanica*'s meadows constitute a potential hot spot for Mediterranean recreational SCUBA diving?

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## PURPOSE

During the last decades, one of the most powerful trends in SCUBA diving tourism is to promote the value of Marine Protected Areas (MPA) and priority habitats (Lucrezi et al., 2017). *Posidonia oceanica* is a unique and very significant species and ecosystem, endemic in the Mediterranean basin, which is protected by national and international legislation. Actually, the opinion qualifying *P. oceanica* as "A natural capital" (Vassallo et al., 2013) is widely accepted by the scientific community. Absolute protection of species and habitats isn't considered nowadays the appropriate option and the modern trend is integrated sustainable management of protected habitats, including controlled tourism development, satisfying the stakeholders as well. Taking into consideration the ecologically friendly approach of recreational SCUBA diving, which has less anthropogenic impacts than other activities, and the fact that recreational divers do not prefer to dive in this Mediterranean habitat (Skoufas et al., 2015), the main aim of this research is to investigate whether *P. oceanica* meadows could act as a hot spot destination for recreational diving.

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## RESEARCH METHODS

*Posidonia oceanica* meadows cover a large depth range, from shallow to deeper waters, in depths where recreational SCUBA diving activities take place. In other Mediterranean regions (Italy), recreational divers participate in *P. oceanica* diving trips (Di Franco et al., 2009). The current survey took place in Greece (Chalkidiki, Greece), and particularly in a NATURA 2000 marine area. Based on metadata from a previous preliminary research, the general trend of recreational SCUBA divers in Greece is to avoid seagrasses' beds. In details, only 17,78% of the women divers and 6,19% of the men divers prefer to dive in *P. oceanica* beds (Skoufas et al, 2015). Based on these previous data, and using the tool of personal questionnaires and interviews, an attempt to verify this trend was implemented, as the first step of this work. The second step was to estimate the opportunities of a new SCUBA tourism product, that of "*P. oceanica* diving", via SWOT analysis.

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## RESULTS AND DISCUSSION

The first observation resulted by recent questionnaires' data (February 2021, a sample of 43 divers) shows that 21% of divers prefer to dive in *P. oceanica*, 74% on rocky bottoms and only 5% on sandy bottoms. According to that, the percent of divers which prefer this habitat increased, in comparison to the previous data, 6 years ago. Most probably, Greek divers follow the general trend to dive in protected habitats, as in *P. oceanica* beds. The next step was to collect data via personal interviews to divers, in order to apply the SWOT analysis. As resulting from that, a very interesting strength point is the uniqueness (in global scale) of the ecosystem, that supports a rich fauna and flora biodiversity. Another



very useful strength point for the practice of recreational SCUBA diving is the extended depth range distribution, that covers all training levels. However, a crucial weakness point appears to be the wrong divers' impression, due to incomplete information, that "there is nothing to see there", which is in stark contrast to reality. Briefing (Giglio et al. 2017) emerges as a solution to change positively this weakness point. A great opportunity is that this diving site offers in the promotion of other SCUBA tourism products, as underwater photography, etc. Important are, as well, the threat points of this vulnerable species, such as climate change, pollution, anchoring, etc.

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## IMPLICATIONS

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As a conclusion, *P. oceanica* constitutes a promising SCUBA destination, which satisfies the general environmental awareness trend. Nowadays, only a low percentage of customers explore all Mediterranean diving opportunities, most probably due to the incomplete information provided by the instructors during briefing. Win-win relations emerge from the re-orientation of SCUBA customers to *P. oceanica* beds, such as the creation of a citizen science network (Manino and Balistreri, 2018), in order to conserve this vulnerable habitat.

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## KEYWORDS

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*Posidonia oceanica*, SCUBA diving, Mediterranean Sea

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**ROOM 8 CULTURE AND HERITAGE TOURISM, Session Chair: Erdogan Ekiz**

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# Towards a Culturally Sustainable Tourism: A Case of Rajasthan

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## PURPOSE

1. To examine the pattern of foreign tourists' arrival in the state.
2. To explore perception and experiences of tourists and locals.
3. To find out the problems that are hampering tourism growth in the state.
4. To suggest various measures that may be taken up to boost the tourism industry in the state.

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## RESEARCH METHODS

Secondary data collected through various reports of the department of tourism, Government of India and Government of Rajasthan, journals, archives and newspapers. This is supplemented with primary data wherever required, which has been collected through personal interviews with government officials, tourists and local people. In total 125 indepth interviews has been conducted in this research. To be specific, 50-locals, 50- tourists and 25 government officials. Respondents in this research has been selected from three tourist cities in Rajasthan, namely Jaipur, Udaipur and Ajmer.

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## RESULTS AND DISCUSSION

The study shows that there is an increasing trend in foreign tourist arrival in Rajasthan in terms of numbers but the CAGR is fluctuating between 2.35% to 17.22%. The period of 1971 to 1980 saw highest CAGR because of the establishment of RTDC. The number of foreign tourists is fluctuating from the year 2000 to 2012 due to crimes against tourists, terrorist attacks, lack of promotion and marketing, poor maintenance, poor tourist facilities, and lack of governmental and local support. All this has resulted in decreased employability for local tourist guides and tour operators, and a decrease in foreign exchange earnings from the tourism industry. The state needs to address all these challenges and take steps to improve the existing condition. In the state of Rajasthan, Tourism activity has helped in generating employment in chronic drought-affected areas too, paving the way for drought-proofing of the region and generating a lot of economic activities for all segments of society of the desert region. A variety of handlooms and handicraft products are available for the attraction of tourists but still the state lacks foreign tourist arrival. Analysis of data shows that few incidents of rape and misbehave with tourists resulted in the loss of trust at international level and it reflected in the decreased tourist arrival in Rajasthan. Local people are not much aware how they can contribute to a better tourist experience. Tourists suggested that they should get a brochure which gives them an idea about the place and pointers including do's & donts. There is also a dearth of studies in tourism studies which focuses on taking socio-cultural factors in consideration specially in case of India. This research will contribute to the broader body of knowledge as it focuses on all these aspects in detail.

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## IMPLICATIONS

The state has shown notable prospects to be a sought-after tourist destination worldwide. Rajasthan is rich in cultural heritage, natural resources, biodiversity and presents a number of attractions for foreign tourists but it has been not used fully. The government should take initiatives to promote tourism activity throughout the state by organizing exhibitions at places which have a tourism potential. Besides, new

sites should also be identified and developed to improve the tourist attractions in the state. Government needs to orient the local people to provide a unique cultural experience to enhance the experience and trust of tourists. Lastly they need to amend the existing tourism policy to ensure better cultural experience and safety for the tourists. They need to create an environment that is free from crime will act as a catalyst for tourists' arrival and the word of mouth of a satisfied tourist is the best promotion of tourism in any area.

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## KEYWORDS

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Tourism; Emerging Regions; Tourism Development; World Heritage Sites

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# A Spatial Perspective Guiding the Specialization in Local Tourism: Case Bogotá-Colombia

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## PURPOSE

The article hints a specialization profile for spurring the tourism in some Bogotá boroughs according to the previous inventory of facilities and the activities related to the urban dynamics. Based on the mapping of activities and tourism inventories, preferential strategies for tourism promotion can be suggested. The main objective in the methodology is to identify and emboss the spatial attractions owned by the particular urban areas, and analyze the tourism arrangements and service distribution around the monuments, museums and historical cores for defining a specific vocation pertaining to the analyzed area. The quest of the research is a discussion about the convenience of promoting a more specialized or more diversified approach in the tourism promotion of some urban areas.

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## RESEARCH METHODS

The approach will exploit the opportunities provided by the spatial analysis as a technique for recognize the agents behavior. The spatial analysis encompasses the human decision taking into account distances, the interaction with other close agents and final spatial equilibria. These criteria will be applied in the analysis of the current operation of agents and the supplies offered to visitors. This tourism set of services must be coherent with the inventory of attractions, public goods, and cultural and historic monuments. Subsequently, each borough can be focused in attracting one specific profile of visitors and therefore, this approach can guide a tourism promotion strategy. The basic methodology is the application of Geographical Information Systems for figuring out some spatial patterns in the agents behavior.

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## RESULTS AND DISCUSSION

The unit of analysis are the boroughs in Bogotá that excel as important core of tourist activities (culture, sport, business, shopping, education, health, etc.). The methodology will render the spatial distribution of tourism inventory and the most suitable way to deepen the vocation of the particular borough. The subsequent discussion will deal with the actual exploitation of the urban tourism and will identify some unexhausted opportunities that can be fully tapped. Amid this context, some visitor profiles can be suggested according to the quality of incoming tourists, depending on their personal traits and features.

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## IMPLICATIONS

The results of the article can be incorporated into the public policy discussion within the promotion of sustainable economic activities. Furthermore, findings can inspire specific strategies for planning the local growth of economic activities and the sustainable promotion of specific industries, respecting the

urban environment and the idiosyncratic endowments of each borough. On a scientific level, the purpose of the article is to apply disruptive methodologies based on spatial analysis for inspiring a set of public policies focused on urban planning and the promotion of the tourism industry. This proposed methodology can be replicated at the international level, with the previous stock of spatially georeferenced information.

The article can trigger a useful discussion comparing two points of view in the exploitation of tourism activity. In the urban tourism there is a myriad of profiles in the visitors and a diversity of interests can induce the journeys. The purpose of the article is to promote the discussion about the specialization of some boroughs in Bogotá. In doing so, the tourism agents could arrange a common strategy for excel the concrete attractive activities, a strategy that can be eased by the spatial proximity.

This new approach can focus the tourist in his particular interests and can avoid the waste of time in displacements and traffic jams, generating efficiencies for the visitor and the tourism agents. Around this new strategy, the marketing efforts and additional investments can be aimed to identify the typical visitors required for the specific urban zone, and therefore, they can become the target for differentiated advertising campaigns.

Thereby, Bogotá can be promoted as a diverse city with particular local attractions depending on the urban area matched with the individual tourist interest. The conclusions and the methodology can be taken into account for the formulation of urban and tourism policy, and for making decisions in terms of territorial planning.

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## KEYWORDS

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Spatial Analysis, Urban Tourism, Geographic Information Systems

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Wei W. (2012). Research on the application of Geographic Information System in tourism management. *Procedia Environmental Sciences*, 12, pp. 1104–1109.

# Management of UNESCOs historic city centers. The motivations of the visitors and the behavior of the stakeholders.

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## PURPOSE

The main objectives of the research are the protection of UNESCO World Heritage Sites, the investigation, identification, segmentation of the public visiting the destination of analysis and its relocation, in order to contribute to the smooth and balanced sustainability of the place, the market research of each destination, the segmentation of visitors according to the case, the awareness and information regarding their behavior in each destination.

Some reasonable research questions are being raised at this stage. For example:

- if after this process there will be creation and stimulation of innovation depending on the city of study
- whether the stakeholders will eventually work together for a more sustainable future
- if they are only interested in serving the interests of their area
- whether there will be one or more models, which will contribute to the effective protection and sustainability of monuments - cities

The cultural tourist is the one who really wants to know a place and its history. He is the one who wants to feel that he lives in another culture, who wants the experience of a cultural "adventure".

Cultural tourists of general and special interest have a high educational and economic status, are distinguished by intense learning and willingness to learn about the history and culture of the destination - country, while they gain new experiences, combining education, relaxation and fun. These characteristics generally belong more to the elderly, who make up a significant and stable group of cultural tourists.

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## RESEARCH METHODS

According to the secondary research (case studies and comparative analysis) a part of the market that is and will also be in the future interested in UNESCO's historic city centers are mainly visitors who are fascinated by culture and are familiar with it, i.e. people with a high level of education. More specifically, such visitors are people from Northern and Western Europe.

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## RESULTS AND DISCUSSION

At the present stage of the research, the main findings of the study are the motivation of visitors to cultural heritage destinations, more specifically to UNESCO historic city centers destinations and the

treatment of residents and the state to visitors. Managing the image of cities in order to be effective must follow an organized strategy. This could include 4 steps:

1. Initially, each city should clarify its vision, clearly setting its goals through determination, recording, evaluation and selection.
2. Then it is important to clarify the target - markets, to segment them so that the appropriate promotion strategies emerge in order to convey the image of the city in the right way to its potential visitors.
3. In the management of the cultural image of a city, the coordination and the cooperation between the local administrations, the stakeholders, the cultural organizations but also of its inhabitants play an important role, with a clear distribution of roles and responsibilities. Therefore the overall social support will enhance the goals of the city.
4. Proper long-term image management requires technical knowledge, skills and good use of technology, i.e. constant information on changing tourism trends in order to timely adapt its "product" to these trends. (Μεταξάς, 2010)

The cost of cultural tourism by travelers who choose a specific reason for visiting a destination, is usually higher than that of the average traveler who chooses other destinations and a different kind of tourism. Thus, their highly sophisticated preferences and desire to live the most authentic experiences in a destination, require higher costs. Also, the so-called "city breaks" are a dominant trend in tourism today. In addition, the further expansion of low-cost carriers has contributed to the creation of alternative tourism options, related to the culture and cultural heritage of a destination, such as gastronomy, agritourism, sports tourism, music tourism, eco-tourism, etc. The culture and historical elements of a place are at the core of the tourism product of each destination, thus contributing to the subsequent differentiation of the brand of the destination. Countries such as France and Italy are intertwined with their cultural characteristics and cultural heritage. Also the United States, Britain, Ireland, the Scandinavian countries, as well as the new middle class that is being created and developed in the emerging economies of China, India and Brazil, are of great cultural interest and therefore increased preference by travelers. Attractive cultural tourism destinations, which are increasingly preferred by travelers, are Germany, Australia, Peru, Mexico and Argentina.

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## IMPLICATIONS

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The results of the present research show that further analysis and categorization of UNESCO's historic city centers should be done. For example, the ways of promoting the destination by the stakeholders, the destruction of the monuments due to weather phenomena or for other reasons, etc.

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## KEYWORDS

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destination sustainability, cultural heritage, UNESCO, monument protection

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# Folktourism in Lisbon: COVID-19 impacts on “Festas de Lisboa” and on its social and cultural contexts

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## PURPOSE

The 'Festas de Lisboa' local event is presented, based on the concept of Folktourism. A theoretical debated is holding on the impacts of the COVID-19 pandemic on this annual event and its social and cultural context. This text is part of an extension of a study carried out as part of a doctoral thesis on the communication processes of the communities of the Marchas Populares de Lisboa (Lisbon Popular Marches). These are groups with prominence in the celebrations of the Portuguese capital

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## RESEARCH METHODS

Describe here the important features of your research design, data, and analysis. This may include the sample size, geographic location, demographics, variables, controls, conditions, tests, descriptions of research design, details of sampling techniques, and data gathering procedures. Do not change formatting! To realize how the Lisbon Popular Marches communities deal with the COVID-19, the methodology we undertake consists of three techniques: observation; photography and interview. These techniques have been considered for this mediatized world as result of a bilocation interaction, I.e., the relationship between the communities and the media are both «physical» and «digital». Specifically, observations are presential through visits in collectivities headquarters as well as digitized in the form of following their Facebook pages. The observation considered four groups of Marches. They were selected by the high level of their activities online and with some tool like smartphones or tablet on their daily lifes. During the observation, the photography provided a data to build a interview structure to interrogate the Marhes' participants. Under this perspective and anchored at a micro-level of research, by analysing the communicative practices of a folk community, this study aims at understanding how a folk community - defined by strong ties, face-to-face interaction and proximity (1) adapted itself to the current polymedia environment, (2) integrated media practices in its daily activities, and (3) how this folk community can be understood as a mediatized world.

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## RESULTS AND DISCUSSION

It is concluded that the advent of the COVID-19 pandemic meant that the local government had to not only cancel the festivities in honor of the popular saints, but also to attend almost total reductions in economic revenues in the Tourism sector. However, the Lisbon Popular Marches did not stop their activities, they migrated and complement their daily actions, as a community, to the digital communication. It means the Folktourism also updated itself to survive during the COVID-19 pandemic. This study could be important to understand how the digital can be helpful to some local communities survive not just during this time of COVID-19 pandemic, but also to promote a selfpresentation by themselves.

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## IMPLICATIONS

We hope so to contribute for the understanding of many other communities around the globe, whose is trying to express their voices inside the social media context, like geographical communities, e.g., folk

and indigenous, but also, non-geographical, e.g., vegan or feminist. Thought the social media and the new technologies, they can have the chance to speak about their own perspectives of themselves, rescuing their representation inside the communicative process.

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## KEYWORDS

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Tourism; Communication; Folklore; Lisbon; COVID-19 Pandemic.

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# Challenges of Kosovo's enlargement to V4+ in the consequence of coronavirus pandemic situation

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## PURPOSE

The main goal of the article is to provide a broader explanation of the enlargement of the Visegrad group countries (V4) with Kosovo regarding all consequences for the future and its integration. Applied standardized procedures, we assess the possibilities, the potential regional integration, and the effect of an eventual enlargement towards the Balkans region.

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## RESEARCH METHODS

The article aims to provide a micro- and macro level of problem definition focused on Coronavirus crisis impacts in tourism industry of the V4 and the eventual Kosovo integration into the V4 as a Western Balkan (WB6) and Eastern Partnership (EaP) enlargement V4+. The analysis of primary data and the search for results are based on the Delphi method providing better explanation of economic, social and market integration processes which will fully exploit the opportunities of the Content analysis provided by the quantitative and qualitative secondary data. Furthermore, the analysis compares the turnout of separate quarters of the period from 2015 to 2020 with an emphasis on seasonal trends and changes in inbound tourism due to the COVID-19 pandemic and the related restrictions. The primary data were obtained from participant observation and semi-standardized interviews. Result findings of secondary content analysis and primary data from the interviews were "merged" during the macro- and micro level analysis PASTA, PESTLE and SWOT; therefore, were associated complex model of the problem definition in the tourism industry of V4+. The combination of the three approaches had a positive impact for the future recommendation. The first approach enabled how tackle the impact of limitations after the pandemic in tourism industry (Antořová 2020) and future integration of Kosovo to V4 are constructed in mutual interaction between countries.

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## RESULTS AND DISCUSSION

The article offers key guiding criteria for deepening the economic integration in V-4 group, emphasizing key aspects as the economic and regional convergence and the incorporation of diverse social strata into the economic growth process. In the political sphere, the article detects the necessity of enforcing political participation and the full operation of the national democratic institutions in the vein of European principles.

The article highlights the benefits derived from the full membership of the actual V-4 group into the European Community and there, identifies its more powerful strength and stable frame for promoting growth and prosperity. The enlargement of the V4 with Kosovo or other countries (from Western Balkan countries or Eastern Partnership) won't be easy, because each member has to accept new members and they have to follow common interests. But the enlargement of the Visegrad Group would be one step in

the right direction to the reunification of Europe. For an enlargement there have too many cooperation and trade flows between the participating members. Also there has to be an equitable distribution of power. In conclusion Kosovo is underdeveloped in the comparison to the Czech Republic or Poland, so Kosovo will depend on these countries in respect to economic activities and becomes sustainable.

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## IMPLICATIONS

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The critical view of the political and economic integration process emphasising the risks derived from the deepness of divergence across countries and regions. The assessment of the results related to the V-4 integration can guide the forward perspective of the regional integration and can provide criteria for enlarging and improvement of the political and economic alliances. The development of specific economic branches as the tourism industry can be an opportunity for promoting the economic expansion in the concerned countries and the recognition of the potential of the safe exchange of visitors can be an instrument for reinforcing the economic integration, international cooperation, and mutual recognition across different societies.

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## KEYWORDS

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PASTA analysis, Visegrad group countries (V4), coronavirus, tourism industry, political integration.

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**ROOM 9 DESTINATION MANAGEMENT, Session Chair: Fotis Kilipiris**

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# Destination and City Branding through local gastronomy: the cherry fruits in the city of Edessa

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## PURPOSE

The paper exams the formation of a city's branding by linking branding with agricultural products and especially cherries. The following three Hypothetical Questions were set:

(Q1): Local products and specifically the cherry contribute to the creation of the image and identity of the city of Edessa

(Q2): Whether cherry can enrich the offered tourist product through the development of tourist routes during the flowering and harvesting periods and whether it can support the gastronomic identity of the place or not.

(Q3): If there is a synergy between the production bodies to utilize the cherry for tourism purposes and if it is considered necessary to create an organization body for the management of the identity of Edessa as a destination.

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## RESEARCH METHODS

The design of the survey was based on other research previously conducted to determine the image of the city, however the questions were adapted for its full application in our work. The purpose of the questions is basically to obtain information that allows us to prove or not the effect of the cherry on the shaping of the image of the city and its participation in the creation of city branding. At the same time, the creation of a city branding based on the perceptions of the visitors and of course on the perceptions of the residents of the area about their place and the understanding of the interactions and the effects of branding on them. A quantitative survey of 89 visitors to Edessa and a qualitative survey of twenty representatives and local government officials conducted in April 2019 (first limitation). The sample of the quantitative research was defined by the visitors of Edessa who visited the Tourist Information Kiosk (second limitation) and sample of the qualitative research was a convenience sample of 20 interviewees. Target population: The visitors of Edessa who annually amount to approximately 350,000. Estimated level of error and confidence: A confidence level of 98% and a sampling error of 2% are established.

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## RESULTS AND DISCUSSION

The aim of the research was the presentation-formulation of the city branding of the city of Edessa, connecting it with the quality of agricultural products and especially with the cherry fruit. The special contribution of local products and their use as tools for the creation of identity and branding of a place, in the context of sustainable tourism development where nature has a special presence was investigated. The combination of quantitative and a qualitative survey demonstrated that there is an important correlation between cherry and the potential of tourism development. The results of this study brought out the possibility and the need to relate the cherry with the city's identity and the creation of a coordination body for the branding preparation and the destination's sustainable management.

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## IMPLICATIONS

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The general conclusion from the research is that local products can play an important role in creating and strengthening the identity of Edessa. Moreover, the correlation of local products and tourism as a pull factor of tourism development in addition to the need of cooperation between private and public sectors was highlighted. Due to the fact that the research conducted in April 2019, it would be of great importance to examine visitors' perception at the post-Covid 10 period. Moreover, it would be interesting to study a greater sample in an extended annual period of time, the different tourist categories in each period and their different needs. Also, the local community's perceptions and views about local identity and branding would be of great interest. Finally, the formation of the branding identity in practice and its real implementation would be a great point of research in the area.

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## KEYWORDS

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Destination branding, local products, gastronomy, local identity

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# Covid19 consequences on tourism in North Macedonia –a destination perspective for domestic tourism

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## PURPOSE

Similar to many destinations, North Macedonia registered a drastic decline in international tourist arrivals after the outbreak of the Covid19 pandemic. On the other hand, recently there has been an increase in tourist visits to places and areas that had low performance in tourism activity in the previous period. In this context, the purpose of the paper is to present the perspectives of domestic tourism in the country, which showed that especially rural and mountainous areas are the most visited places, which had registered lower international tourist visits compared to domestic. Given that the new situation has created increased tourism opportunities for these places and areas as a result of increased attendance, our goal is to identify the challenges of destinations in this "new period" for tourism.

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## RESEARCH METHODS

The design of the research aims to present findings related to the perspectives of domestic tourism in North Macedonia. The analysis is upon the assessment of current situation of the characteristics and relations relevant for tourism development during and after Covid19. It is based on incorporation of quantitative and qualitative information obtained through primary and secondary sources.

Therefore the research is applied to the rural and mountainous areas of the country with implementation of the regional analysis of the factors, attractors and support services for tourism of the existing eight planning regions. In this context, the method of comparative analysis is applied in order to deliver conclusions based on the assessment of the level of tourist visits of each region individually.

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## RESULTS AND DISCUSSION

The research findings show that an increased promotion of outdoor activities with recreational, cultural and adventure contents contributes to increased visits in rural and mountainous places that in the past period were not so much visited. Such increased interest in visiting less developed or yet undiscovered destinations whose attractiveness and potentials have yet to be promoted for leisure and recreation will contribute to the enrichment of the tourist offer of the country's regions. Research results are a good basis for other research related to Macedonia's opportunities for domestic tourism development.

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## IMPLICATIONS

The findings show that domestic tourism helps to alleviate to some extent the negative consequences of the Covid19 pandemic even in such "impossible" situations. Furthermore, the research revealed possibilities for development of enriched tourist offer that may contribute to diversification of supply and dispersion of visitor flows to regions that are not sufficiently promoted for domestic tourists.

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## KEYWORDS

Covid19; North Macedonia, destination perspective; domestic tourism

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# Issues in developing gastronomic destinations in mountainous areas: the case of Mount Paiko, Central Macedonia, Greece.

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## PURPOSE

Culinary or gastronomic tourism has become one of the main exponents of cultural tourism and a key element of a destination's image identity (Roig et. al, 2019). Further, the development of gastronomic destinations becomes an important element of any country's tourism policy, especially for the less developed remote and disadvantaged areas (Londono, 2015). Local gastronomy is an important asset of each region that can have a significant positive impact such as the recognition of the region, the local economy, the diversification of the local tourist product, as well as employment (OECD, 2020). Starting point for the establishment of a gastronomic destination is the formation of the so called local "gastronomic community". A gastronomic community is defined as several factors that compose a distinct gastronomy and hospitality profile of an area able to attract the visitor's interest. The elements that compose a gastronomic community are the place, local human factor, the product, and the cultivation or production process of local products (Pittas & Tsoukala, 2018). The involvement of local community in this process becomes of paramount importance since its full commitment to the target secures the element of sustainability. Arnstein's (1969) ladder of citizen participation (ALCP) has been adopted by tourism scholars to understand both the nature of the participation expected of the community and the community's actual participation in tourism development. Examining the extent to which a community plays a role in the decision-making process in tourism planning can provide a better understanding of how tourism can benefit a community. The process of mobilization and involvement of local communities in tourism development follows a practice that has been widely analyzed by researchers in the past (Rasoolimanesh & Jafar, 2016). Additionally, require involvement of all local strategic partners beginning with a consultation process which can take different approaches (top to down, down to top) (OECD, 2006). Following the gastronomic community, the gastronomic portfolio of the destination consisting of products, activities, services, and other unique elements that characterize the tourist destination becomes a further issue. The challenge of developing gastronomic destinations requires a wide spectrum of local stakeholders ranging from local tourism entrepreneurship (restaurants, taverns, and hotels), general business of the area (shops, points of sale of local products), local authorities, cultural associations, producers, and farmers, as well as other institutions (i.e., church, higher educational institutions)

The Region of Central Macedonia is a destination in Northern Greece offering an upgraded and diversified tourism product including mass as well alternative forms of tourism. Additionally, local agricultural products such as wine, olive oil, cheeses, honey etc. are highly valued, both in the Greek and worldwide (Enterprise Greece, 2018). The challenges for the specific mountainous area are significant since the area is realized mainly agricultural and considered

underdeveloped in terms of tourism profile. However, it has significant tourist resources that can be the basis for further tourism development, including a gastronomic portfolio with important agricultural products, local recipes, and cultural assets. The objective of this paper is to present the process of forming a local gastronomic community, strategically aiming to create a gastronomic destination for the specific area, with the town of Goumenissa as epicenter. Basic research questions include the process of engaging local community and other key stakeholders able to contribute to the target by examining appropriate approaches. Also, the formulation of a distinctive local gastronomy portfolio and ways of promoting this is a key issue in this ongoing process.

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#### KEYWORDS:

Culinary/Gastronomic tourism, remote mountainous areas, local community involvement, gastronomic communities, gastronomic destinations

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# Adaptive Destination Governance. A new approach for the development of tourism destinations?

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## PURPOSE

The aim of this study is to investigate the concept of Adaptive Governance in a tourism context and answer the question, in how far community-based destinations sustain an adaptive approach to governance. Here, the focus is on two main objectives: First, the definition of core principles that contribute to a long-term adaptation process on destination level and secondly, the analysis on how governance arrangements should be designed so that destinations are able to respond adaptively to dynamic and changing conditions.

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## RESEARCH METHODS

For this study an exploratory qualitative approach is applied, which is based on a multiple case study design. The paper presents three cases in Bavaria, Germany, where long-term adaption processes on destination level has already been experienced. The findings result from 23 semi-structured interviews undertaken with participants of these tourism governance processes. The interview questions were derived from the theoretical findings on Adaptive and Destination Governance and focus on the development of the process, stakeholder participation and interaction, decision-making and opportunities to learn from and alter descisions. A qualitative content analysis, performed with GABEK, enable to analyse the data material case by case. Subsequently a cross-case analysis will be conducted to identify patterns concerning barriers and drivers in long-term governance processes. A preliminary study with 9 expert interviews provide information about the current relevance of adaptation in Bavaria.

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## RESULTS AND DISCUSSION

Preliminary results reveal several synergies to the principles of Adaptive Governance on destination level. However, dealing with adaptation means dealing with complex issues. While this research suggests that efficient governance systems should be more adaptive to provide long-term perspectives, it also indicates the challenges in practice. With regard to the stakeholder involvement, the preliminary analysis outline the importance of broad participation and continuous interaction as crucial determinants for long-lasting success and social acceptance. Here, the relevance of shared power and effective leadership are highly underscored by the interviewees. But regarding decision-making the multiplicity of stakeholders can also be a limiting factor. Especially the policy-makers' ability to analyse and solve destination-specific problems is seen critically. The findings further point out the insufficient setting for monitoring and reflexivity. Although goals and measures are often formulated in a long-term perspective, mechanisms for self-evaluation and feedback are lacking the most which calls for more formalized and regular approaches. But it remains open how often evaluation steps have to be conducted and who is responsible for ensuring that. However, informal meetings and informal networks are valuable to generate flexibility and openness in order to respond to changing conditions and to overcome these barriers. While several studies on tourism governance have focused on more static conditions this study recognizes the dynamics of change and contributes to the debate by the aspects of adaptiveness and reflexivity.

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## IMPLICATIONS

The research results are of high practical relevance, especially with regard to destinations with substantial need for adaptation caused by long-term change and low competitive structures. The specific case study enriches the academic discussion with a qualitative analysis in adaptive capacity of tourism destinations. By understanding the relevance of reflexivity and self-organization, the Adaptive Governance concept can provide a framework for destination managers to foster long-term and iterative adaptation processes based on continuous interactions, shared knowledge and a culture for social learning. The findings especially reveals the need of clear assignment of responsibilities and monitoring roles in regard to the implementation process. As a theoretical outcome this study contributes to the literature on tourism governance through an adaptive governance perspective. Due to the geographical specificities, the transferability and generalization of the findings are limited by a small number of cases and should be verified by further case studies in other regions and countries. In future research the insights can be used to discuss practical implications for supplementing adequate monitoring techniques to sustain long-term efforts in the field of destination development.

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## KEYWORDS

Adaptive Governance, destination development, adaptive capacity, complex adaptive systems, GABEK

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# Impact of tourism attractiveness on the attitudes and behaviours of tourists visiting Kashmir valley, India

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## PURPOSE

This study aims to understand the impact of tourism attractiveness on tourist attitude and behaviour. Further, it measures the mediating role of tourists attitudes between tourism attractiveness and tourist behaviour.

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## RESEARCH METHODS

The study was conducted in Kashmir valley, Indian. The data has been collected with Five point scale that was developed by taking inputs from previous studies of Albaity and Melhem (2017); Castrol et al. (2015), Das et al. (2007), Kumar (2016), Krešić and Prebežac, (2011), Hong (1998), Vigolo (2014). The scale was finalized after face and content validity. The final questionnaire consisted of 39 variables; 33 of destination attractiveness; 3 of tourist attitudes and 3 of tourist behaviour. The target population was tourists visiting famous sites of Srinagar, Gulmarg, Pahalgam and Sonmarg Kashmir. Total 400 questionnaire were filled out of 370 were found usable. Factor analysis (Exploratory and Confirmatory) was used to analysis data. Sectural equation modeling (SEM) was used to confirm was associations.

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## RESULTS AND DISCUSSION

The tourism attractiveness of Kashmir valley was found to be based on ten factors with high attribution to transport facilities, tourist amenities, hygiene and cleanliness, food, accommodation, cultural attractions, site attractions, tourist activity, natural beauty, and cost. The factor of tourism attractiveness were found to have positive significant impact on tourists attitudes and behaviors. The structural equation modeling suggests direct as well as indirect impact of tourism attractiveness on tourist behaviour. Tourist attitude fully mediates relationship tourism attractiveness and tourist behavior because the indirect impact of tourism attractiveness was found insignificant in the presence mediator.

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## IMPLICATIONS

This study establishes the relationship of destination attractiveness with tourist behavior leading to future travel intentions. These findings can be used to introduce necessary interventions for encouraging revisit of tourists and positive word of mouth from them. The results of the study can be used for further studies and for preparing specific plans with longer time horizon in mind in the backdrop of negligible arrivals in the valley due to lockdown post abrogation of Article 370 and later because of COVID 19 pandemic.

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## KEYWORDS

Tourism attractiveness, Tourist attitude, Tourist behavior, Kashmir valley

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**ROOM 10 FOOD, BEVERAGE AND RESTAURANT MANAGEMENT, Session Chair: Theodosios Tsiakis**

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# Destination Image of Mamak's Food and Tourists' Behavioural Intention in Eating Mamak's Food in Georgetown, Penang

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## PURPOSE

Penang gastro-tourism is one of the reputable tourism product that have attracted many local and international visitors in Malaysia. Among the various Penang food offerings, Mamak's food is one of the famous attractions. Most of previous studies measured on the satisfaction in eating mamak food, while less on behavioral intention and destination image. This study was conducted to examine the influence of Cognitive Image measured from quality and safety, attractiveness, family oriented influences, cooking methods, and Affective Image towards the tourist's behavioral intention in eating Mamak food in Georgetown, Penang.

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## RESEARCH METHODS

This study used quantitative approach in analysing its data where surveys were obtained from 400 respondents from local and international tourist in Georgetown, Penang. The number of samples in this study yielded about 99% statistical power using Cohen's Power analysis with medium (0.15) effect size and 0.05 probability. The study was conducted for 2 weeks around the tourist hot spot area where Mamak restaurants were scattered. Convenience sampling was applied where the respondents will be asked whether they have experienced Mamak food prior to answer the survey. The self-administered questionnaire consisted of 23 items under the variables that consist of cognitive image such as quality and safety, attractiveness, family-oriented and cooking method, 4 items for affective image, and 3 items for behavioural intention. Pearson's correlation and multiple regression analysis were used in analyzing the case being studied to analyze the relationship of each variables and their significant impact towards behavioral intention.

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## RESULTS AND DISCUSSION

From the Correlation analysis, the results showed food safety, attractiveness, family oriented, cooking method and affective image have a significant positive relationship between behavioural intention towards mamak's food revisit intention. It was also discovered that through multiple regression analysis, the model was found as significant and regarded as capable to explain around 49 percent of the variation in the Behavioural Intention in Eating Mamak's Food. Among all the variables, Attractiveness, Cooking Method and Affective Image were respectively discovered as a significant predictors that affect the customer's behavioral intention. Affective Image made by largest unique contribution to the Behavioural Intention in among other variables in discussion. With the upgrading of each variables, the affective image will improve together with the behavioural intention of the tourists. It was notable for the owner of Mamak restaurant or the authorities in Penang to improve their service for a greater behavioural intention and encourage more revisit intention from both tourists (either local or international).

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#### IMPLICATIONS

This study indicates that among the various dimensions in Cognitive Image and Affective image, it was found that Attractiveness, Cooking Method, and Affective Image are the only predictors that have the significance influence towards the tourist's behavioral intention. Thus, the aforementioned dimensions should become the main attributes that need to be strengthen and strongly highlighted in promoting Mamak food as one of the reputable attraction. In limitation, this study was only focused on the destination image that made up of cognitive image and affective image while ignoring conative image as one of the construct. Despite the weaker impact of conative image towards behavioral intention in previous study, the inclusion could help to generate a better view on the case being studied. Other than that, other relatable factors that could possibly affect the behavioral intention such as service quality, atmosphere, halal issues, and location also can be included in future study.

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#### KEYWORDS

Affective Images, Attractiveness, Behavioural Intention, Cognitive Image, Cooking Method, Mamak's Food.

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# Customer Purchasing Intention towards Healthy Selection of Menus in Fast Food Restaurant

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## PURPOSE

The aim of conducting this study is to examine the relationship between habits in choosing food, taste, appearance and portion size, value for money, marketing and labeling and customer purchasing intention of healthy selection of menus in fast food restaurant. In addition, this study also aims to identify the most influencing factor in determining customer purchasing intention towards healthy selection of menus in fast food restaurant.

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## RESEARCH METHODS

The type of research used in this study is causal research as to investigate the cause and effect relationship between variable in a study. The researchers conducted a cross-sectional design in non-contrived setting to achieve accuracy in reflecting the real life behavior. Quantitative approach using online-based questionnaire was conducted during data collection and 350 respondents were selected based on convenience sampling. The target respondents were those who attained the criteria of young adults who had experience using fast food restaurant service in Shah Alam, Selangor, Malaysia. Screening questions were being asked before the respondents started to answer the questionnaire. Data collected have been analysed using SPSS. Descriptive and correlation analysis were conducted to examine the research questions and objective.

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## RESULTS AND DISCUSSION

From 350 respondents, 61.7% are female and 38.3% are male. Most of the respondents are students (67.4%) while 30.3% of the respondents are working in various sectors. Since the majority of respondents are students, the majority of income level are less than RM500 per month (54.6%). The results from correlation analysis shows that all independent variables (habits in choosing food, taste, appearance and portion size, value for money, marketing and labelling) have significant positive relationship with customer purchasing intention at significant level of 0.01. Based on the results, all hypotheses were accepted with moderate positive correlation. In addition, as to answer the research

question of the most influential factor in determining customer purchase intention, marketing and labelling scored the highest than the rest.

Based on the demographic factor of respondents, the habits of choosing healthy foods are increasing. It has been known that the majority of Malaysians are obese. Thus, the importance to choose healthy food is very crucial. Plus, the perception of non-healthy menus in fast food are more tasteful than healthy menus are now being shifted. As majority of respondents agreed that fast foods are convenient and reasonably priced, fast food restaurants might be the hub of the future healthy foods provider. Correct marketing and labelling will assist customers to purchase healthy food in fast food restaurants. Good campaigns on eating healthy food are needed to encourage them as well. By providing more awareness of healthy foods in the media, it probably could help people to understand the benefit of eating healthy food every day. In the future, it leads to a healthy lifestyle in Malaysia.

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## IMPLICATIONS

This study could help the fast food chains to study on the factors arousing customer to choose and purchase healthy selection of menus. The findings from the study should also provide an academic platform with valuable information on the factors influencing customer purchasing intention. Thus, this study may help strengthen current academic findings and literature. For further research, it could be suggested that the study can be enhanced by examining the fast food restaurants' brand image or loyalty.

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## KEYWORDS

Customer Purchasing Intention, Fast Food Restaurant, Healthy Selection of Menus.

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# The Awareness Level on Effect of Food Additives Among MSU Bachelor in Culinary Arts Students

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## PURPOSE

To determine whether there is a positive relationship for knowledge and the affect on health in using food additive among Management & Science University (MSU) students.

*Research Method:* Quantitative method are used through develop a survey to be distribute to MSU students. The items include in the survey are the demographic, the knowledge level, the function and the awareness on using food additive in food with a sample of 301 of MSU students. Reliability test, correlation, and descriptive calculation are calculated to show the significant result indicate the level of awareness on the effect of food additive among MSU student.

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## RESULT

Pilot test are tested to measure the reliability of the questionnaire indicate a positive with the number of Cronbach alpha 0.775 for the usage of food additive section, 0.761 for the knowledge level of food additive and 0.774 for the awareness level section. The correlation of variables is significant with 2-tailed test between knowledge on food additive and awareness on food additive at value of 0.642. Moreover, the usage on food additives towards knowledge on food additives and awareness on food additives shows significant relationship which are 0.586 and 0.519. The hypothesis of this study to search for the relationship and signify there is a positive relationship between knowledge on food additives and awareness on food additives base on the 2 tailed tests. This goes same with the second hypothesis on the usage on food additive and awareness on food additive.

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## IMPLICATIONS

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Many different food additives have been developed over time to meet the needs of food production, as making food on a large scale is very different from making it on a small scale at home. Additives are needed to ensure processed food remains safe and in good condition throughout its journey from factories or industrial kitchens, during transportation to warehouses and shops, and finally to consumers. The use of food additives is only justified when their use has a technological need, does not mislead consumers, and serves a well-defined technological function, such as to preserve the nutritional quality of the food or enhance the stability of the food. Hopefully in the future the study on food additive will evolve and able to focus on other aspect since food additive are man-made and the tendency in creating more flavourful food and unforeseen health effect.

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## KEYWORDS

Food Additives, Knowledge level, Awareness level, Usage of Food Additives, MSU Students, Bachelor in Culinary Arts, Management & Science University Shah Alam

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# Sustainable Food Approach and The All-Inclusive System Paradox

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## PURPOSE

While there are efforts to combat poverty and hunger on the one hand, on the other hand, the danger of food crises that can be experienced with the increase of negative effects of excessive production and consumption on the ecosystem is one of the new important current problems. Especially in recent years, while the understanding of sustainable food creates awareness, the all-inclusive system concept that leads to uncontrolled consumption has become indispensable for accommodation businesses. Food safety and sustainability must be ahead of marketing efforts. With this in mind, this study aims to draw attention to the contradiction between the sustainable food concept and the all-inclusive system concept. It is thought that the present study will present a different perspective to the discussions on the all-inclusive system.

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## RESEARCH METHODS

In this study, a qualitative research method was used and secondary data sources of the literature were used. Case studies, experimental studies, and qualitative sample studies were examined. In line with the purpose of the study, it is aimed to draw attention to the advantageous and disadvantageous aspects of sustainable food and all-inclusive system applications. Worldwide examples are given where no universe is envisioned. Therefore, a review study was conducted.

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## RESULTS AND DISCUSSION

The understanding of sustainable food adopts a principle against genetically modified, preservative, and unnatural foods. It is known that especially all-inclusive accommodation businesses use highly industrial, genetically modified foods with hormones and various additives in order to compete. With the desire to offer low-cost products and the drive to survive, businesses adopt unhealthy and harmful practices that harm the nature of food. In addition, food that remains on the plates and becomes waste causes harm to the environment. Since the sustainable food approach adopts the principle of natural products, this may be difficult to achieve in conditions of increasing population. The expensive nature of natural products makes it difficult for everyone to reach. This creates the paradox. A table that simplifies this confusion and reveals the positive and negative aspects of both variables is presented in the study. All statistical data reveals the waste and inequality of opportunity in food distribution. The all-inclusive system must be ended for both food sustainability and overall sustainability.

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## IMPLICATIONS

In this study, two approaches, which have very different principles and continue to be used, are discussed. According to the secondary data used and the inferences obtained, it is necessary to terminate the all-inclusive system used in accommodation businesses in order to ensure food sustainability. In this regard, especially the Ministries of the countries responsible for the Environment should take action. The importance of food sustainability should be emphasized and measures and restrictions that prevent food waste should be implemented by the relevant authorities. In addition, the profile of tourists who

prefer the all-inclusive system does not have a significant effect on tourism income. Businesses other than the accommodation business cannot benefit financially from the tourists coming to the region. Because the all-inclusive system encourages the tourist to always stay in the business where they are staying and to consume there during their holiday. Therefore, the economic effects of the system should be considered.

In all-inclusive systems, every water bottle, given to the customer also means harm to nature. In this practice, because the consumer pays the fee beforehand, he/she uses the water bottle, which is a small sample, uncontrollably. It is a duty to think of future generations. Beyond short solutions, it is necessary to adopt the principle of sustainability and respect nature, animals, and future generations.

In future studies, researchers can conduct studies based on measuring attitudes towards sustainable food. There are studies on the all-inclusive system, but it may be useful to measure the attitude towards the all-inclusive system based on the idea that perception will change over time. In addition, academic studies and applications should be made based on the all exclusive system.

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## KEYWORDS

Sustainable Food, All-Inclusive System, Tourism.

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# **An evaluation of employee rewards and motivation in Limerick City's (Ireland) restaurant industry**

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## **PURPOSE**

The aim of this paper is to investigate the impact rewards may have on frontline employees within the restaurant industry in Limerick City (Ireland). It attempts to create a list of recommendations of reward methods that may be beneficial to restaurant managers who are struggling to motivate their staff. Both primary and secondary research will be conducted to examine the research question, and conclusions will be drawn based on the most apparent themes identified. Secondary research highlighted gaps in existing research, and through this, the following five objectives which were developed in order to specify purpose and direction (Saunders et al., 2009, p. 34). They outline the basis of the primary and provide structure to secondary research that will be conducted in the study;

- Research Objective 1: To identifying what rewards are currently in use to motivate frontline employees within the restaurant industry
- Research Objective 2: To establish what impact offering rewards have on frontline employees in the restaurant industry
- Research Objective 3: To examine if frontline employees feel improving rewards systems in their place of work would be beneficial to their job satisfaction levels?
- Research Objective 4: To determine what barriers exist for restaurant managers when offering rewards
- Research Objective 5: To investigate whether managers have an impact on staff motivation.

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## **RESEARCH METHODS**

The research will be conducted through both primary and secondary resources and it will examine different approaches available and detail methods that are most appropriate. The researcher chose to divide the primary research into two stages in order to gain information from a wide variety of sources, and thus produce varied and in-depth findings. The sources were chosen to provide a broad overview of the restaurant industry within Limerick City. The primary research is comprised of managers and frontline employees, both working in the industry. The reason the number of participants were chosen in each stage was answers were expected to overlap, and once they did, the findings could be drawn up. A short online survey will be completed by frontline employees, to gain their opinions on the motivational methods used, to what degree they deem them effective, and the internal motivations to remain in such a stressful industry aiming to reach 100 employees.

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## **RESULTS AND DISCUSSION**

What was identified in this research was that often the use of reward systems does not inherently motivate frontline employees, but rather provide something to aim for, such as a boost during a busy service. What is deemed more valuable to both frontline employees and restaurant managers was the use of intrinsic methods, such as creating a positive atmosphere, developing staff morale as a team and providing recognition schemes for employees who excel. If this research was to be carried out again, it

is recommended that more primary research is carried out within the city, in order to gather more in-depth knowledge and understanding directly from restaurant managers. Time restrictions and the availability of managers were a major limitation to the study. If additional research were to be carried out, it could be conducted in another County in Ireland and compare the results to determine if different methods are being implemented and if they are effective.

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## IMPLICATIONS

The area of motivation in the hospitality industry will need much further research conducted into it, as very little up-to-date, current information is available on the topic, with a specific focus in Ireland. The findings outlined the use of both intrinsic and extrinsic rewards are beneficial to the overall business, and not just the employees. However, a restaurant manager should be aware of potential barriers to offering rewards, such as restricted resources, or a difficulty in establishing a standard to measure.

Restaurant managers need to evaluate the barriers that exist when offering rewards, and judge which rewards are realistic for the business depending on resources available to them. Only once barriers have been identified can they be overcome. It may also be necessary to identify the specific needs of the employee, as Maslow highlights five key needs that need to be met in order to achieve motivation (Shahrawat and Shahrawat, 2017). The theory dictates that a person cannot be motivated until the previous need has been fulfilled (Dartey-Baah, 2010), therefore it is of paramount importance a restaurant manager knows their frontline employee's needs.

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## KEYWORDS

Rewards, Motivation, Restaurant, Jobs, Employees, Limerick

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## SUNDAY 23 MAY 2021, 09.30-11.00 Parallel Sessions

### ROOM 1 DESTINATION MARKETING, Session Chair: Maria Salamoura

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# “Stay home now, travel later” tourism destination campaigns: good practice narratives and lessons learned

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## PURPOSE

Running a campaign encouraging potential tourists not to travel, is definitely not “business as usual” for National Tourism Organizations and DMOs (Destination Management/Marketing Organizations). However, during the Covid-19 pandemic, this is exactly what happened. This exploratory study aims to discuss initial knowledge on the marketing narratives produced in the context of official tourism campaigns launched online after most countries sealed off their borders and/or imposed large-scale lockdowns. The following research questions are addressed: a) what messages are chosen by the destination marketers as the most appropriate under the circumstances?, b) what is the mood and atmosphere of the campaigns’ narration? and c) which communication techniques are used in order to support the “resuming of travel”?

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## RESEARCH METHODS

The study builds on qualitative research methods, combining semiotic with discourse analysis and focusing on the online “stay home” tourism campaigns of 25 destinations. A Boolean search was conducted on Google's search engine combining key words and phrases such as: stay home campaigns, Covid-19 or coronavirus tourism campaigns, travel later campaigns and tourism marketing campaigns during lockdowns. Thereafter, an indepth research was conducted to analyse the case studies that were identified in tourism related articles as good practices of direct marketing during the pandemic. The collected data from websites and social media platforms (Facebook, Instagram, Twitter and YouTube) included in the sample, have been in the form of texts, images and videos and have been produced for countries/states/cities by official tourism bodies or recognized organizations/associations (e.g., national tourism offices, ministries, DMO’s, hotels chains etc.). The analysis has focused on the campaigns’ visual and verbal elements, while the coding scheme developed, included the following narrative areas: main messages (slogans-mottos-hashtags), atmosphere depicted, content of representations.

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## RESULTS AND DISCUSSION

The key findings show that in the wake and during the first months of the Covid-19 pandemic, destination campaigns from all around the world have given emphasis on inspirational narratives and motivational messages. In addition, marketers have focused on the creation of a (self-) reflective, nostalgic but hopeful atmosphere and on the promotion of common shared emotions, attempting to establish connection with the future tourists. Through this study, it is confirmed that the pandemic highlights how crucial is for marketing organizations to develop campaigns acknowledging that tourism is an integral part of the global socioeconomic and environmental context and will definitely play a vital role in the “new-normal” world that we are about to live in.

**Table 1: “Stay home now, travel later” tourism destination campaigns**

	<b>Destination</b>	<b>Website/social media (click to visit the campaign)</b>
	Abu Dhabi	<a href="#">Facebook video: Till we meet again</a>

Australia	<a href="#">YouTube: With love from Aus</a>
Croatia	<a href="#">Website: #CroatiaLongDistanceLove</a>
Dubai	<a href="#">YouTube: Till we meet again</a>
Estonia	<a href="#">Tweet: Visit Estonia... later</a>
Greece	<a href="#">YouTube: #Greecefromhome</a>
Hong Kong	<a href="#">YouTube: Hong Kong - Our Home</a>
Jordan	<a href="#">Instagram Video: Jordan Will Wait for You!</a>
Kazakhstan	<a href="#">YouTube: Kazakhstan will be waiting for you</a>
Kenya	<a href="#">YouTube: #TheMagicAwaits</a>
Las Vegas	<a href="#">YouTube: The only thing that matters to us is ... YOU.</a>
Madeira	<a href="#">YouTube: Stay Home Now. Dream Online. Visit Us Later.</a> <a href="#">Website</a>
Manitoba	<a href="#">YouTube: Absence makes the heart grow fonder</a>
Mauritius	<a href="#">YouTube: #MauritiusUnwavering</a>
Mexico	<a href="#">YouTube: Mexico Love you soon</a>
Norway	<a href="#">Website: Until we meet again</a> (including embedded videos)
Panama	<a href="#">YouTube: Panama, the country that chose US.</a>
Philadelphia	<a href="#">Website: Discover Philadelphia from home</a>
Portugal	<a href="#">YouTube: Can't Skip Hope</a>
Saudi Arabia	<a href="#">Instagram Photo: Our adventures aren't going anywhere</a>
Seychelles	<a href="#">Instagram Video: Dream now, experience Seychelles later</a>
South Africa	<a href="#">YouTube (1): Don't travel now, so that you can travel later</a> <a href="#">YouTube(2): Don't travel now,so you can travel later</a>
Spain	<a href="#">YouTube: Stay at home. Spain Will Wait</a>
Switzerland	<a href="#">YouTube: Dream now - travel later</a>
UK	<a href="#">Webpage: Bringing Britain to you</a> & <a href="#">Twitter @VisitBritain</a>

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## IMPLICATIONS

This is one of the first tourism studies focusing on destination marketing and communication during the coronavirus crisis/disaster management. The preliminary findings of the “good practices” analysis, offer specific theoretical and practical implications for destination marketers and tourism practitioners on the development of powerful messaging and effective campaign narratives so as to help their brand stand out and build bridges with consumers eager to travel after the restrictions loosen up. Accordingly, future research could measure tourists’ actual response to the destinations’ marketing communication that has taken place during the pandemic.

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## KEYWORDS

Destination marketing, Covid-19 tourism campaigns, narratives, disaster/crisis communication

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# The role of local government in destination brand image: the case of Municipality of Nafpaktia

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## PURPOSE

The aim of this study was to investigate the role of local government in tourism development and promotion of Municipal Units. More specifically, the main objectives of the study were: 1) to describe the level of tourism development in the case of Municipality of Nafpaktia, 2) to investigate local authorities' involvement in both the development of tourism infrastructure and promotion of the destination, and 3) to explore the use of regional, national and European funding by the Municipality, in the context of local tourism development between different Municipal Units. Finally, the implementation of a strategic marketing plan for enhancing the areas' brand image has been investigated.

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## RESEARCH METHODS

The current study was conducted through structured questionnaire from 26/02/2020 to 12/06/2020. The research population included tourism enterprises operating in the Municipality of Nafpaktia. Convenience together with subjective sampling was used, with a sample of 143 respondents in a total number of 464, resulted thus in a response rate of 30,8%, which was quite satisfactory to proceed with the findings, especially in the frame of Covid-19 lockdown. The questionnaire, which consisted of 21 main questions (92-items totally), was distributed through Google Docs, both in printed and electronic form, through personal interviews and e-mail or social media respectively. IBM SPSS version 24 was used for the statistical analysis of the data. Questionnaire's reliability was checked through Cronbach Alpha test, with reliability coefficient being 0.892, suggesting that the items had high internal consistency. Descriptive statistics, along with bivariate and multivariate factor analysis, were used for the statistical analysis of the data.

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## RESULTS AND DISCUSSION

The results indicated that, existing funding utilization for tourism development from Nafpaktia Municipality fluctuates to low satisfactory levels, while the degree of cooperation between Nafpaktia Municipality and local tourism enterprises fluctuates to moderate satisfactory levels. Furthermore, public relations, publicity and promotion through the use of internet are quite unsatisfactory, while most problems of tourism development are common to all Municipal Units of Nafpaktia. In addition, multivariate analysis revealed that the actions undertaken by the local authorities for attracting new visitors could be summarized in three factors: a) improving tourism infrastructure development, b) increasing alternative forms of tourism, and c) building a strong brand image through utilization of funds and Public and Private Partnerships.

The authors end with the suggestion of a revised marketing plan for the specific destination, due to the absence of an integrated strategic marketing plan and insufficient communication and promotion strategies, leading thus to the conclusion that the image of the brand “Nafpaktia” remains partly unexploited. The above study consists a contribution for future studies in the field of tourism development and local governance, highlighting the important role of Municipalities.

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## IMPLICATIONS

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Local government should take into account respondents’ views employed in local tourism industry, especially when designing strategies for sustainable development and growth. These stakeholders have to think strategically about the future of their enterprises, especially in the frame of various crises, such as the Covid-19 pandemic.

While this paper is a preliminary study, an indication for further research would be to extend it to residents of the area. By engaging locals with a clear picture of destination’s brand image, regarding local government’s contribution to area’s tourism development and promotion, Nafpaktia Municipality’s policy makers could be inspired in implementing the appropriate marketing plan. In other words, the implementation of a comprehensive strategic marketing plan can enhance the image of the region, making it thus, a popular destination.

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## KEYWORDS

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Local Government, Destination Brand Image, Tourism Marketing Plan, Municipality of Nafpaktia.

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# **Destination Promotion Marketing Mix of Greek Municipalities. The impact on Destination Occupancy Rates and Municipal revenues.**

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## **PURPOSE**

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The aim of the present study is to examine the correlation of the Tourism Promotional Programs and the actions these entail with the Hotel Occupancies in certain Municipalities. A sample of 20 Greek Municipalities that recorded the highest hotel occupancy rates in 2019 is used. In particular, the ways municipalities and local governmental authorities support the tourism ecosystem in the area of their responsibility and the outcomes are examined in a 4-year period. Therefore, it is examined whether the promotional methods adopted by the abovementioned sample of Municipalities is a determinant for hotel occupancy rates and therefore for the destination program's success. Another purpose of the study is to indicate which marketing methods are most frequently used by Municipalities for Tourism Promotion and which are the ones that utilize the highest percentage of the promotion budget. However, in order to shed light on the efficiency of the Municipalities' investment in destination marketing, the ROI (Return of Investment) indicator is examined and correlated to the revenue derive from tourism for them.

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## **RESEARCH METHODS**

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The data is collected from the official websites of KIMDIS (e-procurement) and DIAVGEIA, in which all legal agreements with the service suppliers are uploaded, as part of the open government and transparency policy of the Greek Government. The contracts that were uploaded by the Municipalities refer to one or two year tourism programs before 2019 and beginning from 2016. The other data set comes from the Hellenic Statistical Authority and contains the hotel occupancy rates as well as arrivals of the Greek Municipalities in 2019. The sample contains the 20 Municipalities with the highest occupancy rates from all Greek regions. Therefore a three year period of tourism programs and their components is examined as to which methods are used and which is the budget spent on each method. The results per method are compared to the hotel occupancy rates of each Municipality.

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## **RESULTS AND DISCUSSION**

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Competition among Tourism Destinations through recent years has become even tougher than previous decades. The contribution of tourism revenue to a local government's annual balance sheet is acknowledged and taken into account by municipalities when their Administrations discuss on the budget. The higher the hotel occupancy rates are, the more successful the tourism policy is considered by the Administration. Nevertheless, the hotel occupancy rates depend on various factors apart from the tourism promotional programme. The Municipalities enlist experts and advertising companies for a destination promotion plan that aspires to distinguish them from the competition. Digital Marketing tools have certainly gained their dominant position among other means of promotion (tourism fairs, printed material).

Another finding is that the municipal budget spent on conventional methods of tourism promotion has in many cases little effect on occupancies and vice versa. In other words, not all marketing methods affect the hotel occupancy rates, as we have municipalities with considerably low promotional budgets but still among the highest occupancy rates. This is a result that may worry the municipal authorities and make them more sceptical regarding the choice of marketing methods. Moreover, further research on the determinants of hotel occupancy rates should be done in the future as well as the marketing methods that combine best with different destination products.

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## IMPLICATIONS

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According to Greek Legislation the promotion of destinations is implemented either by local governments, such as municipalities and Regions, or by Destination Management Organizations (DMOs). A lot of Municipalities due to the absence of a DMO have undertaken the promotion of their destination and in accordance with the Greek National Tourism Organization have compiled digital and conventional media of promotion to this end.

Greek Legislation has not always been concrete regarding the responsibility and scope of tourism promotion coming from a regional government or municipality. Through the changes of administrative reformation of “Kallikratis” (Law 3852/2010), responsibilities of tourism development have been transferred from Municipalities (first degree of local government) to Regions (second degree of local government). Nevertheless according to the same Law 3852/2010 it is possible for Municipalities to participate in or co-finance the implementation of programs, even those not related to their responsibilities, as long as they contribute to tourism development. The findings of the study have shown that Municipalities end up utilizing mostly four methods of marketing, that is Digital Media Advertising, Conventional Media Advertising, Participation in Exhibitions and Festivals, Organization of Local Events and Fam trips. The budget allocation differs from Municipality to Municipality.

It is important to study further the budget allotment for each method of promotion and their ROI not only in hotel occupancy rates, but also revenue, branding awareness and returning visitors.

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## KEYWORDS

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Destination Promotion, Marketing Mix, Municipal Tourism Policy, Hotel Occupancy Rate, Municipal Revenue

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# Crisis Management in Tourism: Visit Intention and Destination Image in Post Covid-19 Crisis Recovery

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## PURPOSE

The research objective is to analyze the factors influencing visit intention and destination image in post-Covid-19 crisis recovery. Specifically, the research will provide data on which factors affect the intention of consumers/tourists to visit a destination and how those factors affect the image of a destination after the pandemic. According to Crompton's (1992) theory, decision-making by tourists is a gradual process that leads them to choose a specific destination when they realize that the characteristics of the respective destination meet their needs. This is due to the tendency of tourists to categorize their potential options based on criteria such as images and personal incentives as factors of motivation as well as the availability of time and money (Goodall, 1991). The destination image could be measured by the consumer movement in perspective (Fakeye & Crompton, 1991).

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## RESEARCH METHODS

Mixed research methods (quantitative and qualitative analysis) were used to investigate the factors that arise in the study. The complexities of the factors that arise in the present study have rendered triangulation the most suitable research method. According to Ghauri and Firth (2009), the main advantage of triangulation method is that it can create a more complete, holistic and relevant picture on the topic and contribute decisively to the data examination from different points of view. The research was conducted between December 2020-January 2021, on a random sample of 461 citizens/tourists of the Greek territory and the findings were examined using correlation and regression analysis. The variables under investigation in this study consist of the physical features and financial factors that compose a destination, the destination image after the Covid-19 crisis and the intention to visit, based on the study conducted by Ahmad, Jamaludin, Zuraimi and Valeri (2020). The fifth variable concerns the image of the destination on social media and is based on the study of Govers, Go and Kumar (2007), who showed that the media play an important role in shaping the image of the destination and consequently, the intentions of tourists to visit it. All variables were adjusted and modified according to the research questions asked. Moreover, in the context of the case study, the areas of Ioannina and Chalkidiki in Greece were examined, where hotel executives identified and evaluated the respective destination, based on specific characteristics that compose the tourist product and the tourist identity of the location. According to Yin (2003), case study is a widely used and supportive method of scientific research. In this way, the research highlights new trends and challenges that shape the tourism product after the outbreak

of the pandemic. The analysis of the collected data conducted with the appropriate inferential statistics as well as thematic analysis.

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## RESULTS AND DISCUSSION

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The findings suggest that location image affects the intention of the visitors to choose a place, that the natural factors have the most prominent influence on visiting intention and that the image of the destination on the social media changes significantly in relation to physical factors and travel intention. The results show that promoting the physical factors of a destination on the social media, especially those related to the infrastructure of a region, in combination with financial factors, such as affordable prices (value for money), constitute the most efficient way to ensure recovery of the industry as they will bring about the greatest possible increase in consumer arrivals. Additionally, the image of a destination was found to be affected by natural and financial factors which also show an indirect relationship with travel intention. Finally, qualitative analysis shows that financial measures within the governmental policy can be helpful and supportive for the sector, however, they should be included in an overall strategic plan focused on the differentiation of each destination from the competition.

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## IMPLICATIONS

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Generally, adaptability in the current situation is a key theme for the tourism sector. Planning, in the post-Covid era, should prioritize new trends since, after the pandemic, there will be no return to regularity, but rather a transition to a new reality. The findings will provide managers with knowledge on factors affecting consumer behavior and, based on that, they can create a better tourist package proposal, making the image of a destination far more attractive. Future research should expand the knowledge to better understand the factors that influence the intention to visit a destination and the image of the specific destination in terms of the recovery from the health crisis in other parts of Greece and in other countries of the world.

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## KEYWORDS

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Crisis recovery, Destination image, Visit Intention, Travel motivation, Covid-19 pandemic

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# Destination branding issues and challenges in Covid- 19 era. The case of municipal unit of Paralia area in Pieria Prefecture.

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## PURPOSE

The purpose of the study is to investigate the importance of location and complimentary services on the branding of a tourist area during the Covid-19 era. Moreover, the research presents the relationship between the impact of those factors on attracting tourists and the effectiveness of media promotion. Covid-19 brought on significant changes in the tourism industry with significant losses in financial terms and an alteration on consumers' preferences and priorities (Fotiadis et al., 2021; Pasquinelli et al., 2021; Ranasinghe et al., 2020; Skare 2020). Generally, a number of studies focus on how the tourism sector can overcome the impact of pandemic (González-Torres, et al., 2021), while others on the structural changes that the pandemic has for any type of business within the sector (Sigala, 2020). The identification of those factors for a specific destination/location aims to create a response strategy and actions that lead to the maximization of the responsiveness and adaptability in any crisis-related circumstances.

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## RESEARCH METHODS

The current quantitative research uses a questionnaire to address the topic. The research questionnaire was created based on the research objectives and previous studies, undergoing the necessary adaptation. A purposive sampling process subsequently followed in order to collect the responses of the participants using a sampling frame with all the potential participants in the particular geographic area. The research sample consisted of 90 hotel owners and managers from a total of 100 in the specific location of Pieria Prefecture, Greece. The analysis was performed with SPSS and the necessary descriptive and inferential statistics. The study includes the impact of both location and destination factors. In addition, the research explores the complimentary options and services as well as the use of media for the promotion of the area.

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## RESULTS AND DISCUSSION

The findings suggest that the specific location is a good value-for-money tourist choice ( $M = 4.14$ ,  $SD = .930$ ) and that the transportation of pedestrians within the specific location takes place without encountering congestion and difficulties ( $M = 3.54$ ,  $SD = 1.072$ ), while on the contrary they highlight

the low satisfaction with the infrastructure ( $M = 2.60$ ,  $SD = 1.057$ ). Regarding the barriers to the development of the specific location, the participants more frequently state that they are lack of political initiatives from local authorities ( $M = 3.92$ ,  $SD = 1.229$ ) followed by the lack of cooperation between private and public bodies ( $M = 3.88$ ,  $SD = 1.126$ ) and the competition, from closer corresponding destinations e.g. Halkidiki, Greece ( $M = 3.86$ ,  $SD = 1.083$ ). Finally, the impact of location factors was found to be significantly more positively related with destination impact through complimentary services and options ( $r = .527$ ) and the effective media promotion ( $r = .397$ ), while the same applies to destination impact through complimentary services and options and effective media promotion ( $r = .369$ ).

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## IMPLICATIONS

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The findings highlight potential improvements for the promotion and the development of the area giving the opportunity for a more targeted strategic approach. They also show the importance of destination related to complimentary services and the need for improvement regarding the available infrastructure. All factors involved in attracting tourists to the specific destination are also associated with its effective promotion on media, which indicates their importance and the need for a holistic approach on destination management. Finally, a future research could also incorporate the views of the tourists so as, based on the potential differences, to provide additional options for development and improvements on the destination and its promotional strategy. Additionally, the findings could lead to the creation of a strategic development plan for the area which can potentially promote the sustainability of the services offered and the further development of the destination.

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## KEYWORDS

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Branding destinations, Tourism branding, Tourism media promotion, Covid-19

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# Sustainability reporting – what is next?

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## PURPOSE

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In these uncertain times of COVID -19 pandemic, stakeholders, especially shareholders, need comparable information from sustainability reports to make informed decisions. Therefore, the objective of this paper is to research the degree of external harmonisation of environmental and social information in terms of GRI Standards in the sustainability reports of the world's leading hotel groups. The research questions are: (1) what is the level of external harmonisation of environmental information according to the GRI Standards, and (2) what is the level of external harmonisation of social information according to the GRI standards? The purpose of studying external harmonisation of hotel sustainability reports is to discover any kind of patterns in sustainability reporting in the hotel industry.

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## RESEARCH METHODS

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The sustainability reports of the ten selected hotel groups with a total of 15463 hotels available in each of the last five available sustainability reporting periods were used for the study, making a total of 50 reports. Each of the variables was operationalized according to the definition of the GRI Standards. The sustainability reports were analyzed for all data consistent with the indicators of the GRI Standards indicators. The harmonization of the variables was tested: (1) the environmental dimension of sustainability reporting and (2) the social dimension of sustainability reporting. The research methodology used was content analysis. A flowchart was created for the content analysis research process. The research instrument was a code form. The degree of harmonization was calculated using the C-index.

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## RESULTS AND DISCUSSION

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The research results showed that the C-index for environmental indicators is 0.153, while the C-index for social indicators is 0.065. The results show quite low level of harmonisation of the reported environmental indicators and hardly any harmonisation of the social indicators in the sustainability reports. The research results also show that the majority of these hotel companies apply some form of GRI framework in their sustainability reporting, a minority of these companies do not apply any framework while very few use UN Global Compact as a framework for their sustainability report. The research results also showed that the respective hotel companies did not vary in the amount of indicators disclosed over the five sustainability reporting periods observed.

Although there are quite a few studies that address the issue of harmonisation of sustainability reporting in different sectors, to the best of our knowledge, this is the first study that examines and measures de facto harmonisation in the hotel industry. Other studies have found that "adherence to global CSR standards" reduce differences in sustainability reporting (Fortanier, Kolk, and Pinkse, 2011), as well as a need for harmonisation of sustainability reporting (Steinhoefel, Galeitzke, Kohl, and Orth, 2019)



(Steinhoefel et al.). Although there is progress in harmonising reporting on more traditional topics due to more experience and easier measurement techniques, such as water consumption, gas emissions and the like, this research indicates that there is a low level of harmonisation of sustainability reporting on sustainability issues in the hotel industry per se.

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## IMPLICATIONS

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This paper is a contribution to the literature of sustainability accounting. To the best of our knowledge, this is the first study to examine the harmonization of sustainability reporting in the hotel industry. During this COVID -19 crisis, hotel companies need to place even more emphasis on sustainability. It is not enough to implement sustainable practices, but also to promote them through these reports. Stakeholders need to know what companies are doing to adapt their business to these challenging times. The low level of external harmonisation in sustainability reporting in the hotel industry suggests that reports are difficult for users to compare, which means that neither companies nor stakeholders can compare their results in the short or long term. The research findings also suggest that there is a great need for industry-specific standards and/or reporting formats. In today's world, sustainability reports are a very important tool for companies to disclose how they are adapting to new realities. Future research should include a larger sample in exploring the external harmonisation of sustainability reporting. In addition, further research should focus on the development of industry-specific guidelines/standards to facilitate the reporting of sustainability issues in the hospitality industry.

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## KEYWORDS

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Sustainability reporting, harmonization, GRI standards, hotel industry

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# Covid-19 pandemic and policy responses: Economic impacts from perspectives of the tourism industry

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## PURPOSE

The Covid-19 pandemic is challenging the economies across the world. Countries have been issuing policies to protect their people on one side and maintain the development of the economies on the other side. Tourism is considered as the most critical industry under the policy responses. Although it is generally agreed that policies responded to Covid-19 may negatively impact the economies to some extent. However, the extent to the reduction of the economy in terms of income and employment, and the different effects between policy schemes has not been investigated. This study investigates what policies are the most sufficient in terms of the economic impacts on the tourism industry and the wide economy.

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## RESEARCH METHODS

The case of Japan was employed to demonstrate the economic impacts of alternative policies. Several methods have been utilised. First, the study constructed typical policy schemes based on intensively reviewing countries' policy responses across the world. Second, to identify the role of tourism in the intersectoral economy. The tourism spending data and the input-output table of the Japanese economy were utilised to determine the linkage between tourism with other industries in the intersectoral economy. Finally, the hypothetical extraction method was used to examine the loss of the economy in terms of direct, indirect, and induced effects on employment and income under the typical policy schemes.

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## RESULTS AND DISCUSSION

The results from the case of Japan demonstrated that the economic loss occurred to all of the policy schemes. From a wide economic viewpoint, the negative impacts of Covid-19 are far from industries as individuals. The negative impacts on the tourism industry were found to be the most serious, and it significantly induced to other industries. However, some scheme manifested fewer effects compared to others. More specifically, the early limitation of international travel combined with strictly quarantine and social distancing was the most effective.

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## IMPLICATIONS

The study provided quantitative information on the extent to which the tourism industry is linked to other industries from a macroeconomic viewpoint. Based on the links, the study quantitatively provided information about the multiplier effects of the tourism industry to others under various policy scheme scenarios. These sorts of information are valuable to decision-makers in the policy formulation processes and implementations.

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#### KEYWORDS

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Covid-19 pandemic, hypothetical extraction method, input-output table, tourism, policy response.

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# Trends of Tourism Taxation in Developing Economies During the Coronavirus Crisis.

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## PURPOSE

Tourism is widely considered an influential grantor to socio-economic development, particularly in less developed countries. Before COVID-19, findings in South America demonstrated that this Latin American subregion followed the global trend of raising monetary resources to promote tourism. It has been identified that the central taxes and fees that affect or benefit tourists are the boarding fees at airports, the tourist tax applied to lodgings, and the TAX-FREE or VAT refund in accommodation and shopping. The number of taxes applied to tourism tended to increase; for example, Argentina's government had just launched a "pernocte tax" on accommodation and cruises in the city of Buenos Aires before the pandemic broke out.

In its first phase (before the coronavirus crisis), this paper focuses on describing and comparing the trends of tourism taxation to raise revenues or fiscal relaxation measures as strategies to increase the number of tourists, the attractiveness of the destinations, and competitiveness in developing economies from South America and some popular tourist destination from East Africa.

Due to the COVID-19 threat (the second phase of this research), the global economies have been pushed to turn to emergency tax breaks and temporary changes in taxation measures.

The research questions are:

What were the trends concerning tourism taxes before COVID-19 in the countries studied?

As a response to COVID-19, what strategies have these governments taken concerning taxes to support their tourism sector?

What is the new trend, due to COVID-19, in taxes applied to tourists?

According to these research questions, the following hypotheses are determined:

- *H<sub>0</sub>: Prior COVID 19, policymakers in Mauritius, Kenya, and Tanzania actively designed and implemented tourist tax measures like countries in South America. H<sub>1</sub>: Tourists' taxes will be reduced/removed as a short-term measure to support tourism during the COVID-19 crisis.*

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## RESEARCH METHODS

The research is structured from deductive reasoning, which goes from a general analysis to a more specific one. A description of the specifications of the tax system that affected tourists, before the pandemic crisis, in 10 South American countries (Argentina, Bolivia, Chile, Colombia, Ecuador, Paraguay, Peru, Uruguay, and Venezuela) and three popular tourist destinations in East African populations (Mauritius, Kenya, and Tanzania) are presented based on qualitative and quantitative research. This information was obtained from secondary official sources such as the ministries of tourism of the countries analyzed.

Comparative information in the form of an inventory of tourism-related taxes was designed in order to test the hypotheses – interpretation and generalization. For fulfilling the second phase of the research,

qualitative data was gathered from the United Nations World Tourism Organization (UNWTO) and other international organizations that track the policies' responses to COVID-19, assessing the key policy responses from the analyzed countries related to "tourism taxation" to interpret patterns.

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## RESULTS AND DISCUSSION

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The research explores, describes, and analyzes the role of taxes used to support the tourism sector, the governments' tax incentives/reduction or removal as a response to the coronavirus pandemic threat and its possible impacts. It also emphasizes recent trends and compelling practices in South America and selected East African countries. This type of comparative information is not readily available in the studied subregions, which could be relevant for these countries to share practices and trends in the tourism sector from a tax point of view. The main results are: developing countries share some common features that retard their ability to extract more benefits from the tourist industry. Also, they followed the global trend before COVID-19 to actively design and implement tourist tax measures as Argentina and Uruguay, which are unique in terms of their tax system to support tourism. It was determined that their governments reinforce their tourism advertising by focusing on tax system benefits for the tourist. As summarized by the OECD, during the pandemic crisis, the vast majority of the analysed countries have responded with the following measures: liquidity & income support; liquidity, solvency & income support; fiscal stimulus and revenue. Included in the main tax policy reforms applied was the relief of tax burdens companies such as the CIT exemptions or postponement payment, personal income tax (PIT), temporarily exemptions/extensions from the payment of employer contributions, tax liabilities had been deferred for firms, postponement of VAT payment or changes in VAT rates. Within the South American countries analyzed, it has been identified that few have responded with specific fiscal measures to support the industries of their tourism sector, among them: Argentina, Colombia, and Ecuador. Countries that are most affected since their gross domestic product are more dependent on tourism activities. Kenya set aside a special fund to boost the tourism sector.

Mauritius is one of the region's most developed countries related to its travel and tourism Competitiveness and scores above regional and global averages in all aspects of the enabling environment subindex. Additionally, it is one of the most active countries implementing measures adopted to the impacts to COVID-19.

Some crucial discussion points are: if businesses in the tourism industry will survive these times of crisis in developing countries. Will international aid be critical to their survival? Can the set of measures, including those related to taxes, be effective? Will taxes applicable specifically to tourists be effective at this time?

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## IMPLICATIONS

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Government policies on taxation directly impact tourism. Studies related to tourism and taxes in developing countries are scarce. More detailed monitoring, evaluation, and analysis of existing taxes and incentives in South American and African countries would give policymakers the tools to implement evidence-based policies to support the long-term sustainable growth of the tourism industry. This research's findings provide a benchmark in developing countries interested in assessing changes over time and supporting tourism during the COVID-19 crisis. Future studies may be applied to shed more light on the mentioned taxes and the changes that sprung out due to the COVID-19 pandemic, such as Tax-Free Shopping effectiveness nowadays, or a deep study in the rest of the African regions concerning tourism taxation.

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## KEYWORDS

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Tax system; tourism; VAT; developing economies.



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# A Critical Analysis on Reviving the Tourism and Hospitality Industry in Bangladesh after Covid-19

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## PURPOSE

Like other countries of the world, the sudden and immense negative shock to tourism industry due to the Covid-19 pandemic was clearly visible within the very few months of 2020 in Bangladesh. From the estimates of Twining and McComb (2020), the impact of Covid-19 pandemic on the growing tourism industry of Bangladesh was equivalent to 2.03 USD billion loss in the GDP. It was also highlighted that about 420,000 million jobs were at risk of which more than 80 per cent are informal. To revive Bangladesh's tourism industry, it is important to strategically design tourism development programmes. To our knowledge, no other study has been done in this regard. Therefore, the main aim of this paper is threefold. First, analyse the overall situation of the tourism industry of Bangladesh. Second, explicitly analyse the post Covid-19 sustainable way forward of Bangladesh's tourism industry through policy experimentations with the help of robust quantitative modelling technique. Third, provide policy suggestions for sustainable tourism industry development.

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## RESEARCH METHODS

The paper applies both qualitative and quantitative approaches for the analysis. Qualitative analysis is based on facts and secondary data to obtain intuitive features of the tourism industry before and during the Covid-19 pandemic. Quantitative analysis mainly focuses on policy experimentations by applying standard Computable General Equilibrium Modelling (CGE) technique. CGE is one of the robust and widely used modelling approach for analysing macroeconomic impact of different shocks for policy design and implementation. For calibrating the CGE steady-state, recent Social Accounting Matrix (SAM) has been used, which accounts for nation-wide data for all the economic activities of Bangladesh. Finally, combinations of policy shocks have introduced to obtain insightful policy suggestions.

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## RESULTS AND DISCUSSION

Our results show that Bangladesh's tourism industry has been affected by the Covid-19 pandemic; however, with targeted government expenditure policies beside proposed stimulus packages by the government and collaboration among the stakeholders can minimise the negative impact of Covid-19 pandemic. It can stimulate demand and supply side of tourism services and can improve the overall situation of Bangladesh's tourism industry in the upcoming years.

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## IMPLICATIONS

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The paper argues that institutional integrity along with the policy suggestions derived from the analysis are essential to help the tourism industry of Bangladesh to bounce back on the original growth trajectory. One of the possible extension of this paper is to analyse how the adverse impact of Covid-19 on tourism industry hampers other industries (both backward and forward) in Bangladesh through different channels. Another avenue of further research can be to critically analyse the effectiveness of the regional collaboration for sustainable development of the South Asian tourism development during post-Covid-19 period.

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## KEYWORDS

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Tourism, Bangladesh, Covid-19, Government expenditure, Barriers, SAM, CGE, Institutional integrity.

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# Performance Indicators for the Wine Tourism Industry

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## PURPOSE

In a globalised and constantly changing world, organisations have become more interested in processes for collecting and analysing data, information and knowledge in order to develop competitive strategies (Köseoglu, Ross & Okumus, 2015). According to Flores (2018), indicators are a way to read and interpret reality, allowing a comparison between different contexts or over time. Bearing in mind that wine tourism plays a central role for the wine business (Loureiro & Cunha, 2017; Smyczek et al., 2020; Marzo-Navarro & Pedraja-Iglesias, 2021), and given the lack of studies identifying indicators under a micro-organisational perspective and comprising indicators from an integrated approach (Rasoolimanesh et al., 2020; Mota et al., 2020), this study aims to investigate which instruments of data collection, management and analysis are applied by wine tourism firms, as well which areas/dimensions they collect and analyse information. The research also identify which areas/dimensions should be included in an platform to support decision-making process.

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## RESEARCH METHODS

A survey was conducted to wine tourism firms, located in the Bairrada region (Central Region of Portugal). The performance indicators dimensions presented in the questionnaire emerged from a systematic literature review, carried out previously, were indicators were grouped into economic, social, environmental and territorial dimensions (Mota et al., 2020). Data collection took place during the year 2020, through an online platform and 63 economic agents replied the questionnaire, which represents 87.5% of the universe. Descriptive statistics were applied in order to characterize the respondents' profile and answer the purpose of the study.

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## RESULTS AND DISCUSSION

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In general, economic agents recognise the importance of collecting, analysing and managing information for their company's activity as it allows: i) to assist in the decision-making process; ii) definition of the strategy for the subsector; iii) comparative analysis with the competition; iv) prospect new business and market opportunities and v) to define the internationalization strategy. Bearing in mind that companies are predominantly small and with limited resources, we conclude that the majority of respondents do not use tools for collecting, managing and analysing information (60%) and those who use, only 28% adopt a specific software. In fact, there are some constraints associated, among them the lack of human resources to fulfill this task and the software acquisition costs.

The results also confirms that the collection and analysis of the information is carried out under different, but complementary areas/dimensions, highlighting the following: Production; Certification; Sustainability; Product Quality; Competitiveness, Territorial Resources; Strategy/Marketing; Productivity/Efficiency; Performance, Financial, among others.

In order to propose an integrated analysis and management platform for decision-making, the inclusion of all stakeholders are necessary. Hence, the respondents are receptive with the idea of sharing information of their company with a collective organisation with responsibility for management and strategy in the territory.

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## IMPLICATIONS

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From a theoretical perspective, this study make valuable contributions by increasing scientific knowledge in a topic that are less addressed in the literature and by adopting an integrated approach (economic, social, environmental and territorial dimensions). From a practical point-of-view, it allows identifying main tools and areas which companies gather and analyse information and consequently design policy measures to improve the competitiveness of the wine tourism industry. Future research should comprehend regional indicators and develop a framework to support decision-making in the wine tourism industry. Given the current research is restricted to Bairrada region, extend the survey to other portuguese and international territories could be of interest. Another suggestion is to study whether managers' characteristics (age, level of education, income) can influence the adoption of decision-making tools in the wine tourism context.

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## KEYWORDS

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Wine Tourism Industry, Key Performance Indicators, Decision-making, Portuguese Firms

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### ROOM 3 INFORMATION AND COMMUNICATION TECHNOLOGIES IN TOURISM, Session

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# Current Status of Greek Hotel Associations' Website Characteristics

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## PURPOSE

The Covid-19 outbreak brought about a dramatic shrinking of the tourism market with significant revenue losses for Greek hotels in 2020. More specifically, in comparison with 2019, a decrease of 78% in their turnover was recorded, while only 20% of the hotels in continuous operation were able to be open (ITEP, 2021). As various markets recover, Greece has potential in improving faster its position against its main tourism competitors, by taking advantage of the large dispersion of its customers base (INSETE, 2020). However, a challenge for hoteliers is to recover while lacking time and information (Herédia-Colaço & Rodrigues, 2021). Hotel associations can support hoteliers through their websites by providing: timely and certified information, a marketing means for engaging tourists, and a two-way communication channel among them, policy-makers and the society. In this light, the objective of this article is to assess the current status of Greek hotel associations' website characteristics. The websites are evaluated in terms of quality and content breadth to provide insights for improvement, so as to assist hotel associations in undertaking a more active role in the hotel business' restart phase.

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## RESEARCH METHODS

A sample of 35 hotel associations from various areas in Greece has been used in the study. Firstly, the content analysis has been performed for categorizing the functional features of hotel associations' websites according to seven dimensions proposed in literature (Ting et al., 2013). These dimensions are: functionality, innovation, interactivity, marketing, navigation, online processing, and service. Secondly, Website grader, which is a freely available online tool, has been used for assessing hotel associations' website quality. Website grader assessment provides a standard rating (from 0 to 100) for the quality of a particular website in relation to others. Also, for each website it assesses four particular criteria, namely performance, mobile friendliness, search engine optimization and security, and provides evidence for further improvement.

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## RESULTS AND DISCUSSION

The results show that hotel associations need to undertake upgrading initiatives in order to improve the efficient function and quality of their websites. The content analysis showed that the functional characteristics of hotel associations' websites mostly regard the marketing and interactivity dimensions for communicating their identity and services to the market and creating informational interactions, respectively. Although they provide various types of information, about half of the sample's websites

lack efficient amount of information and photos for tourists, as well as Covid-19 information or linkage to relevant governmental recommendations. Regarding the assessment using Website grader, particular attention should be given to the performance, mobile friendliness and security criteria. In particular, the majority of associations need to improve security features of their websites and half of the sample presents incapacity their website to be viewed on mobile devices, which can impact negatively tourists who travel around and need to acquire information and services from different locations. Moreover, all websites present high scores regarding search engine optimization.

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## IMPLICATIONS

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There is still much room for improvement for Greek hotel associations' websites in terms of content and quality, since it is vital to incorporate innovative features within a short time period. In the unstable economic environment prevailing in the last years, policy-makers should promote the collaboration with hotel associations in order to explore new opportunities for the hotel sector sustainability offered by the digital world, such as mobile technologies and social media. However, hotel associations are still not established in all Greek areas. Future work will include the study of hotel associations' websites in other countries in order to highlight good practices and successful cases. In addition, future research will regard hoteliers' emerging needs regarding information, marketing and collaboration that can be supported through hotel associations' social media, which comprise promising tools that influence various aspects of travellers' planning and purchasing intentions.

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## KEYWORDS

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Hotel associations, website quality, Greece, content analysis.

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# ICT application in the new normal order: challenges for a tourism village

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## PURPOSE

Tourism village management is facing challenges due to the presence of the Coronavirus disease which has been declared as a global pandemic by WHO. This global pandemic has greatly impacted global economic, political, and socio-cultural systems in every sector, the tourism sector is not an exception. As a result of this global pandemic which has in general changed people's behavior, it creates the new normal order which gives challenges to tourism managers on how to adapt to it. On the other hand, the development of ICT is known to enable the tourism community in overcoming tourism management challenges. Thus, it is believed that with the use of ICT, tourism managers can overcome the new normal order challenges. Therefore, this research was conducted to find out how is the tourism village managers using ICT in dealing with the new normal order, specifically in Nglanggeran Tourism Village (NTV), Special Region of Yogyakarta, Republic of Indonesia.

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## RESEARCH METHODS

This research was conducted using qualitative methods. The data collection was done through online in-depth interviews and online non-participatory observation, also supported by the data from questionnaires. Interviews were conducted with NTV managers and with their business partners. The interviewees were determined through purposive and snowballing techniques which leads to a total of seven interviewees. The data collection through questionnaire were done to confirm the effectiveness of ICT application in the new normal order from the tourists perspective. The questionnaire was filled by a total of 17 respondents which was determined using convenience sampling techniques among those who participated in the virtual tour to NTV. All data that has been collected were analyzed using the analysis technique of the Miles and Huberman model and descriptive statistic qualitative technique for the result of the questionnaires.

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## RESULTS AND DISCUSSION

This research showed that NTV managers have easily adapted to the new normal order with the help of ICT. The application of ICT has provided various benefits to the NTV managers, which in particular is community-based tourism (CBT), in overcoming the new normal order with the use of virtual tours and developing Clean, Cleanliness, Health, Safety, and Environment Sustainability (CHSE) tourism. The application of ICT has led to easier coordination, increased capacity of human resources, increased creativity and also enabling more advanced health protocol implementation in the destination. From the CBT perspective, the use of ICT has impacted the limited promotion effort, limited communication effort, limited information transparency and trust within society, and limited human resources in the new normal order for the NTV managers. However, there are also challenges it is facing such as limited adequate ICT-related facilities and limited human resources that is expert in ICT. On the other hand,

some opportunities can support the sustainable use of ICT in the future, such as the community's awareness of the importance of ICT and the majority of the community which including the millennial generation.

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## IMPLICATIONS

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NTV managers has been actively using the ICT for its development to face several challenges and also challenges in the new normal order. With the use of ICT and their excellence in CBT management, NTV has become the best practice of tourism village in Gunungkidul Province chosen by Gunungkidul Regency Governance and the Ministry of Tourism. From the governance perspective, it is believed that the use of ICT is crucial for the CBT managers to overcome the new normal order challenges. For further analysis, considering the economic impact the Coronavirus disease has brought globally, it is recommended to conduct quantitative research about how is the implication of ICT application in the new normal order from an economic perspective.

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## KEYWORDS

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e-tourism, ICT, coronavirus disease, community-based tourism, management

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# Smart Solutions for Tourism development, Big Data Analytics & Security

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## PURPOSE

The purpose of this work is to develop smart solutions for tourism development, using modern technologies in order to create a smart city concept, especially under the Covid 19 pandemic conditions.

The importance of online booking solutions and traffic issues in a Smart city concept are presented and evaluated in this work, as improved scenarios for the issues related. By that, our city, as well as other ones related, will improve the tourism & tourist offer under the pandemic circumstances.

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## RESEARCH METHODS

Big data analytics, as an emerging technology, has a huge potential to help deploying the smart city services, tourism as well. It can be of great help in collecting data that will be used further in various applications. The connection between smart cities and big data analytics is in huge favor to the residents of the smart cities, but also to the creators of such cities. Every smart device would be interconnected by the IoT. Security issues will be implemented as well.

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## RESULTS AND DISCUSSION

Quality of the application is measured by the security and time saving interface. The point is to prevent new users from posting any data to the web site before they have been confirmed by email, a SMS text message or another mechanism.

Quality of Experience (QoE) is mostly used in the information technology that will help them to measure the difference between the user expectations and what they received at the end.

Quality of experience rates the following factors like: Efficiency, Ease of use, Reliability, Customer loyalty, Privacy, Cost, Security.

In the security page there are more information based on the voters which are presented one after the other with information about their Ip address, browser, response, country, region and city. With that one can check everything about the voters and proof if someone it's trying to fake the results or many other useful things. Clear result on the survey with 100% votes for online booking.

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## IMPLICATIONS

This work will grow in direction to implement cloud integration on this GoGreen Web App with some cloud services. Those could services will take care of our local data needs, that means we can have a

virtual machine which allow us to run Windows or Linux in the cloud and there we can migrate our data which will be stored in secured environment.

The cloud services are extremely safe from the ground up because there are working big teams of experts, that also has benefit to be future-ready which means that continuous innovations will be supported like latest AI, blockchain, containers and databases to keep you ahead with the latest technology.

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## KEYWORDS

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Smart Solutions, Tourism development, Big Data Analytics, Security, Internet-of-Things,

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# Digitization and Tourism projects in Western Balkans - Covid 19 solutions and Heritage Tourism development.

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## PURPOSE

The purpose of the paper is to identify and analyze the capacities of WB countries to propose and implement solutions to COVID 19 crises and to further development through tourism projects related to digitization, culture and heritage. Research questions raised and answered in this paper are: there are different capacities (human resources, project ideas, digital technologies and other implementation resources) in WB positively impacting in Covid 19 crises solutions. There are proposals and engagement to bring heritage tourism development through digitization, in a higher level in the future. Hypothesis ask about the relations between areas of solutions proposed by projects related to heritage tourism and characteristics related to projects resources, relations between the scale of digitization and success of proposals, as well as expected success of the implementation of projects.

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## RESEARCH METHODS

The methodology of the study include two steps. The first step is literature review and desk research. The second step include interviews of managers/responsible persons of different proposals in the field of heritage tourism and tourism in general, in the 6 countries of WB. The literature identifies the characteristics of successful implementation of heritage tourism and digital technologies in tourism. It shows how different resources support the effectiveness of initiatives in heritage tourism and especially how digitization strategies impact the heritage tourism solutions related to crises. The desk research relies to secondary data related to tourism development before and during COVID 19 crises and text analyses of tourism project proposals in Western Balkans, related to digital technologies and heritage tourism. 84 tourism projects as the population of the study applied for support of Regional Cooperation Council (RCC) in the framework of Futourismo 20201, a competition for WB companies and organizations. The analyses include 17 out of 84 projects proposals, as part of a non probability intentional sample, which were competing in a second stage of the competition, so the most evaluated proposals from point of view of possibilities of implementation success. The second stage is the realization of semistructured interview with 7 leaders of 7 proposals which were the most valuable to be supported by RCC. The semistructured interviewes were administered with online communication through online platforms and questions were focussed in identification of the main resources that the organizations are relying on in their proposals as well as the aspects that impact the possibility for effective solutions not only to support during COVID 19 crises, but also to exceed the crises for further development. They have identified capacities to bring solutions not only to Crises of Covid 19, but also for tourism future development.

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## RESULTS AND DISCUSSION

Digital technologies related to culture and heritage have been used for adding value in heritage tourism. Some characteristics related to success in implementation of cultural and heritage tourism are community participation, information quality, attitudes and quality of professionals, human resoruces in digitalization etc. These are the most frequent in all the 17 proposals analyzed. The characteristics displayed are frequently related to the good evaluation of the proposals.

The secondary data show that tourism was raising in WB before the COVID 19 crises, while now it is suffering. The project proposals' analyses and the interviewees showed that WB countries are mostly prepared with human resources, attitude and quality of professionals in digital technologies, and heritage tourism, have a high level of information quality related to digitization. These characteristics are identified in all the leading project proposals, while all the proposals need more support and improvement of tourism policies, community development, stakeholder participation.

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## IMPLICATIONS

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Results of this study should be taken in consideration by organizations that apply projects in heritage tourism, to propose successful projects that support the sector. The policy makers will have the opportunity to identify fields to support heritage tourism and digitization in WB. Further quantitative studies will show how to relate capacities listed with tourism development and solutions.

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## KEYWORDS

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Digital, tourism, heritage, Covid19, WB.

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# Do women entrepreneurs face gender-based barriers in Barcelona's tourism sector?

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## PURPOSE

Barcelona is one of the top leading tourism destinations and one of the best locations for entrepreneurship (Tarr, 2019). However, women are under-represented in the tourism entrepreneurship ecosystem in Barcelona. Increasing their participation is critical to the city if it wishes to remain successful in the future. The research aims to give insights on female representation in Barcelona's tourism entrepreneurial ecosystem and clarify what are the barriers that are hindering women's entrepreneurial success.

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## RESEARCH METHODS

This study was conducted by means of a phenomenological methodology applying a purposive sampling strategy. We identified active stakeholders in Barcelona's entrepreneurial ecosystem and employed semi-structured interviews. Thematic analysis was used to data obtained from women entrepreneurs and representatives from accelerators, social venture funds, corporate venture capitals, public venture capitals, business angel networks and University-based funds.

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## RESULTS AND DISCUSSION

Findings showed a noticeable degree of agreement on eight barriers derived from previous research: motivation, education, previous labour experience, family obligations, networking, risk aversion, social roles and self-perception (Sexton and Bowman-Upton, 1990; Cliff, 1998; Coleman, 2000; Fairlie and Robb, 2009; Klyver and Grant, 2010; Alonso-Almeida, 2013; Kwapisz and Hechavarría, 2018). These barriers hindered women's participation in tourism entrepreneurship and access to external capital in Barcelona. Particularly, in tourism, women seem to be stuck in operational positions which erode their saving capacity and their self-value perception. Thus, impacting at their capability to start a business. Moreover, aligned with Alonso-Almeida (2013), findings showed that women in the tourism industry with limited savings, struggle to obtain external capital. Besides, the glass ceiling is hampering women to build a solid professional network that could eventually support their entrepreneurial ambitions. Literature suggests that achieving gender equality in entrepreneurship boosts economic growth (Verheul and Thurik, 2001; Morrison, Raju and Sinha, 2007; Figueroa-Domecq et al., 2020). However, findings suggested that the investor community of Barcelona highly rejects part-time entrepreneurship due to

considering this entrepreneurial option being less profitable and causing the projects to grow slower. The consequences of this seem to be degrading women's options in the entrepreneurial market of the city.

Though Barcelona is a leading hub for entrepreneurship, findings suggested that the existing barriers to female entrepreneurship make Barcelona's tourism sector miss an opportunity to better engage with female customers and lose the innovation capacity female talent could provide. The study contributes to research with a locally based perspective (Kimbu et al., 2021), provides a significant opportunity for stakeholders in Barcelona to reconsider their contribution to gender equality and gives them directions on how to start working towards a more inclusive and sustainable sector.

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## IMPLICATIONS

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For educational institutions, findings suggested that they should increase the visibility of female entrepreneurs as role models. Tourism businesses should ensure a fair promotion system, find formulas that facilitate work-life balance policies and encourage their employees into part-time entrepreneurship. Companies and investors should redefine the valuation process of entrepreneurial proposals to a system that values reliability and impact. Additionally, investors should review the formulation of questions they pose to investors to minimize gender bias. The public sector should promote equality with regards to family co-responsibility, create spaces for female and mixed gender networking.

Unilateral efforts would most probably be ineffective to achieve gender equality in entrepreneurship due to the high interconnection between barriers. Then it is essential that all agents in the tourism and entrepreneurial sector in Barcelona cooperate to build a multilateral strategy. We suggest conducting research on what the gender-based funding difference accounts for. Moreover, it is advisable to conduct more concrete studies about the repercussions in tourism innovation of the lack of gender equality which, according to results of this study, is significantly affecting tourism entrepreneurship.

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## KEYWORDS

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Entrepreneurship, Tourism, Gender, Feminist theory, Barriers.

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# Understanding Cross-Cultural Communication Barriers Among PR Practitioners in Malaysia

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## PURPOSE

Due the expansion of international business worldwide, the company's environment expands to varied countries, nationalities or races, the difference between each cultural background results in different reactions and practices within the workplace. This research main focus is to examine the cross-cultural communication barriers among PR practitioners in Malaysia, analyze the impact of cross-cultural communication challenges among PR practitioners and to investigate the possible solution to avoid miscommunication among PR practitioners with different cultural background.

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## RESEARCH METHODS

Interviews were done with three PR practitioners from different cultural backgrounds such as Chinese, Malay and Indian, the interview protocol utilized inductive reasoning to investigate the open ideas of the point as a way of having valid data of the participants experiences and opinions, interviews were held in ROOTS Asia Pacific Selangor, Malaysia and Mad Hat PR PLT Selangor, Malaysia. Due the outbreak of Covid-19 and the movements control (CMCO) that were placed by the Malaysian government some of the interviews were done online through Zoom App, the sessions were recorded and notes were taken down to be transcribed in the results and discussion section.

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## RESULTS AND DISCUSSION

The results stated that there are few barriers and factors affecting the process of cross-cultural communication, listed down as ethnocentrism, stereotype, prejudice and discrimination, as explained, many of the misunderstandings which occur between workers from different backgrounds are rooted and caused by those four factors, as for the solutions, cross-cultural knowledge training where workers recognize and aware of individuals of other cultures, language training, enforcement of mutual benefit policy where all workers from any culture get the same benefit and the same way of treatment. The result of this research showed that practitioners are not aware of cultural differences and its impacts on cross-cultural communication in a workplace.

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## IMPLICATIONS

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The finding of this research will be the tool that could create awareness about cultural differences. Initially, this study will not only examine the the cross-cultural communication barriers among PR practitioners by analyzing its impacts but it will also help PR practitioners to learn about cultural differences and be able to deal with such working environments that involve practitioners from other cultures as well. In sum, cross-culture communication barriers such as discrimination, stereotyping, miscommunication and many more must be determined and examined in order to find the possible solution to avoid miscommunication and overall cross-cultural communication barriers. Managers should encourage their workforce to enhance their problem solving skills as well as managing diversity in workplace to boost their performance.

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## KEYWORDS

Culture, Cross-Cultural, Communication, Cross-cultural Communication, Barriers, Cross-cultural Communication Barriers, PR Practitioners.

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# Strategies of Companies Facing Client and Resources Limitations: Innovation Patterns Analysis

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## PURPOSE

This research aims to identify best examples of adaptation strategies in a peripheral and touristic Alpine region, in Valais (Switzerland) with the goal of inspiring entrepreneurs in their innovation journeys.

The research question is: How did companies transform themselves during the Covid-19 crisis?

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## RESEARCH METHODS

Data collection took place between 25 March and 14 May 2020, during the Swiss lockdown.

The purposeful sampling strategy was based on several data access methods with the aim of identifying best practices. Firstly, companies were contacted to answer a survey about how they adapted their business to the changing environment. Secondly, other firms' adaptative strategies were directly observed by the researchers. Finally, professional organizations and municipalities were contacted to identify best practices in their networks. Researchers analyzed a set of 30 companies from touristic regions of Western Switzerland.

To analyze the best practices of adaptative strategies and to identify patterns of innovation moves, the researchers used several theoretical frameworks. They analyzed the types of development modalities according to the Ansoff's matrix (1957) (market penetration, market development, product development or diversification), and the types of innovation according to Pisano matrix (2015) (disruptive, routine, architectural and radical). Finally researchers created a typology of the innovation patterns based on the Business Innovation Patterns of Osterwalder et al. (2020).

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## RESULTS AND DISCUSSION

The results show that most of the companies developed a strategy of diversification (new product for new markets) (55%), followed by a group of companies that developed product strategies (new products for existing market) (26%). Most of those companies are leveraging existing competencies to develop new business models (disruptive innovation) (68%) or improving existing ones (routine innovation) (24%).

The sudden nature of the crisis required companies to innovate quickly and this may explain why the majority of them did not have time to develop new technical skills. Therefore, the companies of the panel have been able to adapt to a strong new demand of disinfectant to supply essential shops, hospitals and private individuals, and also to develop online sales channels and distant learning.

In terms of business model innovation patterns, the majority of the adaptations were made with significant changes in the production processes for the development of new products, such as masks, alcohol solutions and hygienic devices. Those developments have often been accompanied by an opening up to new markets and thus to new customer segments.

This dynamic was particularly observed in the touristic industry. For example, an hotel opted for market development by offering its business rooms for rent to companies at a competitive price, and a travel

agency developed a regional tour concept to compensate the loss of income caused by the sudden drop in international travel. This action also supported local tourism actors.

The lockdown had also a major impact on the entertainment industry following the ban on gatherings. A SME of the panel, active in the technical field of entertainment and events, was particularly inventive in creating hygiaphones from curtain frames available in their stocks. A restaurant chain was forced to close its foodtrucks but served takeaway food in its three restaurants.

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## IMPLICATIONS

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Results aim at fostering the innovations thinking and adaptative strategies development of entrepreneurs with simple examples of best practices, and in a broader scope than only in the crisis management, but as a regular questioning.

Most of the observed adaptative strategies were based on modifying the key activities and the customer segments of the companies, taking advantage of existing assets.

The next steps of analysis will concentrate on deepening our understanding of the levers of innovation, such as local collaboration as pillars in the ecosystem.

The main limits are the local character of our panel, as well as the mode of selection of the best practices that cannot guarantee the exhaustivity of the panel.

Future research will focus on the contributions of these adaptations to the future of the companies. What will they retain of their new activities? Will they retain an entrepreneurial attitude or processes of promoting innovation?

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## KEYWORDS

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Adaptative strategies, Business model innovation, Crisis management

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# The impact of Business Practices on Business Performance: Empirical Evidence from Tourism and Hospitality Industry

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## PURPOSE

Research has suggested that human resource empowerment on the one hand has positive effects on employees' productivity and increase organizational performance in the hospitality industry and on the other hand provides a means by which organizations can set forward their competitiveness, promote managerial efficiency and remain competitive in the marketplace (Safavi, & Karatepe, 2018). Moreover, customer oriented strategy creates value for the customers and increases customers' loyalty which in turn results in sales growth and hence firm performance (Papaioannou et al., 2018; Jalilvand, 2017). Many studies have shown that through innovation, hotel performance can improve, optimizing processes, creating a corporate culture adapted to market requirements, and thus guaranteeing profitability in the long term, in an increasingly competitive market (Divisekera & Nguyen, 2018; Kallmuenzer, 2018; Kallmuenzer & Peters, 2018; Melhem et al., 2018). Given that critical business factors such as: human resource empowerment, customer oriented strategy and innovation have described as outstanding business practices in managing the service organizations and achieving excellence (as suggested by the literature) the purpose of the present study was to determine the impact of business practices on business performance of Greek five-star hotels. Consequently, the following hypotheses will be tested:

H1: Human resource empowerment will positively influence the organizational performance;

H2: Customer oriented strategy will positively influence the organizational performance; and

H3: Innovation will positively influence the organizational performance.

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## RESEARCH METHODS

For the purpose of this study a 36-item questionnaire (developed by Papaioannou and Kriemadis 2017) was distributed to all five-star hotels of Greece (317 five-star hotels, which recognised by Hellenic chamber of hotels) and involved 317 experienced managers who were the most knowledgeable regarding management issues, using a five point Likert scale. The reliability of the scale was found to be  $\alpha = .89$ . Also, the particular research used the subjective way of measuring performance. Responses were received from 224 managers of 224 five-star hotels with a 70.6% response rate. Descriptive statistics, Pearson correlation and regression analysis were used to examine variables relationship using SPSS software (version 22).

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## RESULTS AND DISCUSSION

The results of the study indicated that the Human resource empowerment ( $M = 3.24$ ,  $SD = 0.81$ ), customer oriented strategy ( $M = 3.38$ ,  $SD = 0.84$ ) and Innovation ( $M = 3.12$ ,  $SD = 0.79$ ) were applied to some extent

by Greek five-star hotels, while the managers of five-star hotels were satisfied to a large extent in relation to business performance of their hotel ( $M = 4.45$ ,  $SD = 1.03$ ).

Moreover, the correlations between Human resource empowerment, customer oriented strategy, Innovation and business performance were positive and statistically significant ( $p < .010$ ;  $p < .05$ ). Also, the results of the analysis supported the three hypotheses. More specifically, the first hypothesis (H1) was supported ( $\beta = 0.73$ ,  $p < 0.01$ ), the second hypothesis (H2) was supported ( $\beta = 0.64$ ,  $p < 0.01$ ), as well as the third hypothesis (H3) was supported ( $\beta = 0.42$ ,  $p < 0.01$ ). Finally, the findings of the regression analysis proposed that business practices explained 69.4% of the variance on business performance ( $R^2 = 0.694$ ,  $F(1, 221) = 84.864$ ,  $p < 0.001$ ). It was revealed that Human resource empowerment, customer oriented strategy and Innovation significantly predict business performance of Greek five-star hotels.

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## IMPLICATIONS

Considering that human resource empowerment, customer oriented strategy and innovation play a vital role in ensuring that tourism and hospitality industry will survive and prosper, the managers of Greek five-star hotels can be encouraged to implement them in a greater extent. This could happen by developing an organizational culture based on a series of specific principals such as (Papaioannou et al., 2018): (a) Collaborative process of decision making, (b) Evaluative systems, which build on the process of “valuing” and not of “criticizing”, (c) Participative planning process, (d) Reward systems which encourage teamwork and cooperation, (e) Encouragement of a positive attitude towards the development of new ideas within the organization and the application of different types of innovation, which could be associated with higher performance and (f) further training and education for personnel, focusing on “customer-oriented” behavior. Finally, future studies similar to this one should consider using different measures of performance. It may be possible to conduct in-depth interviews and focus groups to complement information gathered from the questionnaire in the future. Areas of further research could also include measuring the impact of business practices on customers’ satisfaction and loyalty.

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## KEYWORDS

Tourism, Human Resource Empowerment, Customer Oriented Strategy, Innovation, Performance.

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# Linking consumer spending to COVID-19 news: The US experience

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## PURPOSE

This paper aims to shed light on the relationship between US consumer spending behaviour in tourism and hospitality services and COVID-19 transmission using time-series analysis. We also test variables that moderate the relationship between the two constructs. In the advent of the COVID-19 pandemic, there is a need to understand the workings of news and public policy interventions on consumers' decisions to spend money on accommodation, food service, arts, entertainment, and recreation. This study intends to provide building blocks to understand this unfolding conundrum.

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## RESEARCH METHODS

The COVID-19 pandemic and related policies have significantly impacted the US hospitality and tourism industries. International travel restrictions and state-based policies have impacted demand for hospitality and tourism services, among others. The effects on hospitality activities have been devastating for many countries worldwide, including the US, which had experienced about 25% of all global cases and 20% of all deaths. The pandemic has led to a massive contraction of the US economy and double-digit US unemployment. On top of that, polarization in US politics and people's attitudes and behaviours could have impacted the pandemic's response and people's spending decisions. We combine credit/debit card expenditure data with COVID-19 and political data of 50 states to investigate whether daily information on COVID-19 cases and deaths are influencing people's spending on accommodation, food services, arts, entertainment, and recreation (i.e., the hospitality and tourism spending). We use Dynamic Time Warping, an advanced big data time-series analysis method, to estimate differences and similarities. Spatial hotspot analysis on state-level spending behaviour is conducted to uncover the uneven distribution of consumers' spending behaviour across geographies. The political influence is estimated using the Limited Information Maximum Likelihood regression method. The study contributes to understanding the behavioural nuance of consumers' hospitality and tourism spending in times of a pandemic crisis and how politics could interfere in people's decision-making process. The study also provides a "dynamic gauging process" that makes it possible to continue to assess the effects as the pandemic progresses. As a case study, the investigation can assist the theory-building process by providing theoretical propositions.

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## RESULTS AND DISCUSSION

This study produced three major results from the analysis. First, policy implementations in some instances reduced the connection difference between daily COVID-19 cases/deaths and consumers' spending behaviour. Second, in other cases, policy implementations did not importantly matter for the spending and daily COVID-19 cases/deaths connection. Third, political party affiliation impacts the

connection between COVID-19 cases/deaths and spending behaviour. Consumers in states that voted Republican in the 2020 US election, all else equal, are less impacted by COVID-19 information regarding consumers' spending than those who voted Democrat.

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## IMPLICATIONS

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The study results could help policy-makers in better managing and coordinating policies when confronted with future pandemics. Consumers' spending behaviour in tourism has not been too constrained by stay-at-home orders, as consuming activities turned online. Individuals' political party-based beliefs and preferences may moderate the relationships between spending behaviour and COVID-19 cases/deaths. Appropriate policies on stimulating economic activities while curbing COVID-19 transmissions call for careful consideration of various local and contextualized factors. Future studies should consider expanding the analysis period to understand the spending relationships' evolution as the pandemic progresses. Future work should consider using interviews and surveys to understand consumers' perceptions about the pandemic and its influence on their spending behaviour. The findings of forthcoming research could validate the result of this study and add further understanding of the intricacies surrounding consumers' decision-making activities.

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## KEYWORDS

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Covid-19, spending behaviour, tourism, hospitality

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# Influencer Marketing in the tourism industry

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## PURPOSE

This study aims to analyze the perception of managers and influencers on influencer marketing. The research attempts to increase understanding of how tourism companies can use influencer marketing to promote sustainable values and how influencers perceive their role as ambassadors of sustainable actions.

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## RESEARCH METHODS

This challenge is addressed through a qualitative methodology through in-depth interviews with influencers and entrepreneurs in the sector. The respondents have been chosen through the snowball sampling method. A total of 10 managers of tourism companies and 10 influencers were interviewed. To get a deeper understanding of the data, Nvivo qualitative analytical tool helped with the procedures of open, axial, and selective coding. In this way, it is intended to explore and deepen the different opinions, perspectives, and ideas that each participant has on the subject to highlight agreements, disagreements, and contradictions and how this type of marketing can promote respectful and sustainable tourism.

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## RESULTS AND DISCUSSION

The findings show that both managers and influencers are aware of the great impact influencer marketing has on tourists' attitudes and behaviors. Managers explain that the use of influencers increases consumer's engagement and sales. However, most of them recognized it is difficult to find the right influencer to promote their brand values. Influencers explain the interest in sustainability is increasing among their followers and most of them encourage people to behave responsibly. As literature in this area suggests, consumers increasingly require sustainable products and services. However, companies find it difficult to communicate sustainable values. Influencer marketing may be an effective promotional tool that further social, economic, and environmental sustainability. Studies like this one contribute to expanding the knowledge on sustainable tourism marketing strategies, particularly on an issue that should be further analyzed such as influencer marketing and its benefits.

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## IMPLICATIONS

Current phenomena such as COVID-19 have demonstrated the relevance of sustainable tourism marketing to bring behavioral change. This research identified practical implications and recommendations that should be considered by tourism stakeholders when using influencer marketing to foster responsible tourism. Strategic decisions should be implemented regarding influencer marketing to create a significant impact not only on tourists but also on society. By using influencers to promote sustainable values, tourism companies can reach a larger and

compromised target, reinforcing brand values and promoting sustainability goals. Further research is required to fully understand the positive and negative impacts of influencer marketing on tourist attitudes, perceptions, and behaviors concerning sustainability.

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#### KEYWORDS

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Influencer marketing, tourism marketing, sustainability, tourism industry

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# Heritage personality as determinants of destination loyalty and the mediating role of satisfaction

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## PURPOSE

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The purpose of this study is to investigate marketing theories applied to cultural organizations and destinations, namely heritage personality, intended as the identity and the image of a tourist destination perceived by visitors (Di Vittorio et al., 2019), visitor's satisfaction (Wilkie, 1994; Guido, 2014) and destination loyalty (Prayag and Ryan, 2012) composed of the two sub-dimensions, i.e. intention to return and word-of-mouth (WOM).

Ekinci and Hosany (2006) demonstrate that the tourist destination personality has a positive impact on WOM. We hypothesize that also heritage personality, mediated by visitor satisfaction, could affect intention to return (Fig. 1).

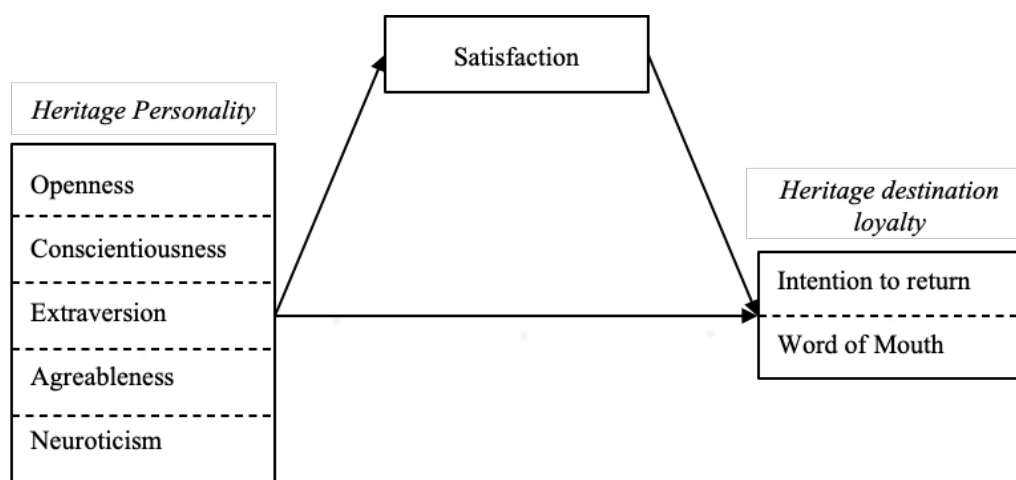


Fig. 1 Conceptual framework used in the study

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## RESEARCH METHODS

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A qualitative/quantitative study has been carried out considering as destination a cultural good, the *Aragonese Castle*, located in Otranto, a baroque coastal city in Southern Italy.

To identify the sub-dimensions that can be considered valid predictors of Satisfaction, a pilot study has been conducted administering an open-ended questionnaire to a sample of 100 participants (49 men and 51 women) aged between 18 and 70 years ( $M = 36.98$ ). The following phases are considered: i) Need recognition; ii) Information search; iii) Evaluation of alternatives; iv) Fruition decision; and v) Post-fruition evaluation (Guido, 2014; Wilkie, 1994).

The main study was conducted by selecting a sample of 250 participants (131 men and 119 women) aged between 18 and 72 years ( $M = 33.2$ ). A closed-ended questionnaire were developed from the results of the pilot study. More specifically, it included: Big Five scale for tourist destinations (Di Vittorio et al., 2019); the scale of Satisfaction; Intention to return (Ajzen and Fishbein, 1980); WOM (Zeithaml et al., 1996); and socio-demographic variables. To test the mediation path, model 4 of Process for SPSS was performed.

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## RESULTS AND DISCUSSION

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Results of a multiple linear regression showed that Need recognition ( $b = .443, p = .012$ ), Evaluation of alternatives ( $b = .827, p = .002$ ), Fruition decision ( $b = .905, p = .001$ ) and Post-fruition evaluation ( $b = .112, p < .001$ ) affect Satisfaction.

The mediation analysis show significant direct effects of Openness ( $b = .423, p < .001$ ), Conscientiousness ( $b = .530, p < .001$ ), and Extraversion ( $b = .489, p < .001$ ) on Satisfaction. Moreover, Satisfaction has a significant positive direct effect on WOM ( $b = .422, p = .002$ ) and Intention to return ( $b = .381, p = .001$ ). However, Agreeableness and Neuroticism have a significant indirect effect on WOM ( $b = .109$  and  $b = -.007$  respectively,  $p < .05$ ) and Intention to return ( $b = .098$  and  $b = -.118$  respectively,  $p < .05$ ).

These results highlight that only some personality traits that characterize the tourist destination can be used to increase destination loyalty. For others, it is necessary to act by increasing satisfaction, maintaining the quality of the services offered.

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## IMPLICATIONS

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Understanding the determinants of destination loyalty is crucial for managers to ensure visitors return and spread WOM, attracting new visitors, increase the engagement, thus developing the identity, the symbolic capital, and the social capital of the local territory (Granovetter, 1985). Satisfaction analysis could help them define experiences that can reduce the gap between expectations and performance offered. Future research could investigate the role of satisfaction in value creation. In this regard, it would be advisable to identify possible moderators capable of increasing the effect of personality traits on behavioral variables.

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## KEYWORDS

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Heritage Personality, Satisfaction, Destination Loyalty, WOM, Intention to return.

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# Greek tourism and new market segments. The case of Spain and Latin America. Marketing implications

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## PURPOSE

The purpose of this paper is to study the possibility of expanding the tourism markets of Greece through an approach of new target markets, specifically the market of Spain and Latin America countries. The focus of this paper is significant as the expansion of Greece's customer markets will reduce the country's dependence on its traditional markets as well as on specific tour operators. Meanwhile such approaches are also beneficial for the post-Covid era, considering that after such a long period of inactivity, tourism destinations will strongly claim to enter new markets and increase their arrivals. Through the correlation of a series of variables concerning the motives and factors that influence the purchase decision, this paper aims to outline the profile of a new customer market and thus how to approach it.

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## RESEARCH METHODS

This paper was initially based on the study of secondary data that proved the increasing demand, of the markets that are under study, for the greek tourism product. An essential requirement in order to participate in the survey (and filter question in the questionnaire) was that the participants have visited Greece at least once and that they were originated from these specific countries. The questionnaire was posted on social media and particularly at groups whose members are from Spain and Latin American countries. Two hundred thirty five (235) questionnaires were gathered. From the participants who answered the survey, 36.5% originated from Argentina, 19% from Spain, 11% from Mexico, 10% from Brazil, 8% from Chile and 6% from Colombia. For the statistical analysis, the  $\chi^2$  test of independence was applied. This method was used to test whether a dependent variable "X" in combination with another independent variable was or was not independent of each other.

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## RESULTS AND DISCUSSION

Initially, the research proved the interest of these markets in the greek tourism product, which was an essential information for the justification of further analysis. Thus, from the  $\chi^2$  tests of independence in a group of variables the following main findings have emerged: Firstly, the source that the tourists choose to get informed of a destination affects their decision about the distribution channels they will use. Also, the information sources that they use depend on the tourist's main activities at the destination. Furthermore, it has been indicated that the distribution channels and the services that the participants used to book their trip, depend on the travel motivations. Additionally, the independence test has shown that the main activities of the tourists, at the destination, depend on their nationality (in this case participants from Spain and Latin America). All the above reveal important elements regarding the consumer behaviour and could guide towards the strategies that would attract the market under study.

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## IMPLICATIONS

The approach of this paper could lay the foundations so that tourism destinations could turn their need to attract new target markets into action. Specifically, the above findings can guide the marketing managers of tour operators and destinations in developing strategies for the effective and profitable approach of new tourism markets (which will expand the nationalities to which the country is traditionally addressed), who already show interest in the country. For such an important subject it is certainly recommended that further research will be carried out with a bigger sample from these countries. Also further research, based to the above approach, could be carried out in order to study more target-markets from countries which show an interest for this specific product. The authorities of tourism destinations must, especially after the experience of Covid-19, understand the need to acquire larger shares of existing markets but also to target new markets. This, of course, presupposes the enrichment of the offered product and the satisfaction of more diverse needs.

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## KEYWORDS

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Tourism marketing, new market segments.

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# The impact of digital health marketing ads on tourism in Jordan

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## PURPOSE

: The Corona virus spread in the Chinese province at first, then quickly moved to the rest of the world, claiming the lives of many, burdening many patients, its future course became dangerous at all levels and fields, and its impact reached global. It affected health, social and economic sector. As the Corona virus is one of the most dangerous respiratory diseases that humanity is exposed to, due to the speed of its transmission between individuals and its effect on the lungs as life activities are not as normal as they were before. This leads to material and moral harm to humanity as a whole even after the discovery of the vaccine. This virus continues to be a challenge for many sectors, especially tourism which is an important driver of the workforce and economic dynamics in many Countries . This study aims to shed light on the challenges facing the tourism sector in Jordan. With the aim of reaching future plans capable of reviving this sector to face the challenges caused by Corona by measuring the impact of digital awareness announcements on the commitment of tourists to implement health safety instructions related to the Coronavirus.

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## RESEARCH METHODS

In order to achieve the objectives of the study, a study model was proposed, and then an electronic research survey was conducted for decision-makers in the tourism establishments. Accordingly, 100 questionnaires were distributed and 92 valid questionnaires were retrieved for the purposes of analysis and study on the basis of the structure. Equation modeling (SEM).

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## RESULTS AND DISCUSSION

When analyzing the data, the results showed that health advertisements and educational advertisements have a positive impact on digital advertisements, which in turn raise awareness and health protection for tourists through their commitment to health instructions during their visits to tourist sites and their practice of entertainment programs, and activities. As digital media plays an important role in the lives of individuals as it is the main information key for all

individuals, which strengthens its role in spreading awareness of the Coronavirus, and this has been confirmed by the World Health Organization about the role of digital media in quickly reaching the public with regard to any important information to protect them. Therefore, digital advertising is considered to have the greatest impact in creating health awareness about this virus, and therefore this study confirms through the proposed model that deals with educational and health advertisements through digital media, that there is an important impact of digital advertising on the awareness and health sectors in creating protection from this virus among tourists, by making sure that health instructions are applied in the required manner that provides them with protection.

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## IMPLICATIONS

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There are many studies dealt with tourism promotion in Jordan, and the factors that help in encouraging tourism in Jordan in light of the Coronavirus have been discussed to provide a helping hand to decision-makers in the tourism sector to comprehensively understand the factors that affect individuals, by encouraging them to undertake tourist tours in light of The Corona pandemic. Through the perceptions of the study results, we recommend more future studies dealing with the marketing of digital health advertisements to increase awareness among tourists, which will ensure the reopening of the tourism sectors and alleviate the general health crisis in the sectors affected by closures. Despite the scientific contribution to this research, it suffers from some limitations, represented in the fact that the study is limited in Jordan only. It is possible if it was conducted in other countries with different terrain. There may be more comprehensive contributions, in addition to the fact that this study was conducted in a crisis, which may give some indications that are possible To be different in a normal situation.

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## KEYWORDS

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Marketing ads, Healthcare Advertisements , Awarncce Advertisements, Corona Virus, COVID-19, Jordan, Digital Media.

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# The Shopping and Destination Attributes That Make A Destination Attractive: The Case of Taytay Tiangge

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## PURPOSE

In the Philippines, Taytay in the province of Rizal, known as the “Garment Capital of the Philippines”, has been one of the many *tiangge* (flea market) hotspots of the country. However, with the many other similar shopping areas and the current Covid-19 pandemic, this research study intends to evaluate the shoppers’ overall perception of Taytay tiangge’s attractiveness vis-à-vis actual shopping experience, thus determine their shopping satisfaction. Additionally, to ascertain shoppers’ motivational attributes in choosing to shop at Taytay tiangge. Furthermore, the Taytay tiangge sellers’ situation in the current market condition were taken into account, including the challenges and opportunities they are facing and the possible post-pandemic strategy.

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## RESEARCH METHODS

This research is a case study and adopted a mixed-method approach by using the triangulation method of data collection through online surveys and phone call interviews. Also, a convenient and non-probability sampling method applied in this study. The self-administered questionnaire, which was given to the shoppers, is divided into three parts:

- Personal, demographic and information related to personal shopping preferences.
- Rating of the notional shopping destination’s attributes of Taytay tiangge through 5-point Likert scale (5-highest and 1-lowest)
- Rating of the actual shopping destination’s attributes of Taytay tiangge through 5-point Likert scale (5-highest and 1-lowest)

The accepted value was set to 3.00 (mid value). It indicates that any attribute with average equal or higher than 3.00 to 5.00 has positive attribution in the attractiveness of Taytay tiangge, thus proportional to the satisfaction of the shoppers. Meanwhile, any attribute with average lower than 3.00 to 1.00 has negative attribution to the attractiveness of Taytay tiangge and lessen the satisfaction of the shoppers. Moreover, a one-on-one semi-structured interview format was conducted for the sellers to gain their personal viewpoints about the current state of Taytay tiangge. The data was collected in various Taytay tiangge Facebook groups of shoppers and sellers. Then, the data collected for the sellers were identified either as *valid* or *not valid* based on the date of visit. A one-year time frame was used for the reliability in recalling their memories and fair judgement towards their shopping



experience. The researchers set a target of at least 75 shoppers and 5 on-site sellers. Finally, a Statistical Package for the Social Sciences (SPSS) was used to analyze the valid data.

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## RESULTS AND DISCUSSION

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Based on the mean, the following is the order of their purpose of shopping in Taytay tiangge (from highest to lowest priority): *Cheap, variety of products, ability to bargain or get discounts, good service and accessibility*. Furthermore, the *physical attributes of Taytay tiangge, prices of tiangge products, cultural features, meteorological features, services, and safety and security* passed the benchmark mean of 3.00 thus made the shoppers satisfied with their shopping experience. Interestingly, most of the attributes had shown a higher notional mean than the actual experience mean. 5 out of 6 sellers utilized the use of social media to attract more buyers and to avoid the spreading of the virus. Moreover, the *crowdedness, physical set-up, and operations this pandemic must be improved*.

There is no really well-established study about the shopping tourism in the Philippines, thus the findings of this study is a clear evidence of the Micro, Small and Medium enterprises significant role in the tourism industry and how it shaped the shopping behaviour of Filipino shoppers.

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## IMPLICATIONS

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The use of substandard quality of garments from China, presence of pickpockets and the continuous grow of sellers must be well-regulated by the administration. For future studies, a wider sample size for the shoppers and sellers should be considered to increase the credibility and generalizability. The discrepancy on the notional and actual shopping experience means could have an underlying effect to the destination attractiveness and shopping experience so it must be explored further.

Overall, the study can be a catalyst for further studies related to the progress of shopping tourism in the Philippines and the motivational shopping attributes of Filipinos.

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## KEYWORDS

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Shopping tourism, tiangge, shopping and destination attributes, attractive destination, Covid-19 pandemic.

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# The Evaluation of Mu Cang Chai Brand Equity from the Domestic Tourists' Perspectives

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## PURPOSE

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The purpose of the study is to evaluate the destination brand equity in Mu Cang Chai, a rural district with beautiful landscape of rice terrace in the Northwest region of Vietnam, from the perspective of domestic tourists.

The research has inherited, drawn, and applied to make the following hypotheses:

Hypothesis H1: Destination brand awareness of domestic tourists has a positive and significant influence on the Mu Cang Chai brand equity.

Hypothesis H2: Destination perceived quality of domestic tourists has a positive and significant influence on the Mu Cang Chai brand equity.

Hypothesis H3: Destination brand image in the mind of the tourists has a positive and significant influence on the Mu Cang Chai brand equity.

Hypothesis H4: Destination brand loyalty of domestic tourists has a positive and significant influence on the Mu Cang Chai brand equity.

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## RESEARCH METHODS

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In the study, secondary data were referenced from many different sources but mainly focus on textbooks, journals on issues of the brand, brand equity, and destination brand equity.

Regarding primary data, the survey was conducted from February 7, 2021 to February 20, 2021 by collecting sample through different channels, including social networking sites: Instagram, Facebook, Gazo... Data from 280 domestic tourists who have visited Mu Cang Chai were analyzed using descriptive, correlation and multiple regression via the Statistical Package for Social Sciences computer program version 20.

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## RESULTS AND DISCUSSION

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The research results indicate that Mu Cang Chai brand equity includes four key factors: Mu Cang Chai brand awareness, Mu Cang Chai perceived quality, Mu Cang Chai brand image, and Mu Cang Chai brand loyalty. Empirical results via multiple regressions indicated that brand image predominantly affects brand equity of Mu Cang Chai whereas brand loyalty has the weakest impact.

Domestic tourists have an appreciation for Mu Cang Chai destination brand awareness and Mu Cang Chai brand loyalty but these factors authenticated minor affects on Mu Cang Chai brand equity.

The research results showed that there is a similarity in assessments of the factors that constitute Mu Cang Chai brand equity between groups of domestic tourists by gender, education level, and income. In contrast, there are differences in assessments between the three groups of domestic tourists of different ages in terms of the factors that constitute Mu Cang Chai brand equity. Domestic tourists in the North, Central, and South have differences in their assessment of Mu Cang Chai brand image and Mu Cang Chai brand equity. Internal tourists from different industries also have differences in their assessment of Mu Cang Chai destination brand perception and Mu Cang Chai destination brand equity.

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## IMPLICATIONS

The research results contribute to consolidating and supplementing the theoretical basis of the Mu Cang Chai destination brand equity from the tourists' point of view. These empirical findings contribute to the existing literature of branding knowledge to understand the importance of brand equity of a tourism destination.

Based on research findings, recommendations are made to the local government of Mu Cang Chai district to focus on the management, investment, and training of human resources for tourism. For the Department of Culture and Information of Mu Cang Chai district, it is necessary to focus on tasks such as market research, tourist research; identified tourism market, the target tourist market; building brand identity; formulating and promulgating regulations; building information channels and especially cooperating closely with local people as well as tourism businesses in the development and enhancement of the Mu Cang Chai brand equity.

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## KEYWORDS

Brand equity, Destination, Domestic tourists, Mu Cang Chai

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## ROOM 6 RELIGIOUS AND PILGRIMAGE TOURISM, Session Chair: Noela Michael

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# The ethical dimension of cultural heritage tourism: The case of Hagia Sophia

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## PURPOSE

The purpose of the research is to examine the political, legal, tourist and moral implications of changing the status of Hagia Sophia from a World Heritage Site to a Mosque. The research questions that the qualitative research is called to answer are about the interaction between tourism and cultural heritage, the role of UNESCO in the sustainability of World Heritage Sites and the implications of the change of the status of Hagia Sophia.

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## RESEARCH METHODS

The research approach followed is the qualitative research with the method of in-depth interviews with open direct semi-structured questions (Tilikidou, 2011) that had flexibility in the formulation of the questions as well as in the modification of the content and the number, depending on the respondent. The sample selected was a sample of expediency and consists of 28 opinions' experts that are considered suitable to provide comprehensive answers and sufficient quality information. The interviews took place from December 2020 to March 2021 and lasted about 30 to 45 minutes. In-person online interviews were used via Skype, zoom, messenger, asynchronous email interviews as well as telephone interviews according to the interviewee's wishes (Stathakopoulos, 2018). Most of the interviews were recorded, while some were handwritten. The structure of the questions was based on the literature (Iosifidis, 2008). In the analysis of the data, in addition to recording the key points per common question, the answers were categorized into 4 groups based on their specialization. Thus the following 4 groups emerged: a) tourism / institutions, b) culture / religion, c) international relations / politics, d) travel agencies / guides.

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## RESULTS AND DISCUSSION

This research addressed the issue of the change of the status of Hagia Sophia, and brought to the fore multidimensional issues. The change of status revealed a crisis of the authenticity and integrity of Hagia Sophia, Unesco's inability to ensure the sustainability of the monument's cultural diversity, selective presentation of the monument's material and intangible value, distance between theory and the application of good practices. In addition, the use of heritage by states for political purposes and the lack of relative participation of cultural minority groups and their cultural and human rights in heritage management were recognized.

Finally, the involvement of cultural heritage in cultural property claims has emerged, with Turkey claiming that "no one can interfere in Turkey's internal affairs and infringe on its sovereign rights" (Stenou, 2020) and Unesco invoking the monument's exceptional ecumenical value and its inclusion in the World Heritage List, where the selected monuments go beyond the narrow national

boundaries within which they were born and become the common property of mankind, making the international community responsible for their maintenance, with the ultimate goal of being inherited intact to future generations(Alexandri,2015). The above conclusions are key points of the research, and common converging perceptions in all 4 groups of interviewees. The results of the research provide a secure pool of information for all stakeholders in the tourism community and can be used constructively to formulate new strategies for the management and protection of cultural heritage(Chrysohoidou,2019), soft policies between states and good practices for sustainable heritage tourism(Antoniadou,Mavragani & Poullos,2015).

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## IMPLICATIONS

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The research stressed the importance and implications of the change in the status of Agia Sofia. From the research derives a large percentage of convergence between the views of the 4 selected groups along with a fairly large identification with the bibliographic sources of the secondary research. The findings of this study demonstrate the moral dimensions of the cultural heritage and the political causes of presentation, selection, interpretation and assembly of heritage monuments(Gravari-Barbas,2020). The significance of the results is manifold as it reflects the overall impact of change as well as the importance of good practices and international actors in the sustainability of cultural heritage and the authenticity of cultural values(Moira, Parthenis, 2011). A quantitative research will follow to confirm and strengthen the results of qualitative research in an effort to holistically consider the issue and highlight the concerns of all stakeholders. Given that Unesco's findings on Hagia Sophia are pending in June, it would be interesting to conduct a future survey to compare the findings and decisions of Unesco with the findings of the survey to reveal commonalities.

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## KEYWORDS

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Hagia Sophia, Unesco, Tourism Ethics, Heritage Management

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# The image and attractiveness of the Ways of Saint James in the interior north of Portugal

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## PURPOSE

The Way of Saint James is a secular route travelled by thousands of pilgrims since the beginning of the 9th century towards Santiago de Compostela, in Galicia, northern Spain.

In recent years, the Way of Saint James has seen exponential growth, being marked by deep symbolism and the fact that they are historical routes that link up with a sacred place: Santiago de Compostela. The popularity of the pilgrimage has increased exponentially, making it not only a route travelled for religious reasons, but essentially for tourist-cultural motivations (Gusmán et al, 2017; Lois-González and Santos, 2014). In this regard, the various Ways in the interior north of Portugal, such as the Portuguese Inner Way to Santiago de Compostela (PIWSC), Torres Way and the Silver Way (Via de la Plata) and some variants, were revitalised at the beginning of the 20th century into transnational tourist-cultural routes between Portugal and Spain. These paths have a set of very specific characteristics that attract numerous national and international tourists, making it necessary to identify and analyse these characteristics.

For example, some characteristic attraction elements of these routes can be anticipated: the PIWSC, is one of the Ways of Saint James that has the largest number of heritage assets directly linked to the Jacobean cult; these itineraries cross protected cultural landscapes such as the Alto Douro Vinhateiro, classified by UNESCO, its reduced massification compared to other Ways provides a cultural intimacy conferring a pilgrimage experience (Pereiro, 2017).

Given this, the main purpose of this study is to identify and understand the elements of attractiveness that exist in these Paths and that make them increasingly travelled. It is important to ask some inherent questions: what image do these paths convey? What are their main elements of attractiveness? Direct contact with the pilgrims allowed us to understand this phenomenon of attractiveness.

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## RESEARCH METHODS

The methodology adopted was based on anthropological fieldwork and focused on conducting interviews with 100 pilgrims who have walked the various routes since 2018 with the aim of identifying the main elements of attractiveness. These questions were applied in person but also by telephone and email, given the difficulty of personally surveying the pilgrims.

The questions were based on a guide with pre-defined questions and had two distinct sections: one linked to the profile and a second one linked to the most valued aspects.

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## RESULTS AND DISCUSSION

Therefore, we intend to identify that the path itself has a set of attractions, demonstrating that new tourist preferences value heritage, traditions, landscapes and leisure.

The results obtained show that the aspects most valued by the pilgrims are directly linked to the specific characteristics of these paths, as they have their own characteristics.

On the other hand, several elements of attraction were mentioned such as the heritage assets, the villages, the local communities, the surrounding rurality, but the attraction items highlighted with greater expression were the landscape.

Thus, it can be concluded that the set of attractions existing in these paths are interconnected not only with the personal motivations for travelling along the paths but mainly with the new tourist preferences that value the historical and cultural aspects, the landscapes, the outdoor and leisure activities.

In addition, it is not possible to dissociate that some of the aspects most valued by the tour pilgrims are highlighted due to the recent patrimonial appreciation that occurred around the paths.

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## IMPLICATIONS

In view of the dispersion of academic studies and its general character, this study aims to contribute to the understanding of the image of the attractiveness of this Ways. For future work, it is possible to extend the investigation to other Ways of Saint James existing in Portugal.

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## KEYWORDS

Ways of Saint James; northern interior of Portugal; attractiveness; touristic image; heritage;

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# Tourism & Unidentified Cultural Heritage in Thessaloniki. Bulgarians, Serbs, Russians, Romanians.

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## PURPOSE

The purpose of this research is to investigate the existence and identification of the cultural heritage of Bulgarians, Serbs, Romanians and Russians in Thessaloniki, and the interest in the creation of corresponding cultural tourism packages. The objectives are to search for, identify and inventory the monuments belonging to the cultural religious heritage of Thessaloniki and related to these cultures. Also, the separation of the monuments with particular importance to the culture of the above countries, and determination of their appeal, as tourist attractions. Lastly the investigation for potential cultural and religious tourism for the under-study populations in Thessaloniki and examination of the possibility of developing packages cultural tourism for the under-study populations in Thessaloniki.

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## RESEARCH METHODS

Secondary research was based on the widespread to the qualitative research, collection and deposition of research-related data that already exists. After the literature review, it was considered necessary to conduct on-the-spot research on the respective addresses, the purpose of which, was to investigate their status at this time, and to identify whether or not they were likely to emerge. In primary research was used a qualitative method of semi-structured interview with a specific questionnaire almost identical for all respondents. The questions used, were created with consistent to the purpose and the objectives of this research. Sampling techniques used in this study, belonged to probability or crisis sampling. Deliberate subjective selection was made when sampling was based on the formality of the participants and their ease of access. Snowball sampling was also used, as each participant indicated others to interview and participate in the research. Due to the lack of monuments managers, the original goal was set to interview two people about each people's cultural heritage. The population of the survey was consisted of people concerned about their countries' relations with Greece, tourism, or culture. The population characteristic was to investigate their opinion about cultural and religious heritage in the city. A total of seven interviews were conducted.

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## RESULTS AND DISCUSSION

During the study, it appeared that there is material and intangible heritage monuments associated with each target-population, while primary research showed that at least three monuments are already known and visited by each population. Important finding is that there seemed to be a lot of interest in the possibility of tourism from the respondents' answers. Furthermore, that there is potential for further development of their cultural and religious tourism in Thessaloniki. During the on-site investigation it was observed that most of the monuments found, were no longer available or were closed and inaccessible to the public. In addition, there is indifference over the issue of the exhibition of the monuments that these people left when they left Thessaloniki. The main purpose of this research, to associate heritage associated with these cultures in Thessaloniki, and was accomplished. In addition, the

potential for the necessity of the creation of cultural tourism packages which was also under investigation, was proved to be real.

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## IMPLICATIONS

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A closer look at each country's monuments separately could give success in the tourism industry and the city. First it has to happen for the monuments that still exist today, as they are easier to promote. However, it is necessary further research to ascertain the location of some monuments, while, monuments after the period of the First World War, that this paper viewed, may be found. There is still indifference and bureaucracy over the issue of displaying these monuments. The cultural and religious heritage of the peoples, researched in this paper remains largely untapped and unrecognized. There is potential for the monuments, that have been spotted, to be incorporated smoothly in the history of the city and to re-tell their history if they become known and more visited. According to the data collected and customized to the populations, five possible routes-proposals were registered and two interactive maps were created illustrating them.

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## KEYWORDS

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Special interest tourism, Thessaloniki, cultural tourism, religious tourism, Balkans' countries.

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# Enhancing the Attraction for Special Interest Tourism in Greece with Religious and Pilgrimage Routes

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## PURPOSE

The paper investigates and proposes the implementation of a programme of religious cultural routes in Greece as an element for the enhancement of “special interest tourism”, particularly since a “routes product” can be implemented in compliance with the restrictions of the measures for meeting the COVID pandemic. The “routes product” can also be provided through mobile app technology to facilitate the dissemination of route information.

The example used in the proposed analysis is for the establishment of structuring, and eventually “certifying” a “St. Paul’s Pilgrimage Route”, based on the cities, areas and locations that are connected to the missionary journeys and activity of St Paul the Apostle in Greece.

As the UNWTO has noted in the Global Report on Cultural Routes (2005), culture is intimately linked with tourism and positive impacts can be generated when including the routes product in the offering and promotion of local communities. The example of the Camino de Santiago Route in Spain, France and Portugal is evidence of the “route product” as a driver for local economic development (it is reported that almost 350,000 pilgrims came to the tomb of the apostle James in Santiago de Compostela in Galicia in Spain in 2019).

While tourism packages in Greece are organized by tour operators and individual travel agents, a “religious route product” has yet to be developed. The objective of this research is to create a new product that can be addressed to all Christian travellers, and not only pilgrimage tourists, since the “route” would go through locations, of additional cultural interest for the visitors.

The structuring of the route is based also on previous research undertaken under the auspices of the Synodical Office.

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## RESEARCH METHODS

In order to evaluate and come up with a geographical analysis of the route recommendation, published statistical visitor data have been considered and compared with preliminary research results from a survey on pilgrimage tourism implemented by the Synodical Office for Pilgrimage Tours of the Holy Synod of the Church of Greece to the various Dioceses in Greece. So far, in selecting destinations of religious interest, a single destination approach has been used, while in this example, a multi-destination route, is based on the historical and traditional evidence, in creating an attractive package. The results of the research undertaken by the Church in the Dioceses, shall be combined with the current demand for tourism in the different areas of the “Route”, in order to determine and propose “highlights” of the Route.

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## RESULTS AND DISCUSSION

Efforts to create tourist routes have not been very successful in Greece. The proposed “route” is expected to be set-up by combining elements which will involve collaboration among a number of Regional Government Authorities, Municipalities and more importantly will promote synergies with Religious administratiopns - the relevant Dioceses. The study is continuing, and will be supportive to a marketing effort that is being undertaken by the Regional Authorities of North Greece (Central Macedonia, Thessaly and Eastern Macedonia and Thrace) to valorize pilgrimage sites related to Apostle St Paul. The paper proposes a provisional indicative route based on a week-long package.

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## IMPLICATIONS

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Designation of St Paul’s routes have already, in the past years, been promoted, in the Middle East area and also specifically in Turkey, but have not been expanded or been related with the journeys of St. Paul in Greece, which is the objective of the particular study, thus this will be new ground. The research combines knowledge from routes in other destinations, to the specific details of the travels of Apostle St. Paul in Greece to preach. Creation of a “new tourism product” this “special interest route” will also show the potential to develop other religious routes in Greece. Considering the number of visitors in various areas, we propose that the formal designation of “St Paul’s Route” in Greece, shall add to the attraction of interested tourists, based on comparisons with similar examples in other countries, especially if it is formally registered as a “European Culture Route”.

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## KEYWORDS

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St Paul, Tourism pilgrimage route, Greece, religious tourism

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# DARK TOURISM IN THESSALONIKI: THE CHANCES OF CEMETERY AND GHOST TOURISM

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## PURPOSE

Thessaloniki is a town that has three military cemeteries on its territory of the First World War and it, also, has to display buildings and areas that are connected to the ghost Tourism. This paper will present those three cemeteries and its three of the most famous mansions that are believed to be haunted. Questions posed in this paper are whether these specific areas could support the Cemetery and Ghost tourism in the town, if these two subcategories of Dark tourism have been recognized by the tourist organizations of the city and finally, go through the opportunities that this form of tourism has in Thessaloniki.

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## RESEARCH METHODS

The research method, concerning the ghost tourism is based on secondary research, as the current conditions have prevented us from continuing and expanding on a primary research. Therefore, in this part of our study, we will limit ourselves to bibliographic references and to the on-the-spot research, conducted in order to know the objects of our study. The paper will be presenting the following topics: 1) the three most famous mansions considered to be haunted, 2) a brief reference to their history, 3) a discussion of their utilization, in terms of the form of tourism they represent.

On top of it, the three cemeteries of WWI will be presented, in regards to their history, their use and their importance in the tourism industry of the town. The study of their history and their historical use was based on an extensive bibliography and on newspapers of the period during and after the Great War. Concerning their importance in the tourism industry, interviews were conducted with tourism organizations in Thessaloniki, which responded to open-ended questionnaires. The questionnaires had different kinds of questions, in correspondance to the organization to which they were addressed and aimed at extracting information about their tourist utilization and the opportunities they can bring to the city.

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## RESULTS AND DISCUSSION

Thessaloniki has plenty of sites that can support these two subcategories of dark tourism. The Ghost tourism is an outstanding form of tourism abroad, but in Thessaloniki it has not been developed at all. The «haunted» mansions and the «magical» areas of the town remain secret and only known to a small portion of residents. On the other hand, the cemetery tourism has invaded the tourism industry of Thessaloniki and as a matter of fact, over the last years the Greek government has taken actions to promote the historical cemeteries, by organizing anniversary ceremonies. This is an original research, due to the fact that in regards with the military cemeteries of Thessaloniki, little has been written. The bibliography is mainly limited to the studies of the historian Vlasios Vlasidis and Spyros Lazaridis. Moreover, regarding the ghost tourism in Thessaloniki, there is neither Greek or foreign bibliography, as it is a form of tourism that has not been researched and developed. At the same time, the areas and the mansions that fall into the category of this form of tourism, do not receive the corresponding attention.

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## IMPLICATIONS

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The findings of this paper can highlight the cultural significance of these attractions, in the forms of tourism they represent. They suggest the promotion of dark tourism and more specifically the one of cemetery and ghost tourism, as well as some ways to encourage these forms of tourism. The further research on the tourist demand of ghost tourism would be an interesting research, as it is a form of tourism that has not been developed yet in Thessaloniki, while there are infrastructures that could advance this form of tourism in favor of the city.

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## KEYWORDS

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Dark Tourism, Cemetery Tourism, Ghost Tourism, Alternative Tourism

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## ROOM 7 SERVICE QUALITY IN TOURISM, Session Chair: Yianna Orphanidou

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# Wine tourism in the region of Central Macedonia: perceptions of wine consumers and winery owners

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## PURPOSE

Wine tourism allows visitors to get in touch with the cultivation of the vine and the process of wine production; it is also a form of alternative tourism with great importance for regional sustainable development but for wine marketing as well. The views and suggestions of wine producers and wine consumers concerning critical success factors for wine tourism development in the prefecture of Central Macedonia are of particular interest, given the importance and the potential of alternative tourism for the specific wine producing region. From the supply side, the study aimed to investigate perceived benefits that wineries can reap but also existing obstacles; from the demand side, emphasis was put on perceptions and expectations concerning the winery experience and wine tourism.

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## RESEARCH METHODS

Both quantitative and qualitative approaches were implemented to shed light on the above mentioned issues. A survey among wine consumers was designed and implemented, using a structured questionnaire, self-completion and snowball sampling; 630 respondents finally participated in the survey. In parallel, 22 in-depth interviews with winery managers from the region of Central Macedonia were conducted to explore their perceptions. Data collection took place in spring 2020 and the pandemic caused additional difficulties in the process. For the qualitative research which was addressed to winemakers, the semi-structured, in-depth interviews were based on a list of key thematic pillars, as identified through desk research in the field of wine tourism. Data analysis for the qualitative part of the study was based on content analysis while for the quantitative part, descriptive statistics, correlations, t-tests, ANOVA and reliability analyses were used.

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## RESULTS AND DISCUSSION

There is increasing interest in wine tourism, as wineries continue to invest in wine tourism and the interest of wine consumers for wine tourism activities is growing. Analyses of the supply-side data showed that wine tourism is recognised as having various benefits for their success and progress, though wineries need to enhance further collaborative practices with other stakeholders involved in wine tourism. Main obstacles identified for the development of wine tourism in the region include lack of co-ordination, limited experience and knowledge for wine tourism development, scarcity of human resources with expertise in the field but also limited support and investments in infrastructure from regional authorities. Some respondents highlighted the differentiated restraints that each wine region and producer faces. The pandemic caused additional issues and challenges for wineries to tackle. From the demand side, it proved that the majority of respondents valued especially unique, memorable experiences and high-quality services in the cellar door; most of them (83%) were experienced winery

visitors. Concerning expectations for the wine tourism experience per se, respondents rated customer service, product knowledge, extensive tasting choices and staff experience as critical factors for winery visitor satisfaction. Extensive and updated information through social media and direct response to specific requests were highlighted as well. As for critical factors in the wine selection process, respondents' positive reviews for the wine label and the producer were considered highly.

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## IMPLICATIONS

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Wine tourism is a form of alternative tourism that can contribute positively to sustainable regional development. This study sheds light in both demand and supply side; findings can serve as guidance tools for wineries and local tourism authorities of central Macedonia in order to become more competitive in the wine tourism market. From the demand side, findings stress the need to design a flawless, unique and memorable wine tourism experience, in order to meet expectations of winery visitors. The role of direct and immediate two-way communication was also acknowledged as a facilitator to enhance winery visitation in the region but the experience per se as well. From the supply side, co-ordination and collaboration of all involved stakeholders in order to create synergies were acknowledged as critical success factors. Future studies with focus on other wine tourism destinations could provide comparable findings and also put emphasis on the impact of the pandemic to wine tourism development.

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## KEYWORDS

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Wine tourism, tourism behaviour, sustainable development

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# Benchmarking e-tourism

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## PURPOSE

The COVID-19 pandemic within a short period of time, has brought unprecedented global crisis and tourism was not an exemption. While the overall situation remains highly volatile due to virus transformations and lack of an immediate treatment, the physical tourism concept is at high risk. Finding practical solutions to recover from this crisis is a major challenge for the majority of tourism stakeholders. Electronic tourism (e-tourism), the intersection between information technology and tourism, is now required to lead the pack towards a fast paced new reality. The objective of this paper is twofold; first to develop a conceptual framework that allows measurement and repositioning of e-tourism processes and second to visualize the inter-relationships within the framework's content. As a result, the research question is how to create and flow information in a multi-factor benchmarking framework that targets quality processes and user satisfaction?

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## RESEARCH METHODS

A representative literature review revealing the evolution of research in benchmarking e-tourism has been organized. The design of the proposed framework is developed around the concepts of tourism website theory and usability studies in the field. As a result, the framework consists of three pillars, namely Technical Basis, Digital Marketing and Usability Testing. Each pillar consists of critical success factors (CSFs) that can be applied for benchmarking. Each CSF allows for measurement, comparison and reposition as means to redefine the management strategy and performance. A hybrid Entity Relationship Model (ER model), a combination of an ER diagram and a flowchart, is created to visualize three types of information; first the major entities within the framework's scope, second the inter-relationships among these entities and third the flow of information within the entities. The Lucidchart software tool is used to create an abstract model as a workplace for data visualization through diagramming and relationship management.

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## RESULTS AND DISCUSSION

E-tourism is presented as a system which its performance depends on how all interconnected parts interact and exchange knowledge, data, financial flow and strategies. Key findings reveal that the conceptual framework accompanied by the ER model data visualization is likely to better forecast markets, assess and simulate operational scenarios and understand risk management as part of a strong competitive advantage. In addition to providing a solution for integrating various types of information,

the framework is also practical in that it allows e-tourism projects to be both reactive and proactive. New trends are revealed in terms of gamification, cloud computing and cryptocurrency adoption. The originality of the work presented aims to add value to existing knowledge around managing e-tourism projects and offers a solution to produce optimized and comparable processes. Risk management acts as a decision making process that continually identifies, assesses and analyzes risks, opportunities and areas for improvement.

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## IMPLICATIONS

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From a theoretical standpoint, this research aims to support the pace of e-tourism innovation and development while practical implications are expected to help e-tourism providers identify key areas they should focus on, so they can channel efforts to improve, differentiate or follow best practices. As a result, the data roadmap visualization the ER model supports, can be used by policymakers, information consultants and tourism business managers in their strategies and policies. High quality e-tourism projects tend to have higher user retention rate and return of investment. The significance of findings show that creative process intelligence, risk management and adaption of best practices are likely to add a competitive advantage and satisfy different stakeholders needs. Managerial implications may require actions for a digital strategy reformation in response to shifts in user behaviour and intense competition in the post COVID-19 period. Future research studies could focus on addressing some of the study's limitations such as validating how each entity change over another's entity's performance.

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## KEYWORDS

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Benchmarking, E-Tourism, User satisfaction, Risk management, Quality

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# Examining hotel customers' perception and satisfaction in a pandemic using user-generated contents

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## PURPOSE

The aim of this study is to investigate customers' service quality perception and satisfaction levels regarding COVID-19 implications of hotels through online user-generated content (UGC), specifically Tripadvisor.com. This study tries to answer the inquiries of what the main themes which hotel customers during pandemic repeatedly express in their comments are regarding COVID-19 applications of hotels, and which concepts are linked with higher and lower levels of satisfaction from the hotel guests' perspective through exploring their online comments and ratings self-generated on Tripadvisor.com, one of the largest travel platforms of the world.

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## RESEARCH METHODS

In this study, with the aim of investigating hotel customers' perception of COVID-19 applications and their satisfaction, a big data approach was utilized. Data were gathered from UGC within the context of a qualitative research method by analysing online reviews of travellers written in English on TripAdvisor who visited 36 hotels in top ten tourism countries during the COVID-19 pandemic in 2020. The most visited top ten countries in the world officially ranked according to the tourist arrivals (World Tourism Organization, 2019), which were respectively France, Spain, United States of America, China, Italy, Turkey, Mexico, Thailand, Germany, and United Kingdom. A scraping tool (software) was utilized between January and February 2021. Of the 6564 reviews scraped, 1025 of them were listed as Covid-19 pandemic related after filtering under several keywords, such as *pandemic*, *COVID* and *Coronavirus*. Data analysis was conducted through content analysis using Leximancer to avoid human bias (Tseng, et al., 2015), which revealed various themes and concepts of travellers regarding pandemic and their stay at a hotel with respect to their perception of service quality and satisfaction level.

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## RESULTS AND DISCUSSION

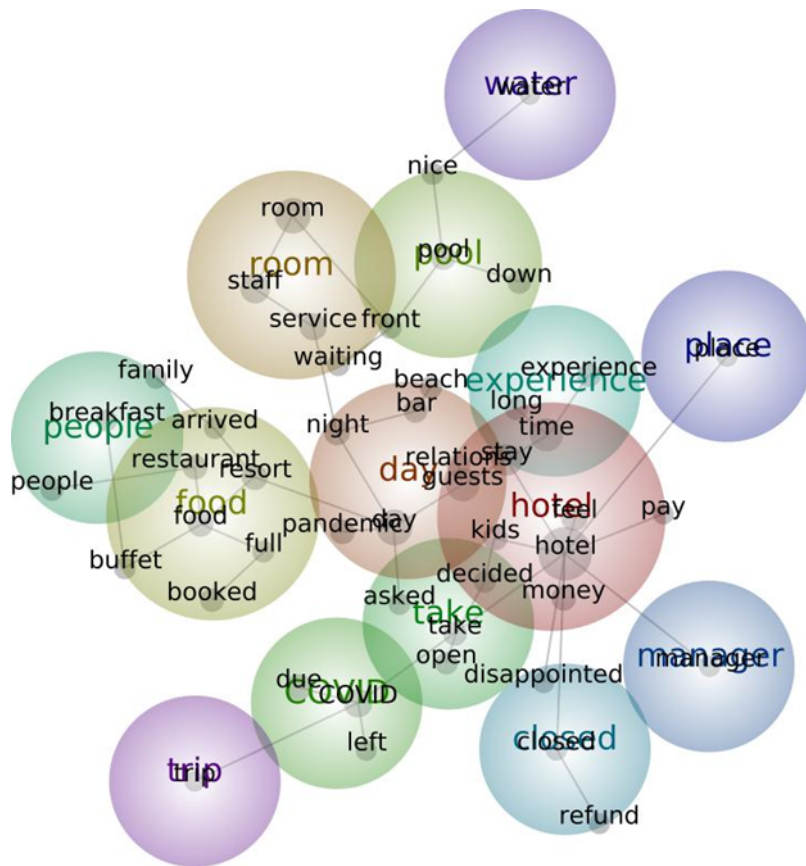
The Leximancer analysis revealed main themes and concepts used by hotel customers to indicate their perception of service quality during the pandemic. The results showed that hotel guests with different satisfaction ratings pose differences in themes and concepts they use to indicate their perception of the service during this pandemic. As can be seen in Figure 1, the most repeated theme of staff in red included the concepts of *COVID*, *pandemic*, *masks*, *safe* and *clean* in the satisfaction concept map, which can be evaluated as the quality service of the personnel enabled hotel customers to perceive their stay at the hotel as safe. On the other hand, dissatisfaction concept map in Figure 2 included *COVID* as a theme, directly related with the concepts of *left*, *hotel*, *due*, *closed*, *money* and *refund*, which can refer to the closure of the hotels due to pandemic made people dissatisfied. This study is one of the rare examples with its big scale research approach in investigating the service quality perception and customer satisfaction in online COVID-19-related user-generated-contents.

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## IMPLICATIONS







**Figure 2.** Main themes and concepts used by customers providing dissatisfaction reviews.

# Cycling for a sustainable tourism: a preliminary study in an urban area of Italy

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## PURPOSE

Tourism industry in conjunction with the benefits it brings to an area, produced several environmental impacts (Buongiorno and Intini, 2021), caused partly by transports. Therefore, an effort must be made for promoting non-motorized transport systems (Nilsson, 2019). The potential of cycling for implementing a sustainable tourism has been widely recognised in both academic and policy circles (Cox, 2012). This study wants to give a contribution for sustainable tourism implementing policies starting from cyclists' perceptions. The case study is an urban area of southern Italy. The analysed area is full of history and boasts several tourist attractions; moreover, it is characterized by a mild climate and a flat region making the use of bike particularly suitable. This context strongly motivated our research. By investigating on cyclists' perceptions about existing bike lanes, our aim is identifying the key factors for improving the cycling experience, and to give a contribution for sustainable tourism implementing policies.

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## RESEARCH METHODS

Data were collected by interviewing cyclists along three bike lanes through a face-to-face survey. The questionnaire aimed to investigate on cyclists' perceptions about different aspects of the bike lanes, and derived from an ongoing research project of the Universidad del los Andes (Bogotá, Colombia). The survey was conducted in the selected urban area in Autumn 2019, interviewing a sample of 129 cyclists. Interviewed people used the bike lanes prevalently for sport activities (75.2%). The perceptions about some aspects of the path were requested in terms of level of comfort, degree of nuisance and degree of protection. In all cases, the evaluation scale is a 11-point Likert scale ranging from 0 to 10. For the levels of comfort, 0 corresponds to "totally uncomfortable" and 10 to "totally comfortable". Regarding the degrees of nuisance, the scale ranges from "absence of nuisance" to "high degree of nuisance". Finally, the degrees of protection vary from "absence of protection" to "high degree of protection". In order to identify the critical aspects of the bike paths, a Gap-IPA was performed. This technique has been

proposed in Allen et al. (2021) as an alternative to the Importance-Performance Analysis (IPA) (Martilla and James, 1977), and proved to be very useful in highlighting the critical issues through the gap between performance and importance values. In this study, the average values of the cyclists' perceptions of each aspect have been considered as performance values. The importance values have been obtained by performing a Principal Component Analysis (PCA), which was helpful also for better defining the service quality phenomenon.

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## RESULTS AND DISCUSSION

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By analysing the average values of the cyclists' perceptions, we discovered that most of the levels of comfort vary between 6 and 7, while most of the degrees of nuisance and protection between 5 and 6. Therefore, bike paths performances in terms of comfort are slightly above the middle of the evaluation scale. Otherwise, performances in terms of nuisance and protections are slight below the respective evaluation scales. So, the bike paths do not perform very well in terms of protection. From the PCA, six latent constructs can be identified as: "Physical Nuisance"; "Non-physical Nuisance"; "Physical Comfort"; "Non-physical Comfort"; "Protection" and "Ambience". In terms of tourism attractiveness, the last latent construct can be considered as the most interesting. Specifically, it groups the cyclists' perceptions about environment and landscape surrounding the bike paths. The results obtained from the PCA became the importance values in Gap-IPA. Specifically, the results of Gap-IPA confirmed that the criticalities of the bike paths relate to the degree of protection in relation to accidents, and to the degree of nuisance caused by pollution and opposing pedestrians along the path.

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## IMPLICATIONS

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The results of Gap-IPA are very intuitive and can certainly be helpful for identifying the most convenient strategies. Based on the conducted analyses, sustainable tourism implementing policies should be oriented in solving the emerged criticalities of the existing bike paths. Then, future studies will be addressed in proposing paths crossing the main tourist points of the urban area.

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## KEYWORDS

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Bike Lane; Cycling; Sustainable Tourism; Service Quality

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# Motivations and Expectations of Participants about Tourism Online Courses in Maranhão, Brazil

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## PURPOSE

It is observed that digital technologies have been used frequently in the mediation of the learning process in the academic environment (Santos Junior & Monteiro, 2020). Although the mediation of digital technologies for the remote teaching and learning process in a period of social isolation is possible, it is important to highlight the perception of those who use them in favor of their knowledge, their learning. Thus, when taking into account the perception of its users, it seeks to know the motivations and expectations that participants had about the online courses offered by the “Turismo: do aprender ao ensinar” (UFMA).

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## RESEARCH METHODS

The methodology adopted was a qualitative approach (Minayo, 2001), exploratory (GIL, 2008), with the application of Google forms questionnaires when enrolling participants in the courses offered by the Tourism: from Learning to Teaching project, which took place in July 2020. The Project is linked to the Tourism, Cities and Heritage Research Group from Federal University of Maranhão (UFMA), that developed free online courses in tourism, such as: food trends in the A&B sector, safety protocols in the hospitality industry and ceremonial and protocol, all available in a virtual learning environment (VLE) so that the participants, at the same time, build their own knowledge. As for the universe, the classes had 60 participants. Most of them were female (83%), aged up to 25 years (40%) and had completed high school (42%). Regarding the profession, 57% of the participants were unemployed.

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## RESULTS AND DISCUSSION

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The rapid and profound social changes driven by the current pandemic situation have demanded from educational institutions new attitudes, new methodologies, new forms of teaching, making the offer of distance education courses increasingly common (Gusso et al, 2020). In this sense, the Project Turismo: do aprender ao ensinar has developed free courses aimed at professionals in the tourist trade, adapting their pedagogical workshops to the new reality with online courses, enabling flexible and virtual learning. The participants pointed out that the main motivation that led them to choose the courses was the theme in the tourist area (82%), that is, courses in the A&B sector, events and lodging facilities. However, 40% of the participants already had a good knowledge about the Ceremonial and Protocol theme, while 35% had a regular knowledge about Hospitality Security Protocols and 40%, a regular knowledge about Food Trends in the A&B Sector. The expectations expressed by the participants are related to acquiring new knowledge, learning more about the topics covered and putting them into practice, improving the qualification for the job market and complementing studies in the field of tourism, thus strengthening the need to continue to projects with this strain within public universities.

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## IMPLICATIONS

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It appears that the motivations and expectations of the public are in line with the proposals of the online courses in question, strengthening the need for this type of professional training for the tourist trade of a locality, as well as maintaining initiatives such as these within public universities. However, taking into account the reality that many of these participants present during the courses (lack of internet access, available time, knowledge about digital technologies and financial resources), future research on the impacts that such changes can cause in the teaching and learning process of these.

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## KEYWORDS

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Online courses. Professional qualification. Tourism. UFMA.

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## ROOM 8 SUSTAINABLE AND RESPONSIBLE TOURISM, Session Chair: Ioanna Simeli

37 **Vahit Oguz Kiper, Ömer Saraç** and **Orhan Batman**, Drought Tourism: Does Tourism Have a Role on Depleting Water Supply?

67 **Meenu Pathirana** and **Ruwan Ranasinghe**, Identifying Environmental and Social Degradation due to Tourism: Stakeholder Perspective on Sustainable Industry Practices

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232 **Sayan Bhattacharya, Arkajyoti Shome** and **Avirup Datta**, Socio-environmental survey and sustainable management of an ecotourism hamlet situated in Darjeeling district, India

# Drought Tourism: Adopting Tourism for Water Scarcity

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## PURPOSE

This paper aims to highlight the drought problem around the world while aiming to investigate the relationship between drought issue and tourism activities. Over-using of water resources come to the fore in recent days alerting some authorities and ones who are concerned about environmental situation of the world. There are two-ways importance of this subject according to authors, first, as a matter of survival, humanbeing needs to seek the balance between consuming and protecting natural resources on the soley home planet earth. Second, over-using a resource which tourism activities benefit from, will surely cause the damage of sustainability of tourism activities. Protection of environmental rare sources is a multi-dimensional and multi-diciplinar subject and as researchers studying on tourism related fields, it is a duty to investigate and highlight the tourism dimension of the topic.

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## RESEARCH METHODS

This paper is not antirely an empirical research which is building and testing hypothesis but rather focusing on considerably larger literature about the topic and subject of the paper. In addition to that, the paper focuses on data gathering from media sources, especially from news media from internet sources to strengthen the claim of the paper while supporting the importance and purpose of the paper. In this way, it is expected to state and highlight the existence of the phenomenon of over-using water supplies and the consequences of this situation. Hence, this paper could be classified as a qualitative-approach designed research. The investigation sample of the paper is Turkey where the supplementary data will be gathered. The researchers will systematically analyse the current literature and descriptively analyse the supplementary data.

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## RESULTS AND DISCUSSION

As clearly seen, tourism and water usage are in relation in both ways just as environment, and water resources are depleting due to global warming and climate change because of natural reasons or human use. Decision makers in tourism in both destination or enterprise levels must seriously consider drought as a serious issue for two reasons: tourism activities are highly dependent on water and more importantly, saving and caring the first vital resource of humankind is a moral duty. Martin (2005) stresses that tourists consider climate conditions while deciding which destination to travel. There are plenty of researches supporting that idea while also adding that climate changes directly impact the popularity of a destinations while causing a sharp swift of tourist flow from one destination to another



(Becken, 2005; Kyriakidis and Felton, 2008; Richins and Scarinci, 2009; Moreno, 2010; rosello and Waqas, 2015).

One important misunderstanding about the impact of tourism to water usage is the main reason of water usage in tourism. Hospitality sector is considered as the main water consumer, this might be considered as true even there is no strong evidence to compare with other tourism sub-sectors, but not necessarily the only reason for water consuming. Swimming pools, golf courts, artificial snow production consume significant amount of water as mentioned in earlier sections. Gössling and Peeters (2015) state that 2500 liters of water is need to produce 1 liter of biofuel and therefore it is not efficient to use this fuel in tourism industry. This is an important finding since tourism industry requires high amount of energy with its accommodation, recreation, entertainment and transportation sections. Akyüz (2018) stress an important issue reminding that tourism is responsible for %1 of total water use around the globe. Even though this seems like a small number, the author also reminds that tourism activities concentrate on space and time and this concentrated small number causes real headache in drought times

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## IMPLICATIONS

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To sum up, tourism activities are destined to be dependent on natural resources and attraction just like human kind does until tourism becomes a fully virtual activity which is another topic of investigate and argue since a solely digital technology may or may not be considered as “tourism”. However, over-using of water in tourism industry is not necessarily a destiny and can be managed in a sustainable way by careful planning with multi-disciplinary coordination, research and efforts.

This paper offers an insight to current literature about tourism and drought while checking their relation in both ways and also, stresses the importance of caring for water resources for the sustainability of tourism and more importantly sustainability of human species and the globe. However, this paper lacks of empirical evidences to strengthen its ideas, rather it stands on current literature. There is still a distance to walk for researchers to establish the theoretical framework for better understanding and better handling the critical relation between tourism and environment.

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## KEYWORDS

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Climate change, drought, tourism, water supply

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# Identifying Environmental and Social Degradation due to Tourism: Stakeholder Perspective on Sustainable Industry Practices

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## PURPOSE

As one of the world's biggest economic sectors, the tourism industry creates many opportunities and generates prosperity across the globe. Since tourism places its development as an industry throughout the world, it has always been an issue on the social and environment in many countries. Consequently, sustainable tourism practices are very vital and valuable for tourism destinations from all the stakeholder perspectives. Stakeholders are the main parties who are potentially engaging in sustainable tourism practices or can be affected by unsustainable tourism practices. This study focuses mainly on the issues of economic gains of tourism vs sustainable concerns towards the future. Hence, the objectives of this study were to identify the factors that affect social and environmental degradation due to tourism development in Ella, to investigate the issues and challenges faced by the stakeholders due to social and environmental degradation caused by tourism, to identify stakeholders' perspectives on sustainable industry practices.

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## RESEARCH METHODS

In this study, primary data was collected from 18 tourism stakeholders in the Ella area of Sri Lanka. The target population of the study consists of all the tourism stakeholders in the Ella area. Structured interviews were used with a purposeful sampling technique. The qualitative approach was employed and the collected data were transcribed and analyzed using qualitative content analysis to answer the research questions.

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## RESULTS AND DISCUSSION

The study revealed information regarding environmental and social degradation such as factors affected, issues and challenges. Further, it denoted the stakeholders' perspectives towards sustainable industry practices. The first objective of this analysis showed the factors that affect environmental and social deterioration due to the growth of tourism. According to the results, the majority of respondents indicated that due to tourism growth, several factors influence environmental and social degradation such as insufficient involvement of the stakeholders, minimum legal enforcement, lack of knowledge, inadequate facilities. There are many issues and challenges faced by the stakeholders in the Ella area. Several issues and challenges were identified to prove the second objective. Issues and challenges can be divided into main parties such as environment and social. Constructions, waste, water, noise, traffic congestion are the major issues of the environment as well as money-driven, cultural deterioration, drugs, social diseases, robberies, scams are the main social issues. The final objective of the research focused on identifying stakeholders' perspectives on sustainable industry practices. When considering



stakeholder's perspective towards sustainable industry practices, their perceptions can be identified regarding current practices, benefits, hindering factors. This study will aid scholars who are looking to do further studies in this area and this is the basement and source for future studies. And also, it will help to add value to the literature by providing an insight into the environmental and social degradation due to tourism development.

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## IMPLICATIONS

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The quality of the environment and better society are the most important aspects of tourism to be successful in a particular destination. Yet there is an environmental and social challenge to the unsustainable tourism sector, which leads to accelerated deterioration. Therefore, the government, the community as well as any tourism business should understand the affecting factors, issues, and challenges that arise with the development of the industry and should identify how to do sustainable practices effectively to increase the benefits by reducing barriers. The key recommendations of this study included directions to avoid environmental and social degradation and ways to develop tourism in the Ella area with sustainable industry practices such as maximizing the awareness level of the stakeholders, establishing efficient government involvement, establishing a proper legal framework, combining sustainable practices in the sector with long-range planning. Future researchers can conduct this research in a wide geographical area with a larger sample to further validate these findings.

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## KEYWORDS

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Tourism industry, Environmental and social degradation, Sustainable industry practices, Stakeholders, Qualitative content analysis

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# Livelihood Diversification Through Community-Based Ecotourism: a Case of Sabah, Malaysian Borneo

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## PURPOSE

Livelihood diversification through ecotourism is an understudied research area in tourism research. Incorporating Community-based Ecotourism (CBE) in existing livelihood activities such as fishing, mariculture and farming may be useful in providing benefits to the communities to enhance their livelihood portfolios. Such transformation processes among the rural communities are diversified into ecotourism to enhance their economic portfolios and reduce the pressure caused by declining fish resources (Carter & Gateway, 2014). The diversification in livelihood resources also reduces the risks and uncertainty of fishing in providing employment opportunities and extra income which has become an endemic among the communities (Porter, Orams, Mark & Luck, 2015). Accordingly, the main research question raised in this research was, to what extent CBE can be acknowledged as a livelihood diversification strategy by the local community in Sabah, Malaysia? In order to enrich the current body of knowledge on livelihood diversification in CBE development, this study investigates the host community's perceptions regarding the current livelihood diversification through CBE and their motivations to participate in ecotourism in Sukau, a pioneering ecotourism destination in Sabah, Malaysian Borneo.

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## RESEARCH METHODS

By adopting the constructivist research paradigm as the researcher's world view, this study employed the qualitative research design to investigate the host community's perceptions towards CBE as a livelihood diversification strategy and their motivations for participation. Primary data were collected through in-depth interviews and observation methods with the purposefully selected key informants (14) involved in CBE operation in Sukau village, Lower Kinabatangan, Sabah, Malaysia. All informants are the pioneers of ecotourism operators mainly in homestay programmes and Bed and Breakfasts in the village. The primary data were collected between 2017 and 2019 and several fieldworks were performed by the researcher. In addition, the researcher stayed, as a paying guest, in a local homestay in Sukau for months to collect data. The prolonged involvement enabled the researcher to build rapport and conduct close observations on the local community's participation in CBE projects, their perceptions regarding the current livelihood diversification through CBE as well as their motivations to participate in ecotourism in Sukau village. All the data gathered in this study were analysed using content analysis techniques.

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## RESULTS AND DISCUSSION

The key findings from the study unveil interesting insights based on two themes: (1) perceptions of the host community towards CBE as a livelihood diversification strategy and (2) motivations of participation in CBE by the host community. The study discovered that CBE in Sukau has been acknowledged by the host community as a sustainable livelihood strategy with other traditional methods, often fully or partially replaced by ecotourism activities. The identification of CBE in the study site

gives an opportunity to the interested host community to diversify their livelihood activities and uplift their socio-economic status. It is interesting to note in this study that other traditional livelihood activities like fishing and farming are no longer impactful economic activities due to the fact that ecotourism could provide sufficient income compared to those activities. The study also indicates that economic benefit is the major motivation for the host community to participate in CBE to inculcate a sense of ownership towards ecotourism. This study contribute to the body of knowledge on community-based ecotourism and community development by highlighting ecotourism as an important livelihood diversification strategy in developing countries like Malaysia.

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## IMPLICATIONS

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This study's findings positively influences several points of the Sustainable Development Goals (SDGs) namely, SDG1 (end poverty in all its forms), SDG4 (ensure inclusive and equitable quality education and promote lifelong learning for all), SDG5 (achieve gender quality and empower all women), and SDG16 (promote peaceful and inclusive societies, provide access to justice for all and build inclusive institutions). The findings suggest the need for enhanced education, as well as improved practical and theoretical training, pertaining coordination amongst all state tourism agencies and ecotourism operators in order to ensure the sustainability of CBE development. The importance of livelihood diversification through ecotourism in Sabah, Malaysia is acknowledged by the local community in the study site and this may encourage policy makers to draft new policies. Future studies may replicate this study in other similar ecotourism destinations to compare the study findings for better understanding.

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## KEYWORDS

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CBE, livelihood diversification, community participation, SDGs

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# In search of tourism research that generates social impact

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## PURPOSE

The aim of this research is to develop guidelines to guide future tourism research into sustainable development models that have real social impact and generate social benefits. Research is the tool to solve society's problems and researchers must be aware of its importance.

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## RESEARCH METHODS

This article is a systematic literature review on the social impact of tourism research. The database used to extract the publications is the Web of Science. First of all, a search with keywords related to the social impact of the research is carried out in the aforementioned database. A tourism filter is not used to collect all publications related to the social impact of the research and in the subsequent filtering processes to separate social science and tourism research. Secondly, a first filtering is carried out by reading the title and the abstract with the idea of discarding possible publications that are not related to the subject matter. Afterwards, a second filtering is carried out by reading the complete article. From this process, the publications that will serve as a basis for the elaboration of a reference framework to guide future research and establish future lines of research are selected.

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## RESULTS AND DISCUSSION

Research not only produces scientific impact, according to the REF (2020) it also causes effects, changes or benefits for the economy, society, culture, public policies or services, health, environment or quality of life, especially when society perceives this change as an added value. However, this study found that there are few articles dealing with the social impact of research in the field of tourism. It also found a lack of a tool for the evaluation of the social impact of research and various problems associated with measurement. This article therefore proposes a framework for focusing research on achieving this impact. It should be a learning process in which problems are understood, potential impact pathways are analysed and assessed, strategies are developed, and a monitoring programme is designed and implemented (McCombes, Vanclay and Evers, 2015). The originality of this article lies in the lack of research that refers to reviewing the literature on the social impact of tourism research.

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## IMPLICATIONS

The Covid-19 pandemic has brought the global economy to a standstill, the tourism industry has been hit hard by mobility restrictions. This is a turning point, an opportunity to consider a new, more social and sustainable model of tourism (Ioannides and Gyimóthy, 2020; Gössling, Scott and Hall, 2020; Mackenzie and Goodnow, 2020). Research, key to developing this new tourism, should lead to actions such as the development of new regulations, but it is true that researchers do not always develop usable

results, so it becomes complex to find an effective method to measure the social impact of research (Reale et al., 2017). Research funding agencies are increasingly aware of the importance of generating social benefits (Bornmann and Marx, 2014), and therefore seek to establish social impact as an evaluation criterion (Holbrook and Frodeman, 2011). It is true, however, that this criterion is not yet standardised and is complex to measure (Bornmann, Haunschild and Adams, 2019). In this article, the need for all research to be planned in such a way as to achieve societal impact is expressed and a standardised system for the evaluation of scientific and societal impact is proposed as future research. This framework will take into account the views of stakeholders and seek to address real problems such as those encountered by policy makers when seeking to plan tourism. Future research could be to analyse researchers' views on shifting research towards a model that rewards social impact rather than scientific impact.

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## KEYWORDS

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Tourism, COVID-19, Social Impact of Research, Social Impact Assessment

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# Socio-environmental survey and sustainable management of an ecotourism hamlet situated in Darjeeling district, India

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## PURPOSE

The Himalayas have significant impact on the climate and biodiversity of the Indian Subcontinent. Many hamlets are situated in the Eastern Himalayas and some of them are proximate to the forest areas. *Chota Mungwa* (27.053 N, 88.399 E) is one of the emerging ecotourism hamlets of the Eastern Himalayas, situated at an altitude of 1800 meters ASL, with incredible biodiversity and spectacular views of the Himalayan ranges.

The survey of the village was conducted in November, 2019 by visiting *Chota Mungwa* village in Darjeeling district, West Bengal, India. The survey work focuses on an interdisciplinary understanding of the bio-cultural landscape and human-nature interactions, and also addresses both natural and anthropogenic pressures on *Chota Mungwa* village. The survey work integrates the perspectives of human and social ecology, ecosystem services and sustainable development.

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## RESEARCH METHODS

Primary data were collected through field survey and direct contact with common people and authorized centres in the village area. Data collection was done by using a mixed-method approach, collecting background baseline information, scheduling interviews with members of the local villages and field observations. PRA (Participatory Rural Appraisal) techniques were employed for data collection and included methods such as key informant interviews (KIIs), focus group discussions (FGD) and field observations. Based on the study framework and research objectives, structured questionnaires and semi-structured interviews supplemented by field notes were arranged to collect data from the village. The length of each interview was about 40–50 minutes and was supplemented by field notes. Photographic documentation accompanied every phase of the survey.

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## RESULTS AND DISCUSSION

Survey data was collected based on demography, agriculture, livestock management, water management, waste management, biodiversity, ecosystem services, ecotourism, conservation initiatives, disaster management, local impacts of climate change and human animal conflict. Policy proposals for sustainable development of the village were discussed for conserving the biodiversity and socio-ecological status of the village.

The village covers 203.56 hectares land area, consists of 161 houses and 807 inhabitants, with male female ratio of 1:1.04. The common cultivable edible plants in *Chota Mungwa* are potato, onion, garlic, ginger, round chilli, raisak, beans, tomato, large cardamom, orange etc. The inhabitants of the village



practice organic farming and vermicomposting; rainfed Irrigation is practiced in the agricultural fields. Occasionally spring water is used for irrigation during the period of water crisis. The main water source of *Chota Mungwa* is the water coming from the hills through natural water channels like “*jhoras*” (local springs). Network of pipelines distribute the water from the cisterns to the houses. The survey revealed that in the last few years the local stream water flow has been decreasing during summer and has negative impacts on water availability and distribution.

NTFPs collection by the villagers includes medicinal plants, small size timbers, firewood, local mushrooms, edible tubers and ferns. Solid wastes are usually collected in bins. The inhabitants burn the solid wastes or bury in the ground. Burial of bottles and plastic packets may have serious effects on the local ecosystems and biodiversity.

The tourism business has been flourished in *Chota Mungwa* since 2009. Number of tourist remains maximum from October to December, followed by an above average tourist inflow during March-April and lowest inflow in the rainy season (June-September). There are frequent landslides and small earthquakes in *Chota Mungwa* village; landslide management are done by the local initiatives.

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## IMPLICATIONS

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The present work is the first ever socio-environmental survey conducted in *Chota Mungwa* village. There is an urgent need for implementing an integrated sustainable development system for the conservation of forest ecosystems and traditional human settlements in the Eastern Himalayas. Extensive study is needed in other mountain areas of the Eastern Himalayas to explore the socio-ecological conditions in the context of climate change. The aim should be to provide lasting, synergistic benefits for the local population and their economy and culture in rural and semi-urban landscapes. Bringing local communities into protected area management will also have a significantly positive impact on long-term biodiversity conservation in the trans-boundary Himalayan landscapes.

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## KEYWORDS

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Eastern Himalayas, Survey, Ecotourism, Sustainable Development

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# Can Elephant - Based Volunteer Tourism be Promoted in Sri Lanka? (A Qualitative Enquiry)

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## PURPOSE

Volunteer tourism is an emerging segment of modern tourism. Elephant based volunteering plays a contemporary role among them, perceiving the aspect of animal conservation and preservation while also promoting tourism which describes both well-being and tourism markets. Hence, the objectives of the study focus on contemplating the current profile of the elephant industry and volunteer tourism in Sri Lanka, the study derive added concentrations on creating and promoting a niche market for elephant based volunteer tourism that guides to identify and understand volunteer service providers and volunteer participant's perspective of captive elephant welfare.

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## RESEARCH METHODS

The researcher has selected Pinnawala Elephant orphanage and Wasgamuwa national park sites for this study. As a population and sample size, the researcher selected 20-25 participants in Pinnwala Elephant Orphanage and Wasgamuwa National Park. As the sampling technique of this study, the researcher utilized a purposeful sampling technique, semi-structured interview, and observation methods for the data collection method. The study was primarily based on both primary and secondary data. Thematic analysis method was utilized in analysing and correspondingly.

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## RESULTS AND DISCUSSION

The main purpose of this study approaches in promoting elephant-based volunteer tourism in Sri Lanka. The overall findings derive that still there is no market for elephant-based volunteer tourism in Sri Lanka. Moreover, the key objective of the research identified the current profile of the elephant industry in Sri Lanka. Findings, reveal Sri Lanka excel better in promoting elephant back riding for tourists. (both local and foreign). However, utilizing elephants in the tourism generation businesses, directly affect their freedom of animals' life depriving them of their survival. The lack of an established and maintained legal framework is another significant issue in the Sri Lankan elephant industry. The second objective describes the current profile of volunteer tourism in Sri Lanka. The finding cited lack of awareness about volunteering in the society, mainly influence the promotion of elephant-based volunteer tourism in Sri Lanka. Further, the researchers advocate that volunteering can be recognized as a key future income generation tool in Sri Lanka. Creating and promoting a niche market for elephant-based volunteer

tourism in Sri Lanka is another objective of this study. According to the findings, monetary constraints and human behaviour have been influenced when creating a niche market for the elephant-based volunteer market in Sri Lanka. Specifically, the study collaborates to identify that volunteering experience directly or indirectly guides for improvement of the welfare of the elephants that just utilizing them as a market attraction in the field. Further discussion of findings noted that the concept of elephant-based volunteer tourism has significant contributions for sustainable durability of Sri Lanka, with the implications of monitoring elephants usage in perahera ceremonies, elephant shows, and especially elephant back riding since the misbehaved and unplanned activities are harmful to their mental and physical health as well as their freedom. Hence, these elephants- based volunteer programs minimize harm to elephants, while also creating market-driven opportunities to build a better relationship with industry and community. Further, this research study will help to increase the understanding and knowledge of the elephant living in the surrounding area while preserving the industry, with a preserved society for the future.

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## IMPLICATIONS

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Study results exhibited more specifically, the unawareness of people in Sri Lanka about the elephant-based volunteering concept. Hence, the concept has to be socialized through beneficial organizing of seminars, awareness programs, etc. Moreover, the introduction of new travel guide applications for local and foreign tourists will aid the promotion of elephant-based volunteering in society. The study guides future researchers in conducting a similar scenario utilizing in-depth analysis into the study of the relationship between mahout and elephant in Sri Lanka, since the perception of mahout may be different from other peoples' perception. Also, Since the study was conducted in the qualitative method, in providing more significant proof regarding the conceptual indicator model and validating this concept, future researchers can conduct this study in a quantitative analysis method or mix analysis method.

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## KEYWORDS

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Volunteer tourism, Elephant tourism, Animal welfare

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# Hunting tourism education in Serbia

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## PURPOSE

This paper will present the Department of Hunting Tourism; a part of the Faculty of Sciences in Novi Sad. The department was founded in 2000 and is unique in Europe. Scientific articles dealing with education in tourism that criticize the way of education can often be seen, and this is an example of a positive practice because graduates are trained for specific activities in accordance with modern methods and acquire practical knowledge that will be useful in their future work. The purpose of the research was to show satisfaction of former students with acquired knowledge during studies and its applicability in practical work.

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## RESEARCH METHODS

Methods used for this research are the analysis of literature and other documents in this area, experience in first studying and later teaching students in this Department, as well as basic scientific and logical designation process analysis, synthesis, induction, deduction, and comparison. A survey has been conducted among former students, of the Department of Geography, Tourism and Hotel Management (Faculty of Sciences, University of Novi Sad) who acquired the title Bachelor and Master.

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## RESULTS AND DISCUSSION

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The paper will describe the curriculum of undergraduate, master's, and doctoral studies, as well as their development in the past 20 years since the opening of the department for hunting tourism.

The Department of Hunting Tourism consists of teachers and associates of the Department of Geography, Tourism, and Hospitality, involved in teaching a group of subjects in the field of hunting tourism in undergraduate, master's, and doctoral studies. The department educates future staff in hunting tourism and hunting economy, who after graduation are trained to perform jobs in the field of hunting tourism, such as hunting ground management, development of planning documents in the field of hunting for work in travel agencies, hotels, and organizations dealing with development and promoting tourism from the local to the national level.

The curriculum includes introducing students to life habits, biology, and classification of game species, student participation in professional activities in the hunting ground such as game counting, catching live game, introduction to the work of the professional service of the Hunting Association of Vojvodina, visiting individual hunting associations, visiting the Institute for Nature Protection of Vojvodina, visiting pheasant farms and other production facilities (artificial production of wild ducks) and monitoring the process of production of pheasants from artificial breeding. There are also visits to the shooting range, where the training in shooting from various types of hunting weapons is provided; going to several specialized hunting shops where students are introduced to hunting equipment, weapons, and other aids used in hunting and hunting tourism; and mastering business operations in a travel agency specialised for hunting tourism.

Participants included in research, employed in hunting and hunting tourism were examined about satisfaction with acquired knowledge during studies. 76 % answered that they are satisfied with the knowledge that they acquired during their studies. Former students were asked to suggest fields that, according to their new experience in the economy, could be useful and that could be learned during studies.

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## IMPLICATIONS

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After passing the exams, the graduates receive a certificate confirming that they are capable of performing specific occupations (assessment of hunting trophies, hunting ground management, use of hunting weapons, and ammunition). Students of the Department of Hunting Tourism participate in tourist hunts and organization of exhibitions of hunting trophies at hunting and fishing fairs, which consist of the assessment, placement, and presentation of exhibited trophies.

Respondents believe that the acquired knowledge, as well as certificates, helped them to find a job, but also in further work.

According to their suggestion, we concluded that it would be useful for students if the department owns a private hunting area or manages a hunting area, where they could use theoretical knowledge in practice. This way students would participate in providing services directly to clients in hunting tourism, production, and selling wild animals and managing hunting areas.

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## KEYWORDS

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Education, hunting tourism, students and their future jobs

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# Foreign languages across the tourism and hospitality curriculum in Greece: Students' views and perceptions

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## PURPOSE

The purpose of this paper is primarily to investigate the necessity and usefulness of foreign language teaching in Greek post-secondary tourism and hospitality education, and secondly to evaluate the way in which it is provided. Based on the above, the main objectives of this paper are to examine:

1. The importance of foreign language teaching in Greek post-secondary tourism and hospitality education.
2. The reasons why students decided to study tourism.
3. The foreign languages students attend in their school.
4. The reasons they chose to study specific foreign languages.
5. The levels of student satisfaction with the way foreign languages are taught.
6. Students' general involvement with foreign languages.

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## RESEARCH METHODS

In order to achieve the above purpose, a primary quantitative research was carried out using a structured questionnaire on a sample of students from the Advanced School of Tourism Education of Crete (ASTEK) and various Vocational Training Institutes. The survey took place between March, 1<sup>st</sup> and April, 15<sup>th</sup>, 2020. A convenience sample was selected. A total of 253 usable questionnaires were collected through personal interviews with students who were randomly approached in their classrooms. They were informed of the nature of the survey and were asked to complete the questionnaire. The collected data were statistically analyzed using the Statistical Package for the Social Sciences (SPSS) version 26.0. Descriptive statistics were used to analyze the basic features of data collected and then cross tabulations were applied to understand the correlation between the different variables. Moreover, to investigate the relationship between the respondents' attitudes, a series of one-way analysis of variance (ANOVA) were conducted.

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## RESULTS AND DISCUSSION

This paper contributes to the existing literature on tourism and hospitality education. However, although there is a sufficient volume of literature regarding tourism education and training in Greece, this is the first research that focuses exclusively on the importance of language teaching. Foreign languages are essential for people working in the tourism industry as it is the means for communicating with tourists and understanding different cultures, and for increasing employees' job opportunities in this international sector. Knowledge of foreign languages is one of the major criteria in hiring people in the Greek tourism industry. Therefore, a research that evaluates the way in which foreign languages teaching is provided is considered very useful. The results confirm the importance of foreign languages in tourism and hospitality curricula in Greece. Participants agree that foreign languages are primarily an important qualification for a successful career in the tourism sector, while contributing significantly to the provision of quality services to customers. They believe that those working in tourism should speak at least two foreign languages. The foreign languages that students attend during their studies are in order of frequency English, German, and French. This is not surprising, given that Greece traditionally as a tourist destination attracts visitors from these markets. However, a large percentage of students would like to be able to be taught another language that is associated with emerging markets for Greek tourism (e.g. Russian). Differences in students' views based on their demographic characteristics (e.g. age, gender) are also observed.

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## IMPLICATIONS

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The findings of this research can prove useful for all those involved in the design and provision of tourism education in Greece (Ministry of Education, Ministry of Tourism, educational institutions, etc.). Based on the findings, this paper criticizes the way in which foreign languages teaching is provided in post-secondary tourism and hospitality education in Greece, while proposals and directions are provided for the upgrade and restructuring of curricula based on the real needs of the tourism industry. Future studies could focus on exploring the views of tourism entrepreneurs in Greece on the foreign languages they wish their staff to know. Thus, a better design of tourism curricula will be achieved according to the real needs of the market.

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## KEYWORDS

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Foreign languages, curriculum, tourism and hospitality education, Greece

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# Scenario for training human resources for tourism to adapt to change in post-Covid 19 in Vietnam

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## PURPOSE

Facing the global impacts of the Covid 19 pandemic, it is required that the tourism industry need to change to adapt in all aspects, in which human resources play a central and decisive role. So what should be included in the training of tourism human resources? The content of the training program must focus on developing the competencies for students to be able to meet the requirements of "new normal conditions" in their profession. The need for digital transformation, and the 4.0 revolution are the challenge facing the training scenario in current conditions.

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## RESEARCH METHODS

The study conducted random surveys with four subjects including: former students of the tourism industry with 325 samples (with the age from 22 to 30 years old, including 175 males and 150 females); enterprises employing tourism workers with 75 samples (including 35 travel enterprises, 20 hotels with three stars or more, five event media enterprises, 15 other service enterprises); state management agency with 20 samples; lecturers and researchers with 42 samples (lecturers of tourism training universities: 33 samples, researcher: 9 samples). The purpose of the survey is to evaluate the current status of the tourism administration bachelor's training program and the contents that need to be changed, supplemented and updated in order to improve the quality of training of tourism human resources, towards training laborers who have a high ability to adapt to changes in the socio-economic situation. Observed variables are considered for reliability with Cronbach's Alpha coefficients; One-way ANOVA analysis was used to examine differences in the assessment of the target groups. In addition, the authors used the expert method as a scientific basis for proposing a scenario of training tourism human resources.

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## RESULTS AND DISCUSSION

The research results show that the current situation of training of tourism human resources in Vietnam has not met the requirements of enterprises, it is easy to change careers when there are events and low career attachment. 82% of the survey said that attitude and skills are the key factors affecting the adaptability of laborers to economic, social and environmental changes affecting the tourism industry. The attitudes of tourism laborers including professional ethics, positivity, confidence, sociability, career passion, which are the most important factors. Skills

needed for tourism workers include high pressure, effective communication, agility, teamwork. 76.5% of respondents rated leadership capacity including supervision, project management, time management, which enterprises care about human resources.

Thus, the scenario for the training of tourism human resources in Vietnam in the post-Covid 19 period should focus on positive attitudes in the profession, skills to adapt to change, increase studying time with a enterprise real environment for students, forming the enterprise's responsibility for training human resources in tourism in the context of digital transformation. The important contribution of this study determines the proportion of skill training time for students in tourism industry accounting for 5% - 10% of the total studying time of practical modules. This skill is trained in the teaching modules which are participated in by enterprises at universities.

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## IMPLICATIONS

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The program of tourism human resource training universities should increase the rate of practical, professional skills training and form a positive attitude and bravery to adapt to change; focus on deep and wide knowledge base; link with enterprises in training; Training management needs to be flexible to keep up with the needs and trends of the labor market. Vietnam should have policies to encourage enterprises to participate in the process of training human resources at universities and have a mechanism to facilitate cooperation between enterprises and universities. Accordingly, in the next studies, it is necessary to evaluate the role and responsibility of tourism enterprises in Vietnam in creating the market of quality tourism labor; determine the influence of educational management agencies, specific policies of Vietnam on tourism industry training.

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## KEYWORDS

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Covid 19, adapting to change, training tourism human resources, tourism student skills

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# Educational Tourism: The Antecedents of Satisfaction and Loyalty

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## PURPOSE

This research aims to outline a conceptual framework to describe the role of authenticity and tourist engagement on satisfaction and loyalty in the context of educational tourism. Thus, the research question is that “How does authenticity and engagement play a driver and a moderator role respectively in educational tourist’s satisfaction- attitudinal loyalty relationship? “.

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## RESEARCH METHODS

This paper used the conceptualization to propose the relationship between authenticity, tourist engagement, satisfaction, and attitudinal loyalty. The main methodology focused on reviewing and synthesizing the existing hundreds of literature review to propose a research framework. Based on thoroughly researched secondary data, this paper reviews relevant literature on educational tourism and discussed the problem from a customer behaviour to outline a key driver to tourists’ satisfaction and loyalty.

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## RESULTS AND DISCUSSION

This research sheds light on the attitudinal loyalty of educational tourists compared to previous authors whose papers have mainly emphasized exploring factors affecting the intention to visit without the consideration of loyalty. Authenticity was evaluated as the perception and enjoyment of tourists during the journey. To deeply understanding the antecedent role of authenticity, two second-order constructs including objectivism, constructivism, and existentialism were used to measure. It is predicted to indirectly affect attitudinal loyalty which was defined by the intention of positive word-of-mouth via satisfaction (Girish and Chen, 2017). It means that authentic experience can enhance the level of satisfaction of tourists and their willingness to recommend for their relatives or friends or even strangers. Besides, tourist engagement is expected to moderate the satisfaction-loyalty bond (Thakur, 2019). The variation of tourist engagement level is depended on how they involve in taking part in the activities of the journey that may influence the relationship of satisfaction and loyalty. It means when the level of tourist engagement is high, they tend to satisfy and respond positively to the loyalty.

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## IMPLICATIONS

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This research is conducted to provide a conceptual model about authenticity and tourist engagement in the satisfaction-loyalty relationship. This research can become a pioneer in forming the antecedent of authenticity and the moderator of tourist engagement in the loyalty perspective of educational tourism. In terms of authenticity, the study proposes the direct link between authenticity and satisfaction. In addition, it also supports the indirect relationship between authenticity and attitudinal loyalty via satisfaction. This proposed model allows academic researchers to evaluate the influence of authenticity as a driver on satisfaction level and worth-of-mouth loyalty of educational tourists. Because of the complex nature of tourism product, it is required during the tour, destination management organizations and stakeholders should appreciate “genuineness, honesty, or sincerity” of a destination. Another unique contribution of this study is to explore the moderating role of tourist engagement. While most the previous authors confirmed the antecedent role of tourist engagement (Rasoolimanesh et al., 2019), this research is in the investigation of the moderator of tourist engagement. Regarding managerial contributions, this research can provide several implications for educational destination management and marketing organizations to enhance tourist loyalty in the educational tourism field. However, there still exists one limitation that the research is in the literature review and the conceptual framework development process. Thus, it could be essential to conduct a quantitative method to confirm the proposed model.

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## KEYWORDS

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Authenticity, engagement, satisfaction, loyalty, educational tourism

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# **The COVID 19 impacts on the post-secondary institutions on Bachelor of Hospitality Management (BHM) International Students – A case study at Acsenda School of Management, Vancouver, Canada.**

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## **PURPOSE**

The COVID 19 has significantly impacted in our traditional classroom learning environment. This research is carried out to identify the relationship between COVID 19 impacts on international students' pandemic related changes of pursuing Bachelor of Hospitality Management (BHM) degree program. This study was examined the COVID 19 impacts in relating to admission, registration policies and procedures, late registration fee payment deadlines, exams, method of assessments.

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## **RESEARCH METHODS**

Gomes (2020) cited that the importance of the researcher's need to be aware of the relationship between a philosophical commitment in one's conduct and comprehension of the research.

This research compromised mixed method approach because the quantitative and qualitative (mixed) methods will support to identify the research questions. An unstructured and structured questionnaire conducted to facilitate this study. The total population of Bachelor of Hospitality Management (BHM) program registered students in term 4 are 480 and 120 students were selected (25% of the total population) to examine the research questions as a case study of Acsenda School of Management. As random technique was applied to select students from 300 and 400 level courses at BHM program.

An online platforms used to collected the data such as surveymonkey and google forms. The advanced excel used to calculate the data.

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## **RESULTS AND DISCUSSION**

The result indicates that there are various changes impacted on international students learning behaviours during the COVID 19 in post-secondary institutions in Canada, Vancouver.

The results indicates that overall retention rate was 92% by end of December 2020. More than 25% syllabi was reviewed. Students online learning satisfaction rate was 92%. A total number of 61 students graduated during COVID 19. A total of 91 completed their 6 months paid workplacement internship. There are many challenges were associated with online learning practice such as mental health issues, connectivity issues, students growth and quality controls. Overall, the results shows that dissatisfaction rate was only 8%. The Acsenda School of Management encountered with various techniques to facilitate online teaching. Many students are enjoying online learning because of flexibility, work-life balance and additional time for family.

Furthermore, the results show that online learning has changed the educational landscape in the higher education system in British Columbia, Canada.

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## IMPLICATIONS

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Finally, the findings of this study suggests that the best policies and practices in relating with admission, transfers, residency requirements for assessments submissions, deadlines in line with Admission & Transfer (BCCAT) in British Columbia, Canada. The further research will be generalizable in other province in Canada in future.

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## KEYWORDS

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COVID 19, Acsenda School of Management, Post-Secondary Institution, International Students, British Columbia.

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# The Spatial Impact of Airbnb in three cities: Vienna, Paris and Barcelona

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## PURPOSE

This paper aims to analyse the spatial distribution of Airbnb accommodation units in Vienna, Paris and Barcelona, some of Europe's most important tourist cities, and compare it to that of traditional hotel accommodation. We also set out to analyse the impact of the concentration of Airbnb accommodation on the central and tourist areas of the three cities. The authors try to analyse and draw useful findings on the tourism development of these regions and draw conclusions on the management of destinations. By describing the spatial allocation of Airbnb lists to the dynamics of hotel units, the aim is to develop an Airbnb impact assessment tool for destination managers, to reconsider their policy towards sustainable tourism and regional economic development.

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## RESEARCH METHODS

For the spatial analysis of Airbnb accommodations we used ArcGis Online, Gis data and maps taken from the Inside Airbnb website, and for the spatial analysis of hotels we used Booking and Trivago platforms. A spatial database is created which will help us to better understand the dynamics of each location. According to the data analysed from the Inside Airbnb website, there are about 13,000 Airbnb accommodations in Vienna, while the number of Airbnb accommodations in Barcelona is about 18,000, whether we are talking about the whole house, a room, or a shared room. By far the most Airbnb accommodations are in Paris, with approximately 60,000 listings.

The analysis includes two main indicators: a) the spatial allocation of accommodation and b) the density of the accommodation, of the Airbnb lists compared to the hotel units.

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## RESULTS AND DISCUSSION

The research results illustrate the similarities between the three tourist destinations studied, when it comes to Airbnb spatial behavior. Airbnb accommodations are concentrated in central areas in all three cities studied, competing strongly with nearby hotels. At the same time we can say that Airbnb listings focus on the tourist attractions of the area near the accommodation. Therefore, in terms of location, Airbnb wins out over hotels because it has more listings available in this area. Given the large number of Airbnb accommodations, which are basically nothing more than the homes of locals, it can be said that the number of long-term rentals by the local population, especially in tourist areas, has significantly decreased. Another consequence of the concentration of Airbnb accommodation is that life in these areas has become much more expensive for the locals and overcrowded. Airbnb accommodation has caused inconvenience not only to hotel owners but also to locals. In addition, Airbnb is having a strong impact on the rental market by increasing rental prices.

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## IMPLICATIONS

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The authors tried to demonstrate the spatial distribution of two types of accommodation, ie the traditional hospitality sector and the collaborative economy sector, by collecting and describing data in three different cities of Europe as tourist destinations. The study can provide guidance to those involved in regulating this area and at the same time to owners that are looking for the best location to purchase an Airbnb.

In addition, the research can be expanded in qualitative direction as well, with surveys conducted on hosts, guests, and local residents to reveal the effects of Airbnb on destinations. For a more complex analysis of this data we can add the price variable, with the help of which we can make a more conclusive comparison between the two accommodation systems, thus showing the impact of Airbnb accommodation on the hotel industry.

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## KEYWORDS

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Airbnb; hotels; tourism; sharing economy; tourism development

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**ROOM 10 TOURISM PLANNING AND DEVELOPMENT, Session Chair: Marco Martins**

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# Rethinking Tourism Planning and Development in a Post COVID-19 World – An exploratory study

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## PURPOSE

The impacts caused by the COVID-19 pandemic is of such a vastness that its consequences in the tourism sector are today still hard to fully foresee and even harder to measure. So, forward thinking tourism destination management organizations (DMO's) should already be planning for a post COVID-19 world. However, as one has stated before, predicting what the world will look like is not easy and so, this paper aims to address the following question: which strategic tool is the most adequate to give competitive advantage to destinations in the post COVID-19. Bearing that in mind, the objective is to show that DMO's should rethink their present strategic tourism planning and development objectives by starting to use 'Scenario Planning'. One understands Scenario Planning, as the construction of some contrasting scenarios to explore the uncertainty linked with the aftermath of one or more strategic decisions. But why should the 'Scenario Planning' be used? The response to this question lies in the fact that this strategic tool has been extensively used by organizations whose activity is particularly vulnerable to major environmental changes, such as the present one. It's ones aim to show that traditional planning often fails when facing new and unexpected contexts.

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## RESEARCH METHODS

This paper is exploratory and with it, one intended to broaden the discussion scope and to bring new insights into tourism planning and development thematic in the post COVID-19 era, suggesting new interpretations and perspectives. With this intention, a systematic secondary research method was used relying on solely in existing materials. However, some limitations exist when it is intended to carry out an exploratory study, because being this an interpretation of a completely new reality, it is only possible to formulate hypothesis without truly having the possibility of verifying them.

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## RESULTS AND DISCUSSION

Results demonstrate that only by using scenario planning destinations can amid the COVID-19 pandemic better predict what will the "new normal look like", how should destinations develop tourism in these never seen conditions, and what should the "re-opening strategy" be. This research asserts also, that by using Scenario Planning, DMO's will be better prepared, not only to respond to the

unpredictability of the future ahead, but also to design more adequate tourism development policies. Results also suggest, that in this times of uncertainty, that the development of strategic scenarios is a tool that enables DMO's to identify opportunities and threats in the external environment and in a superior way plan, plan to maximize the opportunities and minimize threats, contributing to the development of the tourist destination. The use of a secondary data method allowed us to further contribute to knowledge by answering faster to sensitive-time questions, and that permitted to develop new ideas and directions in what regards to the design of strategic tourism plans and policies for the post COVID-19 pandemic world. Our paper also demonstrates that DMO's should establish scenery planning as the gold standard for future-oriented strategic tourism planning. This study contributes to the discussion and reflection on the relevance of scenario planning strategic management on destinations. Finally, it contributes to fill a gap that exists nowadays in the tourism research field of knowledge.

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## IMPLICATIONS

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Due to its novelty, it is clear, that future studies must be made in order to help us all to further understand this new reality and its implications in the tourist destinations' management and development dimensions. As suggestions for future research, it is recommended further quantitative and qualitative research that addresses this thematic, which presents itself as a challenge for the tourist destinations management area. Thus, one believes that DMO's that adopt this strategic thinking will probably have a major competitive advantage over their competitors.

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## KEYWORDS

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Tourism Planning and Development; DMO's; Scenario Planning; Competitive Advantage; COVID-19

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# Home-sharing and overtourism in the eyes of residents of a tourism city – the case of Cracow, Poland

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## PURPOSE

Sharing economy platforms such as Airbnb are often perceived as one of the important factors fostering tourism development in cities leading to overtourism and establishment of antitourism attitudes among residents (Zwolińska-Ligaj, and Kacprzak, 2019; Moreno-Gil and Stefaniak, 2020; Zmysłony et al., 2020). The paper presents the results of the research conducted among residents of the major city destination in Poland – Cracow. Residents were asked whether they can see and suffer in their everyday lives the typical effects of overtourism that can be strengthened by the development of home-sharing. Research questions were focused on the issues of prices, including real estate rents, quality of everyday life, and the number of tourists met in residents' neighborhoods. Respondents were asked about the impact of tourism on their lives, on their friends and relatives, and on the city.

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## RESEARCH METHODS

To carry out the objectives of the paper, it was necessary to conduct empirical research, in which a research questionnaire was used. As many as 371 randomly selected respondents participated in the research. The questionnaire was distributed online using the snowball method. The collected size of the sample allowed to achieve the assumed reliability threshold of the random sample.  $\pm 5\%$  maximum statistical error of the sample and  $p=0.95$  confidence level were assumed in the study. The respondents were also asked to present their attitude towards specific views and opinions on the issues under consideration, as well as to indicate whether they find certain views true or false. The answers variants were prioritized by assigning them subsequent ranks. The scale of grades used here was a five-level character in the range from -2 to 2, i.e. calibrated in 0 point, where values below zero mean objection to the opinion formulated, while values above zero mean consent to the opinion. The questionnaires were collected between April and June 2020.

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## RESULTS AND DISCUSSION

Respondents moderately agreed that prices of real estate increased due to home-sharing. They also hardly can see tourists renting apartments in their neighborhoods. Additionally, they claim that their quality of life is not influenced negatively by tourists renting apartments. Cracow inhabitants noticed the negative impact of tourism development mainly on a quite abstract notion of a location, but they definitely less often noticed it in their own lives. It can therefore be assumed that the inhabitants of destinations can isolate their private lives from the negative influences of tourism. By doing so, they only observe these influences but do not experience them. However, those results are radically different for a group of residents of the city center, including the historical Old City. This may suggest that tourism is strongly concentrated in the city center in Cracow and inhabitants of the other districts do not exercise effects of overtourism.

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## IMPLICATIONS

The strong concentration of tourism and its negative impact in the central district of the city creates for the authorities responsible for its development a very important choice. Continuation of contemporary trends may change the Old City into a tourist ghetto (Vaniček, 2019; Volo, 2020), but this may prevent negative effects of overtourism spread across the city. Redistribution strategy (Panayiotopoulos, Pisano, 2019; Camati et al., 2020) may lower tourism pressure in the city center but it also brings a threat that more residents exercise negative impacts of tourism. The results add value for contemporary scientific knowledge about the tourism impact exercised by the residents of a city. Further research is necessary to better understand how this perception of the tourism impact on the general location is translated into residents' attitudes towards tourism.

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## KEYWORDS

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Home sharing; overtourism; tourism impact; urban tourism; tourism ghetto; Cracow

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# Exploratory Study on Wine Tourism of Karnataka

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## PURPOSE

Karnataka, a southern Indian state, began producing wine in 1988, with one winery, and has since grown to be India's leading wine producing state, with 15 wineries. Being one of the wine regions of the country, yet, wine is the least consumed drink in Karnataka as compared to beer or other spirits; the major wine producers being popular with customers, while a other producers are facing a bleak future. The study was done to identify the efforts of wineries on developing wine tourism and uplifting the standards of Indian wines to the global market irrespective of the size of wineries. Since alcoholic advertising is prohibited in India, wine label information and wine tourism are the only ways to communicate with customers. Therefore, the aim of this study was to use a three-stage tourism model suggested by Carmichael and Senese to recognise the present scenario of wine tourism in the state and to recommend strategies to improve enotourism in Karnataka.

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## RESEARCH METHODS

The research used a three-stage tourism model to assess the stages of Karnataka wineries. Various methodologies were used in this regard, that includes documentary search in promotional brochures, specialized magazines, academic journals, website of wineries and tourism promotion of the state. A structured one to one interview was conducted with winery owners/winemakers of 15 wineries of Karnataka. For purposes of confidentiality, the wineries' names are not revealed; instead, they are coded with alphabets.

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## RESULTS AND DISCUSSION

The study's results indicate that ten wineries are in stage one of the three-stage tourism model, four wineries are in stage two, and one winery is in stage three. The main contributions are the study identified the following factors that are lacking in the Karnataka wineries namely, network between wineries and other tourist attractions, no wine route, joint promotion and special events, no organization of wine festivals with alliance of wineries, no dissemination of information and less flow of tourists and no involvement of public and private entities. Finally, the study has proposed six different wine routes and its requirements and advantages to take maximum advantage.

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## IMPLICATIONS

Wineries are involved in providing wine tourism and now need to start incorporating it into their business; wineries can establish networks with other wineries and nearby tourist attractions, as well as hold special events and festivals, as this will aid in the development of wine routes; winery alliances and joint marketing will aid in increased flow of information and tourists and involve public and private entities for marketing and promotions. The findings of the study, if implemented will make wine tourism

in Karnataka a more versatile one by giving more options to customers and would create a regional brand for all wineries. The wine routes and wine festivals would promote a productive and beneficial chaining between the tourists and complementary offerings. The degree to which Karnataka wine producers recognize that tourism is a viable choice for increasing the consumption of their products would represent the development of the wine industry in the state. Using the same format of the study a future research can be done in other wine producing regions.

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## KEYWORDS

Wine tourism, Karnataka wines, 3-stage Tourism model, Wine route

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# Conscious travel paradigm and the future of tourism: The need for regenerative tourism

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## PURPOSE

Conscious travel patterns and positive psychology are reflected in the concept of regenerative tourism (Hussain, 2021). Regenerative tourism offers a holistic approach to make destinations more adaptable, creative and resilient and to increase wellbeing and awareness. This document uses Hussain's Conscious Travel Paradigm framework presented (2021) to understand the future of tourism in the context of regenerative tourism. The purpose of the research is to analyse the need to develop holistic tourism models which are expected to ensure long-term tourism sustainability and resilience. The post-pandemic tourism recovery scenario is discussed using human conscious levels advocated by Sigmund Freud's iceberg analogy and Abraham Maslow's hierarchy of needs.

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## RESEARCH METHODS

The research uses a qualitative design that includes in-depth interviews and field observation in Akaroa, Banks Peninsula, New Zealand. Both qualitative interviews and observation are widely used to understand the social phenomenon and livelihood activities, culture and communities (Ritchie, 2013; Snape & Spencer, 2011). In particular, six local tourism enterprises are interviewed to document the impacts of Covid-19 and how tourism entrepreneurs perceive the future of tourism. Data is analysed using open-ended and focus codes to find a higher level of abstraction to identify the relationships (Spiggle, 1994) using MAXQDA qualitative software.

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## RESULTS AND DISCUSSION

The tourism industry is a complex network of millions of providers and consumers selling experiences and services. The conventional tourism model revolves around increasing the number of visitors to ensure the economic return and often ignores the real costs of the travel industry (Ateljevic, 2020; Pollock, 2019; Hussain, 2021). Covid-19 demonstrated the extent to which the travel industry can be affected. The tourism and hospitality industries are the worst affected industries globally and the continuous waves of the virus, and new variants, are forcing governments to impose strict lockdowns and generate uncertainty for the hospitality and tourism industries (Hussain, Fusté-Forné, & Simmons, 2021).

Before Covid-19 tourism continued to grow globally, however, the policies to address its social, economic and environmental impacts were lagging. Mass-tourism continued to be a significant challenge for destination development and management, and tourism costs continued to rise worldwide (Epler Wood, Milstein, & Ahamed-Broadhurst, 2019). Tourism, which acted as a benefactor of improved livelihoods, became a burden on the natural environment, resulting in social and cultural

changes. This research argues that tourism needs a positive psychology movement to ensure a deeper understanding of the tourism industry and its impacts on destinations and hosts, both in the short-term and the long-term (see Hussain, 2021). Results of the study reveal that a focus on true regenerative tourism is required to secure resilient and sustainable tourism (Cave & Dredge, 2020).

Regenerative tourism understands that visitors and destinations are part of a living system integrated with the natural environment, and it operates under nature rules and principles. Simultaneously, the concept provides a foundation for travellers' mindful decisions, creating awareness about how, when, and where to travel, which results in the main contribution to the theory and practice of this research. The decisions made regarding destination development need to be mindful by portraying conscious travel habits and positive psychology movement which will make destinations more adaptable and resilient, and also creative (see Duxbury et al., 2020). By ensuring the wellbeing and improvement of conscious level through tourist education campaigns. This will ensure that a mass-psychology movement will take the lead eventually and the ripple effect will warrant the collective movement towards sustainable and resilient tourism industry.

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## IMPLICATIONS

For true resilience, individuals, businesses and governments need to be adaptable, decisive and make radical changes. This research advocates that operational changes need to come from a shift in mindset and cannot return to old systems. Covid-19 has highlighted placing humans at the centre of decision making, and planning, management and marketing of tourism must focus on the notion of regenerative tourism to effectively implement a *real* change in the contribution of tourism to community and territorial development. The Maori indigenous concepts of *turangawaewae*, knowing our connection to place and environment; *manaakitanga*, hospitality; and *kaitiakitanga*, guardianship; are essential to gaining real and long-lasting sustainability and resilience. Future research must further analyse the significance of regenerative tourism in different geographical contexts, its adoption by the different stakeholders of the tourism system, and its role in the quality of life of people.

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## KEYWORDS

Conscious Travel, New Zealand; Regenerative Tourism, Travel and Hospitality.

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# Impact of festivals management on tourism product development. Evidence in Vietnam.

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## PURPOSE

The research objective of the paper is to assess the impact of festivals management on tourism product development in the localities in the north, central and south in Vietnam. The paper is started with questions:

- (1) How festival management affects tourism product development? &
- (2) Will the differences in regions lead to differences in tourism product development among localities?

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## RESEARCH METHODS

The paper uses a combination of both quantitative research method and qualitative research method.

- Qualitative research method is used to build and develop scales through in-depth interviews with members of management board of festivals in localities of Vietnam.
- Quantitative research method is used to estimate the relationships in the research model. The authors evaluate the reliability of the factors in the research model through Cronbach's Alpha index, coefficients of correlation and test research hypotheses according to linear regression model with OLS method.
- With the quantitative research method, the authors used a questionnaire designed on the Likert scale from 1 to 5, in which level 1 is strongly disagree and level 5 is strongly agree. With 579 questionnaires collected, 386 qualified questionnaires were analyzed (66.67%).
- In addition, the authors also use the geographical location of regions as control variables to evaluate the differences of regions leading to differences in tourism product development.

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## RESULTS AND DISCUSSION

Based on the views of Bowden et al. (2001) on event management, this article has developed a research model to assess the impact of festivals management on tourism product development in the localities of Vietnam.

The estimation results show that festivals management positively affects on tourism product development in all three regions: North, Central and South of Vietnamese localities.

Among the elements of festival management: (1) regulation, (2) revenue, (3) promotion, regulations do not affect the development of tourism products. However, revenue and promotion positively impacts all factors of tourism product development including: (1) tourism product quality, (2) tourism development policy and (3) tourism human resource.

At the same time, regional differences also lead to differences in tourism development policy and quality. But the regional differences do not lead to the difference in the development of human resources for tourism in the locality.

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## IMPLICATIONS

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Based on the estimation results, the authors suggest that in the festival management model associated with tourism product development, it is necessary to ensure the participation of at least 3 parties, the State (represented by the government at all levels) - Local community with support from experts/event organizers - Travel agencies.

Besides, the event organization approach applied for festival management and attracting active participation of the media/press to connect supply - demand are the next two suggestions in order to develop tourism products in localities in Vietnam.

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## KEYWORDS

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Festival management, tourism product development, traditional festival, regional differences

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# Requalification of public spaces and tourism development: the case of Vizela - Northern Portugal

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## PURPOSE

Intervening in the physical space, whether public or private, always has a bigger purpose than a simple formalization. It is an exercise that enables treating, reorganizing and enriching the way people experience places, endowing meaning to those places and making them real, tangible and timeless.

Based on this assumption, was developed the current analysis, centered on the requalification and transformation process of the city centre of Vizela, a small city in Northern Portugal.

The main purpose was to assess how architectural projects and interventions enhance, or could enhance, a better quality of life for the resident population and a better experience for visitors and tourists. In specific terms, was also established as goals, the identification of needs that led to the decision making process regarding the requalification of the public spaces under analysis, the identification of the ambitions set in the architectural project adopted, and the verification of the actions to be carried out. Underlying these objectives is another one, which is to understand and make understand the relation between theory and practice, considering literature on development, cities, tourist space, and the relevance of places.

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## RESEARCH METHODS

Concerning methodology, was chosen the deductive method, regarding that, according to Carvalho (2009), deduction goes from general to particular knowledge, aiming to clarify the content of formulated assumptions. A case study was carried out, on the assumption of it being a good practice case, which lacked confirmation. Information produced by the City Council of Vizela and the architectural project in question were analyzed, and were collected pictures of the spaces to be intervened. The literature review was also carried out.

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## RESULTS AND DISCUSSION

Regarding that the architectural project for the requalification of Vizela city centre was developed with the purpose of enhancing the immateriality associated to the essence of the city and its people, as well as recovering the physical and sensory balance of spaces, not only to ensure a better future for everyone, but also to enable the protection of collective memory, were analysed the results, to conclude that the ongoing interventions, foreseen in the project and already being implemented, are complying with the established purpose.

The interventions resulted in the restitution of the city centre to the people, instead of cars, the streets being reorganized, the traffic circulation changed, and parking places repositioned. The humanization and harmonization of spaces is also a result of the interventions, not only by reconfiguring them

architecturally, but also because of the change, reposition and recovering of historical, cultural and natural key elements related to the city history and the intervened spaces. The undertaken study also shows that the practice is respecting and confirming the theory. Thus, this article is considered relevant, as it adds to the discussion regarding cities tourist destinations development, while, at the same time, promoting reflection and awareness on the importance of spaces.

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## IMPLICATIONS

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The fact that political decisions were made to enable moving forward with the project, after a period of public consultation, is relevant. Also significant is the courage shown by the municipal Executive body in materialize the investment, reimbursed, in a pandemic context.

From the obtained results, it was possible to understand that political decisions have significant implications and reach a relevant dimension in what concerns the experience of public spaces, which are essential for the social integration of people. In Vizela, the municipal management considers development as motivation and a better future for the local community as the horizon.

In a following stage to this article, and the completion of the architectural interventions, it will be important to assess the sustainability of the objectives outlined in the architectural project and assumed by the public entity responsible for managing and implementing the whole process. Therefore, in the future, a new study will be helpful, so as to gather and process data from opinions, namely of those whose needs involve using and/or enjoying the spaces mentioned, that is, of residents, local traders, visitors and tourists.

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## KEYWORDS

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tourism, architecture, spaces, development

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## SUNDAY 23 MAY 2021, 13.30-15.00 Parallel Sessions

### ROOM 2 SOCIAL MEDIA IN TOURISM, Session Chair: Costas Assimakopoulos

42 **Zoe Charis Belenioti**, Covid19 resilience via digital cultural heritage: Digital life in museums and festivals during the anthropause

172 **Fernando Toro Sanchez**, Study of Language-segmented based on TripAdvisor reviews related to the memorable tourist experience.

186 **Elina Gavriljuk, Franziska Thiele, Hannes Thees and Natalie Olbrich**, Towards Digital Value Creation in German Tourism - Obstacles, Processes and Tools

217 **Aarni Tuomi**, Evaluating the 'Humanness' of Computer-Generated Fake Restaurant Reviews

242 **Ani Wijayanti and Erlangga Brahmanto**, The Weakness of YouTube as a Tourism Promotion Tool During the Covid-19

257 **Naïma Aïdi**, Do “anti-tourism” protests affect tourist experience? Online reviews’ evidence in the smart city of Barcelona

258 **Alexandra Correia and Catarina Ferreira**, An Instagram content analysis: Braga, the best European destination 2021 in northern Portugal

# Covid19 resilience via digital cultural heritage; Digital life in museums and festivals during the anthropause

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## PURPOSE

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SARS-CoV-2 or COVID19, the novel coronavirus firstly emerged in December 2019 in Wuhan China. The alarming speed of infection has rapidly created the latest global pandemic. The anthropause followed lockdown massively affected tourism and particularly cultural tourism products. This highly contagious virus has been labelled as black swan event as causing most severe economical, societal and public- health crisis. Given the lack of a ready, tested and robust schema of medical therapy, lockdown and strict social distancing measures constituted the only solution to cease the spread.

However, digital cultural heritage served as a first aid kit fighting COVID19. Particularly, closed museums remained open via social media and digital services reshaping the deliverable experience. Enabling the “museum outside the museum era” digital museums-built resilience and bridges with society while they shifted the cultural visit experience from onsite to online. In this vein, renowned international festivals such as the Thessaloniki International Film Festival moved fully online. Digital cultural heritage again offered enjoyment, creativity, a virtual window to escape, to experience and to share its content online.

Simultaneously, in less than a year, the emergence of COVID19 led to a new literature. Thus far, recent attention has focused on the interdisciplinary aspects of COVID-19 guidelines; from safety measures and healthcare to business and management-oriented such as sustainability in tourism or related industries of cultural tourism, such as museums or festivals. Although several studies have examined the reaction of museums, no study so far has reviewed the stream of digital resilience in museums and festivals context.

Based on a literature review analysis, this paper addresses this gap by examining three questions: First, Quo vadis both museums and festivals in the time of Corona? Second, how do digital transformation tools serve as brand awareness and brand engagement tool for museums and festivals during lockdown? Third, what are emerging research streams on the interplay among museums/festivals, COVID19, social media and digital tools?

Drawing on a review of 49 papers, on the basis of a literature review analysis, this paper both categorizes and presents three major streams. The first stream depicts the opportunities of social media as first aid kit fighting COVID19 and digital tools as the “modus operandi” of cultural heritage during and after the pandemic. The second stream analyses patterns and best practices of museum and festival’s reaction during the lockdown and pandemic across the world including the Greek Case of Thessaloniki International Film Festival and MOMus Thessaloniki Museum of Photography. The third stream involves both the problems and the challenges on accessibility and financial resources attendant to new museum role as knowledge repositories, communicators and community connectors.

This study views COVID19 as disruptive event inaugurating a brand-new digital museum era that requires the theoretical and empirical attention of researchers. Social media acting as first aid kit to COVID19 pandemic confirmed social media multidimensional benefits and its brand- cocreation role. Ultimately, in the new post-corona museum era the digital experience is deemed to be the backbone of “modus operandi”.

The findings should make a major two- fold contribution to research on NPOs museum and cultural tourism marketing. First, by offering a classification of the recent literature and, second, by acting as a roadmap the study proposes both new research venues and profitable managerial recommendations regarding the new facet of cultural tourism products in the post corona era.

Future research agenda directions such as (a) mapping the new digital museum experience of audience, (b) harnessing AR, VR, big data in a holistic, integrated framework to reach higher engagement and personalization and (c) call for starting the dialogue of the new museum era of museum out the in the new museum digital experience are proposed.

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## RESEARCH METHODS

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Simultaneously, in less than a year, the emergence of COVID19 led to a new literature. Although several studies have examined the reaction of museums, no study so far has reviewed the stream of digital resilience in museums and festivals context. Based on a literature review analysis, this paper addresses this gap by examining three questions: First, Quo vadis both museums and festivals in the time of Corona? Second, how do digital transformation tools serve as brand awareness and brand engagement tool for museums and festivals during lockdown? Third, what are emerging research streams on on the interplay among museums/festivals, COVID19 and social media / digital tools?

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## RESULTS AND DISCUSSION

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Drawing on a review of 49 papers, on the basis of a literature review analysis, this paper both categorizes and presents three major streams. The first stream depicts the opportunities of social media as first aid kit fighting COVID19 and digital tools as the “modus operandi” of cultural heritage during and after the pandemic. The second stream analyses patterns and best practices of museum and festival’s reaction during the lockdown and pandemic across the world including the Greek Case of Thessaloniki International Film Festival and MOMus Thessaloniki Museum of Photography. The third stream involves both the problems and the challenges on accessibility and financial resources attendant to new museum role as knowledge repositories, communicators and community connectors.!

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## IMPLICATIONS

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This study contributes by serving a classification of the recent literature and by acting as a roadmap regarding the new facet of cultural tourism products in the post corona era. Future research agenda directions such as (a) mapping the new digital museum experience of audience, (b) harnessing AR, VR, big data in a holistic, integrated framework to reach higher engagement and personalization and (c) call for starting the dialogue of the new museum era of museum out the in the new museum digital experience are proposed.

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## KEYWORDS

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SARS-CoV-2 or COVID19, social media, digital museum experience, museums, festivals, digital transformation

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# Study of Language-segmented based on TripAdvisor reviews related to the memorable tourist experience.

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## PURPOSE

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The objective of this work is the development of a previous study on the Memorability of Tourist Experience of an untagable nature such as a flamenco show, which has been declared by UNESCO an intangible world heritage site since 2010.

Specifically, it seeks to accept the hypothesis of plasmas in the Model Memorable Turistic Experience (MTE), using Natural Language Processing method by taking terms in the reviews of the recommendation platforms related to model builders, rather than relying on surveys on the people who have enjoyed the experience.

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## RESEARCH METHODS

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The study is based on MTE B. Taheri's (Taheri et al, 2019) although it takes a sample of the terms in 263 reviews of the TripAdvisor platform from September 2018 to November 2019, taking into consideration the COVID 19 effect, on Tourist Experience rates the highest scoring from a group of 53 musicals experiences in the City of Seville, Spain.

This study differentiates three groups of languages, in which the reviews are written, which in this case are English, French and Spanish; the latter being the language to which the group of national visitors-tourists belongs.

The method used to be able to obtain the terms is through techniques Natural Language Processing (NLP) and Machine Learning (ML). First classifies three different groups for each language and in each of them, it is discovered within each review, the terms previously established and that make up the constructors of the MTE model : Perceived Trust (e.g.: "Recommendation"), Authenticity (e.g.: "Authentic"), Sincerity (e.g.: "Locally"), Satisfaction (e.g.: "professionalism"). Given the peculiarity of the touristic attraction, one more construction is added that is the Passion in which the artist performance. Once the terms are grouped into the corresponding constructors, correlations are established between all, whether or not the hypotheses of the model are accepted and even finding new results.

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## RESULTS AND DISCUSSION

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Conclusions are drawn close to other studies by the author that differentiates the user's behavior whether it is a domestic or foreign tourist traveler in reference to the event by rating more factors than others if he interprets the event as an intricate form of his culture or not. Mostly, it is concluded that the national tourist values the professionalism and passion of the show, while the non-national, appreciates the authenticity and local proximity.

Another interesting conclusion of the study is that the reviews on the recommendation platforms are a well-founded basis of empirical work on models experimenting with or supported by surveys, and in a less sesic way to a previous approach. So Taheri' MTE Model are mostly accepted by reviews based models.

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## IMPLICATIONS

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The Data Collection and Analysis from both NPL and ML techniques permit the scientific study and the tourist operators to develop better value propositions to users and understanding of heterogeneous behaviors in the tourism industry.

The study of reviews in within the MTE, allows to identify the stimulus that leads the user to choose an activity and hire it. These studies are extendable to other industries and business models, given the importance that references acquire within the consumer willing to buy.

For the scientific community, the use of ML is a solid way to initiate studies on behavioral models, supplement them, and accept or reject hypotheses. When the source of the data is taken from free expressions, such as reviews, the appearance of bias in the behavior is attenuated.

These studies are extendable to other segments, industries and business models, given the importance that references acquire within the consumer willing to buy.

Finally, ML techniques allow you to focus the different general models with the necessary distinctions of each population segment and discover different behaviors based on each segment. In terms of experience, value proposition, communication and tourist marketing, it is essential to understand the distinctive behaviors.

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## KEYWORDS

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Memorable Tourist Experience, Tripadvisor, World Heritage Site, Machine Learning, Natural Language Processing.

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# Towards Digital Value Creation in German Tourism - Obstacles, Processes and Tools

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## PURPOSE

The COVID-19 Pandemic accelerates digitalization in tourism (Almeida & Silva, 2020; Brouder, 2020). Current research shows a great diversity of studies on technological readiness, maturity or descriptions of technical tools (Ivanov, 2020; Konstantinova, 2019). Although practitioners recognize the value of digitalization in efficiency or communication, it is becoming urgent to utilize technological advancement for digital value creation (Pohjola, Lemmetyinen & Dimitrovski, 2020). Therefore, this contribution aims to assist the shift towards digital value creation in the case of the German tourism sector by asking: What are the challenges for digital value creation and how can it be promoted along the customer journey? Within this respect, the study intends to highlight the fact that the tourism industry is well aware of the future significance of digital value creation. Building upon the generally high awareness for digital value creation in the future, this study intends to approach a variety of digitalization challenges that can be observed in the course of the recovery as well.

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## RESEARCH METHODS

This contribution builds upon a mixed methods approach. At first, a quantitative online survey was conducted by the Competence Center for Tourism of the German Federal Ministry for Economic Affairs and Energy in February/March 2020. Before the COVID-19 Pandemic, it aimed to define the degree of digital maturity and digital value creation of the service providers (valid cases: 372). The survey covers digital communication, organizational setting, challenges and potentials of particular technologies, and future directions. The research design was targeted towards tourism companies and organizations in order to gather a differentiated view of various representatives and service providers of the German tourism industry. The majority of the participants can be assigned to the segments of accommodation and gastronomy as well as local and regional tourism organizations. Second, the results from the online survey were discussed in a participatory workshop with 40 experts from the tourism industry in September 2020, while the current COVID-19 Pandemic was taken into account.

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## RESULTS AND DISCUSSION

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The online survey results illustrate that German tourism providers were at a critical threshold at the beginning of the Pandemic. The degree of digitalization varies and providers were somehow irresolute in their commitment to increased digitalization. So far, the focus was predominantly the digitalization of guest communication, whereas corporate strategies on digitalization are widely not available. Therefore, key findings of the survey state, that competitiveness in this field will certainly depend on the appropriate infrastructure, clear strategies and organizational anchoring. In terms of value creation, the German tourism providers yield to reverse sales from 70% analog and 30% digital towards 70 % digital and 30 % analog in 2030. To achieve this, a central gap emerges in know-how and digital infrastructure. The processed workshop has elaborated solutions and prerequisites to increase the share of digital value creation to address this gap. There is a consensus that the digitalization of sales and the customer journey require more innovation and collaboration in the future. With this regard, the originality of the contribution not only shows the opportunities for aligning digital strategies, but also illustrates that a high level of creativity is required to increase digital value creation.

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## IMPLICATIONS

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The Competence Center for Tourism is a central intermediary between business, science and politics. The findings of this study are therefore of scientific, managerial and political value. The discussion shows that the German tourism sector is aware of the importance of digital value creation. However, the current focal point on digitalization lies on customer communication and the renewal of software to increase customer satisfaction and competitiveness. Furthermore, the study affirms that the speed of digital transformation has increased against the backdrop of the COVID-19 pandemic and therefore a high degree of agility will be crucial in future. Within this frame, the study provides insights into tools and processes to assist digital value creation. The theoretical contribution addresses technological readiness and digital transformation that are needed to strive the restart of the tourism sector.

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## KEYWORDS

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Digital value creation, German tourism service providers, digital tools, digitalization, knowledge gap

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# The Weakness of YouTube as a tourism promotion tool during the Covid-19

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## PURPOSE

The research focuses on the use of Youtube as a tourism promotion tool in the Special Region of Yogyakarta, Indonesia. Youtube as a social media is very popular and able to influence tourists' perceptions (Reino & Hay, 2011), however, the tourism management in the Special Region of Yogyakarta has not been able to take advantage. YouTube has the lowest performance compared to Facebook and Instagram, seen from the smallest number of users. This study aims to measure YouTube's performance weaknesses through testing the influence of the ability and purpose of accessing Youtube on the interest in tourist visits through the quality of Youtube content. The research hypothesis is the ability and purpose of accessing Youtube has a positive and significant influence on interest in visits, either directly or indirectly through the quality of Youtube content.

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## RESEARCH METHODS

The research was conducted in the Special Region of Yogyakarta as one of the leading tourist destinations in Indonesia. Yogyakarta Special Region has an area of 3,186 km<sup>2</sup> with very diverse tourism potential, including natural, cultural, historical, culinary, shopping, and education tourism. The study used a quantitative descriptive approach with 225 samples who were determined by purposive random sampling. Data were collected using a survey technique using a questionnaire involving four variables, including two independent variables (the ability of tourists to access YouTube and the purpose of tourists accessing YouTube), one dependent variable (interest in tourist visits), and one intervening variable (quality of YouTube content). The data measurement scale used a 5-point Likert scale and was analyzed using path analysis techniques with the SPSS application.

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## RESULTS AND DISCUSSION

The data analysis shows that the variable of the tourist ability to access Youtube had a positive and significant direct effect on the interest in visits by 4.4%, while the variable of the purpose of tourists accessing was 48.60%. The purpose of tourists accessing YouTube has a dominant influence on the interest in tourist visits compared to the ability of tourists to access YouTube. The aspect of tourists' ability to access Youtube, which consists of device availability and internet data package does not have a significant effect due to the availability of public facilities, including free wifi. The purpose of tourists accessing Youtube has a dominant influence because of the need for information and sharing of tourist experience as a reference in deciding tourism destinations. The indirect effect shows that the coefficient of the influence of the independent variable on the dependent was greater than the coefficient of path analysis  $\beta_{X_1Z} > \beta_{X_1Y} \cdot \beta_{YZ} = 0,044 > -0,0074$ ;  $\beta_{X_2Z} > \beta_{X_2Y} \cdot \beta_{YZ} = 0,486 > 0,165$ , it can be concluded that the direct effect is more dominant than the indirect effect. The use of YouTube as a promotional tool has not been able to establish the branding of the Special Region of Yogyakarta as a tourism

destination (Holand, 2016). YouTube management should be able to become a two-way communication in sharing experiences through electronic or eWoM (King, 2002; Rosario et al., 2016). One of the efforts to improve the quality of YouTube content is by using influencers (Wu, 2016) to reach a broad and large market (Gerhards, 2017). The contribution of the influence of the variable of ability and purpose of accessing Youtube, as well as the quality of Youtube on interest in visits was recorded at 53%, while the remaining 47% was explained by other variables not involved in the study, including the performance of YouTube managers which could be used as further research variables.

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## IMPLICATIONS

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Maintenance and improvement of Youtube content are very important to improve performance in tourism promotion and marketing. Optimally managed YouTube can create interactive communication between managers and tourists and between tourists themselves. Online interactive communication via Youtube can establish a tourist perspective, thus realizing sustainable marketing.

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## KEYWORDS

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Youtube, Path Analysis, Promotion, Interest of visit

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# Do “anti-tourism” protests affect tourist experience? Online reviews’ evidence in the smart city of Barcelona

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## PURPOSE

Barcelona holds a leading position in the worldwide development of the smart cities. Beyond the technological infrastructures, smart cities aim at developing urban areas in a sustainable manner, by improving the living comfort of inhabitants, stimulating innovation and the local economy, while preserving the environment. At the same time and for several years, the city of Barcelona presents phenomena of rejections from inhabitants towards tourists, who through signs, wish to put an end to the tourist activity. By taking as a relevant case the “Barceloneta” area, a very popular spot for tourists, representing one of the epicenters of these anti-tourist demonstrations, this paper investigates whether and how these protests positively or negatively affect the tourists’ experience while visiting this part of the city. Through a collection of textual data extracted from an online travel review platform, the objective of this work is to analyse and observe the sentiments of tourists during their stay in this area, for a period of 6 years. The results reveal interesting and surprising facts. The article puts into perspective the need to place the tourist as a central object of study, for future research on the management of developing tourism in smart cities.

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## RESEARCH METHODS

A text mining method is used for this investigation to explore tourists’ sentiment analysis. This methodology allows to capture tourists’ emotions, both negatives or positives, by doing a frequency analysis of words from the comments written by tourists on the TripAdvisor website. The objective of this work is to analyze the tourists’ real online reviews during their stay in Barcelona, more precisely in the “Barceloneta” district. The sample size is around 1000 comments from English-speaking tourists and made up of all types of travelers, who visit Barceloneta throughout the year, for a period of 6 years. The data analysis is performed through the open source R software to generate word clouds, sentiments analyses and frequencies’ temporal distribution of the comments analyzed.

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## RESULTS AND DISCUSSION

To the best of our knowledge, no study has been done to date concerning the tourists’ perception from online comments in the city of Barcelona. The obtained results from the online reviews analysis clearly show a contrast with a positive perception from tourists, which goes against the anti-tourist movements led by the inhabitants of the city. To improve destination managerial decisions, this study allowed highlighting the importance of knowing the feelings of tourists in a smart city area that witnesses phenomena of over tourism and rejections. Thereby, results present valuable insights for the literature by contributing to shed light on the existing ambivalence between the feelings of tourists and residents, within a smart city whose objective is sustainability, inclusion and improvement of the quality of life.

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## IMPLICATIONS

This article contributes to the research problem of knowing in which manner “anti-tourism” protests affect tourist experience, in the context of a smart city which is also a popular tourist destination. Results



suggest that destination managers and stakeholders should pay more attention to the role of tourists, their behavior and their perception in order to improve management strategies. The findings pose critical lessons for the integration of tourism into the smart city of Barcelona, especially for policy-makers, and highlight the need to be more attentive to tourists and inhabitants in the deployment of smart solutions specific to smart cities. In addition, these results represent a competitive advantage that could be reinforced by planners or agencies in order to minimize the effect of nuisances caused by tourist activity. Finally, future research should also focus on tourists' use of information and communication technology provide by a smart city.

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## KEYWORDS

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Smart city, tourist experience, online reviews, Barcelona, overtourism

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# An Instagram content analysis: Braga, the best European destination 2021 in northern Portugal

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## PURPOSE

The aim of this study is to analyze the use of Instagram, one of the most popular User Generated Content platforms, as a communication channel to promote Braga, one of the most prominent cities in the North of Portugal that was nominated twice and was recently awarded the best European destination in 2021.

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## RESEARCH METHODS

The study uses content analysis in a qualitative and quantitative approach of Instagram pages and websites. To sample the data, an online search was conducted based on relevant keywords and hashtags, namely travel, visit, instagrammable, Braga, city, photo, and cool. Websites that promote the studied city were identified and analyzed to allow a comparison with the content of Instagram pages. The online search and analysis were conducted in June 2020. In total, as a result of the selection criteria, two websites and two Instagram pages were analyzed. Websites and pages on Instagram were analyzed in terms of their visual and textual content (text, message, hashtags, used language). Visual content was analysed based on previously identified categories. The goal of this classification is to identify which themes of Braga mostly emerge from the images and to understand the main associations with this city. Instagram pages were also content analyzed regarding the number of posts, followers, and reactions (likes and comments).

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## RESULTS AND DISCUSSION

Results revealed key elements that make Instagram posts more appealing, considering the number of reactions, and, consequently, more likely to inspire and influence tourists' decision to visit Braga. Apart from the used images, subtitles, specific hashtags, the message seems to be critical. The most relevant message is that it is possible to experience singular moments in 'instagrammable' places. The photos that get more interactions are associated with specific hashtags and related to outdoor spots to visit, monuments to visit, and establishments to eat, when linked to local businesses and brands.

Given the importance of Social Media to destination marketing, and the growing interest of tourists in traveling and experiencing places displayed on Instagram, the results suggest theoretical, practical, and policy-related implications for regional tourism destination marketing. While Instagram is becoming one of the newest and popular tools of User Generated Content in tourism, there is a lack of empirical data particularly regarding the recent phenomenon called "Instagrammable cities". Thus, the main contribution of this study is that it provides a better understanding of the use of Instagram as a tool to promote regional destinations, by identifying content that can be considered inspiring to tourists' choice. More specifically, in the context of the studied city, the analysis is useful for discovering how the city

is being promoted. These results can be helpful to improve the city's attractiveness and competitiveness, to adequate information, means, to improve promotional digital content, to market trends. These results can also provide a useful insight into other regional tourism destinations.

Future studies should consider investigating the perceptions of tourists and tourism operators about the shared content on Instagram. This assessment might be useful for identifying segments and marketing recommendations that would meet the specific expectations that are critical for choosing a destination.

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## KEYWORDS

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Instagrammable Cities; Destination Marketing, Social Media; Content Analysis

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**ROOM 3 SPORT MANAGEMENT AND SPORTS TOURISM, Session Chair: Marica Mazurek**

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# Achieving sustainable sports tourism by adopting sustainable mobility practices : the case of London Olympics

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## PURPOSE

Sustainability has become an underlying element of the sports tourism sector over the last years( Ahmed et al, 2017; Humphreys et al 2017; Jiménez García et al , 2020; Kersuli et al, 2020) Previous research ( Anoyrkati et al, 2020; Anoyrkati et al, 2018; Anoyrkati et al, 2016) has acknowledged the importance of including sustainable development considerations at the heart of the policy mixture to reinforce sustainable mobility too. Some of the most important challenges are also connected with the application of sustainability schemes on the mobility planning of short-lived sport events, as examined by Anoyrkati et al ( 2020).

This paper suggests measures that can achieve a sustainable sports' tourism sector through the implementation of sustainable mobility principles integrating as a case study the Olympic Games in London 2012.

The research objectives are:

- To review the main sustainable mobility challenges that relate to for short-lived sport events
- To identify the main sustainable mobility considerations for a sustainable sports tourism
- To analyse the main sustainable mobility practices and schemes applied in the Olympic games in London

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## RESEARCH METHODS

Secondary data was used based on a detailed literature review of the sustainable mobility practices, using the Olympic Games in London as case study. The collection of data focused on transport planning studies but also social research which provided information about the behaviour change tactics. The schemes involved in London Olympics were discussed, analysed and discussed with six transport policy experts during a focused online workshop.

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## RESULTS AND DISCUSSION

The sustainable mobility challenges that derive from sports tourism are related to the fact that sport events create a number of extra trips which – in some cases- are incompatible with the capacity of the transport systems. This refers to significantly increased traffic, pollution and a burden for public transportation. Another dimension of the challenges is the fact that the events are usually short-lived,

which in some cases prevents a huge investment on (permanent ) infrastructure.

The main sustainable mobility considerations relate to the use of smart mobility solutions, changing travel behaviour and public transport investments. The mobility practices that have been applied in short-lived event such as the Olympics have included the application of a multi-modal mobility system, free accessibility to public transport, development of Olympic route networks, client oriented transport subsystems and shift to non-motorized mobility means.

The experience from London Olympics has confirmed the above, as the main aim was to organise a 'no-car' which has led to a 30 per cent carbon reduction for domestic spectator travel (McCarthy et al, 2010). The active travel scheme , that was initiated , applied a behaviour change campaign that included national celebrations, symbols and events associated with elite cycling (Giulianotti et al, 2015). This campaign was accompanied by applying a 'mobility panic' technique , as termed by Giulianotti et al (2015), through warning constantly that the city's mobility system faced massive congestion provoking citizens to minimize their trips during the period of the Olympic Games. Investment in infrastructure included improvements of the cycle lanes, road crossings and elimination of the vehicular traffic routes (Olympic Delivery Authority, 2007). The project contributed in London being a sustainable transport winner, and continues to be an inspiration for other future large scale sport events adopting a long-term behavior change model.

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## IMPLICATIONS

Further research could examine sustainable mobility issues related to the particularities imposed by other short-lived sports events and investigate the sustainable mobility practices adapted.

Researchers, transport and mobility authorities, tourist organisations, sport event organisers and policy makers are expected to benefit from this research on sustainable mobility practices that can contribute to a more sustainable sports tourism sector and design a mobility system

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## KEYWORDS

Sports tourism, sustainability, sustainable mobility

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#### ACKNOWLEDGEMENTS

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The results presented in this paper have received funding from the European Regional Development Fund under the Interreg Europe programme PGI05173 (project acronym: P4Trans).

# Women in the last of the male domain: Opinions of an expert panel

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## PURPOSE

The purpose of this study was to understand the motivations, constraints, and socio-cultural and socio-demographic factors determining the practice of hiking among Spanish women.

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## RESEARCH METHODS

The methodology of the study was qualitative. A script of questions was created and used to conduct semi-structured interviews, with open-ended questions. The interviews were conducted online through different videoconferencing platforms and were recorded for later analysis, guaranteeing the confidentiality, privacy and anonymity of the interviewees. The sample consisted of 8 women between 25 and 54 years of age with a long history and experience in hiking and other mountain sports from different regions of Spain with diverse socio-economic and socio-demographic profiles.

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## RESULTS AND DISCUSSION

The results indicate that women perceive multiple benefits from hiking that motivate them to go hiking. However, most of the women interviewed feel, or have felt on some occasion, fear or a sense of vulnerability about hiking alone and being assaulted by a man. This perception is partly due to the fact that the education women receive in society inculcates in women caution and fear of carrying out activities in an isolated environment such as nature. Also, although the risk of being assaulted is low, the fear of going out alone and being attacked stems from the fact that there are still episodes of violence against women carried out by men. In that sense, despite the fact that women have to deal with the barrier of fear of going out alone and encountering a man who might cause them harm and the risk, albeit low, women continue to seek fear management strategies.

According to Wesely & Gaarder (2004) and in line with the study carried out, women feel that practising physical activity in the natural environment provides them with numerous benefits. However, practising green exercise for this group often conflicts with the social belief that women cannot go out alone in nature, generating, among other things, the gender-attributed conflict of fear of going out alone and being assaulted by a man (McAnirlin & Maddox, 2020). This is why women devise strategies to cope with fear (Coble et al, 2003).



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## IMPLICATIONS

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To better understand whether there are differences by place of residence, whether there are generational or socio-economic variations, expanding the sample of women living in a city, age ranges and providing the study with a sample of women from more diverse socio-economic backgrounds should be actions to be taken in future research.

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## KEYWORDS

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women, hiking, gender inequality, green exercise, social barriers

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# Managing service quality in an international sport event: the case of Oceanman-openwater series

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## PURPOSE

This study aimed to: a) apply the Shonk and Chellandurai's (2008) event quality theoretical framework, b) test the proposed scale in terms of reliability and validity, and c) identify differences in service quality among events in the context of an international sport event circuit.

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## RESEARCH METHODS

Oceanman events are international swimming races circuit which are hosted in countries such as Mexico, Greece, Ukraine, Spain, Russia, Italy, Thailand, and attracts a global audience. The survey took place in season 2019/2020, and before the pandemic covid-19 global crisis. The research instrument developed based on Shonk and Chellandurai's proposed framework in terms of event quality. The data were collected with an on-line questionnaire from ten Oceanman circuit events. The research instrument was sent three days after the end of each event. Two weeks later, a kind reminder e-mail was sent to entire sample. The final total sample was 712 respondents. The sample included 65,9% males and 34,1% female respondents. The vast majority were between 41 to 50 (32,3%) and 31 to 40 (32,1%) years old. In terms of educational status, the 55,7% hold a graduate degree and 34,4% had a postgraduate degree. The majority were private and/or public employees (67,7%). Furthermore, 60,4% took up an Oceanman event for the first time. The psychometric properties of the event service quality scale were tested, by a confirmatory factor analysis. The scale was explored in terms of internal reliability; the convergent and the discriminant validity (Byrne, 2010). Then, a MANOVA analysis was employed to identify significant differences among events.

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## RESULTS AND DISCUSSION

The findings demonstrated an acceptable measurement model fit: RMSEA=.05, CFI=.95,  $\chi^2/df=2.97$  and  $p<.001$ . In terms of reliability, the composite reliability indicator had acceptable ranges from .83 to .87; and Cronbach's alpha value showed a range between .81 and .87 which support the internal consistency acceptable rate ( $\geq .75$ ). The convergent validity was established due to all significant t-values ( $\geq \pm 1.96$ ) ranging from 16,4 to 20,2 and average variance extracted which was above the .50 cut

off criterion. Finally, the average variance extracted value for each latent construct was greater than the squared correlations among variables providing evidence of discriminant validity (Fornell & Larcker, 1981). The one-way MANOVA was significant (Wilks'  $\lambda=.64$ ,  $F=7,12$ ,  $p<.001$ ) with a low effect size ( $\eta^2 = .08$ ). All constructs were statistically significant ( $p<.001$ ). Post-hoc tests showed significant differences among accessibility, accommodation, venue, contest and perceived value of the sport events. Most of the differences were in the accessibility and accommodation dimensions among the events. The results confirmed that, despite the branded nature of the event, differences in the perception of service quality among events in different international locations do exist. This finding is consistent with previous evidence from various types of sport event services (e.g. Alexandris, et al., 2017; Yoshida & James, 2011) showing that event quality, which lead in positive behavior outcomes has a key role for international sport events branding. Hence, the application of the same quality standards is important in order for an event to build an international brand.

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## IMPLICATIONS

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The study provides practical implications for event organizers in international sport events. First, event quality elements need to be adjusted to the differentiated demands and characteristics of the host countries. International sport brands, which bided in several countries under the same logo, need high quality organizational effort in order to serve similar experiences. Finally, efforts should be done to apply the same quality standards in order to attract outbound participants and build an international sport brand.

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## KEYWORDS

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Event Quality, International Sport Event, Oceanman-openwater series

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# Profiling runners of a city sport event: The case of the “Alexander the Great” international marathon

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## PURPOSE

City sports events are considered today among the key vehicles for developing sports tourism destinations. Research has shown that they can have a variety of economic, social, sport and political benefits for the host cities (Alexandris, 2017; Scheerder et al., 2015). It is therefore important for event marketers to understand the profile of the participants, in order to develop appropriate marketing strategies. The purpose of the research was to investigate the profile runners in the “Alexander the Great” event, in terms of their motivations and involvement levels. The objectives of the study were set as follows: a) to profile runners according to their involvement levels b) to the degree to which the groups with the different involvement levels can differentiate in terms of the motives for running.

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## RESEARCH METHODS

The sporting event that was used as a case was the 14th Alexander the Great International Marathon that took place in Thessaloniki in 2019. The sample consisted of 218 runners ( $n = 218$ ). The data were collected with an on-site survey at the end of the event. The Involvement questionnaire (Alexandris, 2016), consisting of three dimensions (Attraction, Centrality, Self-Expression) and the running Motivation scale (Aicher, Karadakis, & Eddosary, 2015) consisting of four dimensions (Physical fitness, Socialisation, Competitiveness, Achievement) were used. The majority of the sample were men (60%), aged between 18-25 years old, originating from Macedonia (91.3). Descriptive statistics, cluster analysis and analysis of variance (ANOVA) were run in order to answer the research objectives.

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## RESULTS AND DISCUSSION

The results of the descriptive statistics showed that the largest percentage of the sample (41.7%) participated in the 10 km race and they were individual runners (45.9%). The results from the cluster analysis in the subscales of Involvement revealed three groups: Low ( $N = 35$ ), High ( $N = 59$ ) and Middle ( $N = 33$ ) Involvement groups. In terms of the differences among the three groups in Motivation, the results revealed statistically significant differences in all the items of the Motivation scale, Physical Fitness ( $F = 7.29, p < 0.01$ ), Competitiveness ( $F = 4.06, p < 0.05$ ), Socialization ( $F = 5.20, p < 0.05$ ) and Achievement ( $F = 5.87, p < 0.05$ ). The vast majority (78.2%) stated that they would recommend the sporting event to friends and acquaintances, while 82.4% stated that they would like to participate

in the next year. These results also showed that the runners experience strong motivation and high involvement levels with running, which makes them an attractive group for marketing. In more details, and in line with motivation theory, the results indicated that intrinsic motives are the ones that lead to the development of high running involvement. This is in line with the self-determination motivation theory, which was for the first time used in the context of marathon runners. The role of extrinsic motives is also important, since at some point some of these motives can be internalized by runners and also contribute to the development of running involvement. Their intention to repeat participation (82.4%) also shows attitudinal loyalty with the event and the destination.

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## IMPLICATIONS

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The results of the study confirmed that runners in city events constitute an attractive group for developing sport tourism destinations, since a large part of them are highly involved runners. Motivation does play a role in the development of running involvement. It is therefore important for event organizers and running clubs to develop strategies in order to create motivating running environments. Some of these motivations relate to the core organisational aspects of events (e.g., fun, enjoyment, competition opportunities and socialization). These dimensions have to specifically be addressed by event administrators. Furthermore, aspects related to the attractiveness of the destination in which the event takes place needs to be considered. City branding marketers and event organizers should cooperate in order to incorporate such events in the local tourism development strategy. Future research should specifically focus on the role of the destinations in building the event involvement levels of runners.

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## KEYWORDS

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involvement, motivation, running event, sport tourism

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# Revisiting revisit intention based on rafting sporting event EVENTQUAL

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## PURPOSE

The study investigates the event's quality following the EVENTQUAL scale commonly used to evaluate the sporting event quality's dimensions (accessibility, personnel, tangibles and complementary services) and the effect of each EVENTQUAL dimensions on the revisit intention. Moreover, a difference regarding the effect of the EVENTQUAL dimensions on rafting event revisit intention was assessed by contrasting first-time and loyal participants' attitudes. The main study hypotheses are:

H1: Accessibility has a significant positive effect on Revisit Intention

H2: Personnel have a significant positive effect on Revisit Intention

H3: Tangibles have a significant positive effect on Revisit Intention

H4: Complimentary services have a significant positive effect on Revisit Intention

H5: There is a statistically significant difference between first time and loyal participants on path and model level regarding the effect of EVENTQUAL dimensions on revisit intention.

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## RESEARCH METHODS

The study was focused on the renowned rafting event titled „Veseli spust“, organized in the pre-Covid travel reality at the beginning of July (2018) in Kraljevo, Serbia. The purposive sampling technique was employed to recruit participants, and the questionnaire was self-administered. The purposive sampling technique was chosen due to the authors' high familiarity with the event and its particularities. The total sample comprised of 207 event participants. The study implements the Structural equation modelling (SEM) to examine the relationships between EVENTQUAL dimensions and revisit intention and use Multi-group SEM to assess the differences between first-time and loyal participants' regarding EVENTQUAL dimensions and revisit intention on model and path level.

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## RESULTS AND DISCUSSION

The significance towards revisit intention was acknowledged both on the level of event quality dimensions (significant positive effect between Tangibles and Revisit Intention was identified) and in the context of first-time and loyal participants (Tangibles and Revisit Intention relation was found to be positively significant solely for Loyal participants in contrast to the insignificant effect of the First time participants). The research's contribution is related to the fact that in contrast to the previous use of the EVENTQUAL, the study acknowledges participants instead of event visitors perspective and goes beyond a single location, as the event is tied to multiple locations. Moreover, within the existing tourism literature, rafting was widely examined within the context of adventure tourism, thus, the proposed study contributes to the existing knowledge by acknowledging rafting as a sporting event activity.

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## IMPLICATIONS

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Based on the research findings, a theoretical implication arises from further understanding of revisit intention between loyal and first-time visitors in the adventurous sport event context, with a particular reference given to event quality dimension of tangibles as vital revisit intention driver. Practical/managerial implications highlight that event managers should strengthen the event quality of tangibles, such as facility condition/camping site and stopover site and view of the event and other participants while rafting, as it could induce revisit intention, especially in the context of the loyal participants. Social implications highlight the particularities of the event from a local community perspective. Future research should consider combining different event service quality scales such as EVENTQUAL and FESTPERF or exclusive use of the EES (Event Experience Scale).

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## KEYWORDS

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Rafting, sporting event, EVENTQUAL, revisit intention, Serbia

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# A Study on Dream11 Gaming Platform during the COVID-19 Pandemic

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## PURPOSE

Dream11 is a sports-technology-based gaming company. It is an online platform for playing fantasy sports on an international level. But, the COVID-19 pandemic resulted in a sudden lockdown which postponed various outdoor sports being played in most of the countries. Tourism and travel restrictions were implemented strictly. The need for online gaming increased drastically due to the pandemic lockdown to maintain social distancing and precautions. The platform also provides interactive social networking facilities where users can share, follow and chat accordingly.

The research study tried to analyze the acceptability of various sports being played in the E-Gaming application during the COVID-19 pandemic. This research study attempts to discuss various sports being played on the Dream11 sports platform. In this study five main sports were taken for analysis purposes namely Football, Cricket, Baseball, Basketball and Handball. The main objective of the study was to analyze the sports' acceptability, usability, rating, satisfaction, etc. The study also tried to understand the overall background of the users playing Dream11 and do they need any improvements in the sports gaming platform or not. The statistical analysis done in the research study helped in achieving the required objectives accordingly.

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## RESEARCH METHODS

The study attempted to extract research articles and news in this domain and found that negligible work had been done on Dream11 but some studies were found in the area of sports management and gaming platforms. The study performed a primary survey during the COVID-19 pandemic with the help of the Google Forms questionnaire. The sampling frame comprised of the population of respondents from India with an age above 18 years. Judgmental sampling was implemented while collecting the samples for data collection.

The study critically analyzed the collected data from the respondents based on gender, acceptability, usability, rating, satisfaction and improvements needed. This helped in the generation of qualitative as well as quantitative information regarding the platform. Statistical tests like reliability analysis, descriptive statistics, correlation, regression were done.

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## RESULTS AND DISCUSSION

The data collected was found to be reliable. The work done in the study was completely original and ethical. The majority of the respondents were found to be males. The majority of respondents were aware of Dream11. Cricket was found to have the best rating while other sports were observed to exhibit mediocre or medium ratings. The correlation and regression analysis were done in this research study. The correlation between satisfaction and improvement factors of all 5 sports was found to be negative. Most of the respondents were satisfied with the gaming platforms for cricket and football but were dissatisfied with the baseball, basketball and handball platforms. The regression equations were formulated for all sports to ponder upon the relationship between satisfaction and improvement. A significant percentage of respondents agreed that improvements are needed in all the sports platforms.

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## IMPLICATIONS

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The study paved the way to generate a feedback evaluation and ranking framework for different sports being played in Dream11. The COVID-19 lockdown had a drastic impact on the sports industry. It witnessed a sudden surge in the rise of online gaming and a fall in outdoor entertainment. This study paved the way to analyze the game usage properly along with a foundation to enhance the Dream11 sports gaming platform. The future scope of the study can be to collect more data and responses to get further viewpoints of the population of users playing Dream11 because there is always room for improvement. The various reasons for the success or failures of different sports being played on the Dream11 application can be critically evaluated so that remedial measures are suggested accordingly for the overall growth and development of the sports gaming platform.

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## KEYWORDS

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Online gaming, Dream11, COVID-19 pandemic, social networking, lockdown

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# Small scale events and destinations: The case of three sport events in Greece

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## PURPOSE

The purpose of this study is to identify economic and tourism impact of small-scale sport events. Economic impact is calculated in direct, indirect and inducted level. The main scope of the paper is to reveal the potential of economic impacts of small scale events especially by highlighting the significant contribution: a. of active participants (athletes, sport teams etc.) and b. of accompanying visitors (families, relatives etc.). Moreover, the paper aims to monitor impact of these type of events on tourism sector in general. This is measured through determination of participants' future intentional behaviour which is a result of the overall offered experience from the host destination. Finally, in order to clarify the profile of amateur athletes that consist the main attendees of this type of events, data focus also their motivation.

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## RESEARCH METHODS

For the purposes of the study, swimming competitions were selected, which are approved by Greek Swimming Federation. The events were held between November 2019 and February 2020 at Thessaloniki, Greece. Finally, 223 individuals participated to the research, consisted by 183 active and 40 passive participants. Following a thorough literature review on previous studies of events a self-constructed questionnaire was created. Questionnaire was revised upon suggestions during pilot survey on a sample of 5 swimming coaches. The final version contained 6 sections. Section [1] economic impact, [2] motivation, [3] sport event's perceived quality, [4] satisfaction and future intentional behaviour, [5] destination image and [6] demographic data. A five-point Likert scale from 1 (strongly disagree) to 5 (strongly agree) was used for sections 2, 3 and 4. Motivation was defined using in 3 items of achievement theory and 10 items of push and pull factors theory.

Firstly, motivation was examined under the "achievement motivation theory" and "push and pull factors theory". For the economic impact assessment participants were asked to declare their expenses in six categories: dinning, entertainment, lodging, shopping, transportation, and other. Direct economic impact resulted from multiplying the "average spending per visitor" with the "number of tourists" and the "average visit days and was aggregated in indirect and inducted level through the use of the average Greek tourism multiplier. Tourism impact was determined through "tourism loyalty" that derives from "overall satisfaction", which is ensued by the factors "perceived event quality" and "destination image". Kendall's tau b correlation coefficient was used in order to measure ordinal associations between variables.

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## RESULTS AND DISCUSSION

Results showed that amateur athletes are primarily motivated by achievement motivations and secondarily by push and pull factors. The study also highlighted gender differences in motivations "qualifying time achievement" and "destination reputation", which appears to have a deterrent effect on

women. Satisfaction with the sporting event derived primarily from factors related to the event. Destination was also positively evaluated by the participants. Future behavioural intentions were in prominently high levels. Economic outcome showed that 3 small-scale sport events with 750 “non local” athletes can produce a total economic impact of 1.000.000€. Findings also highlighted the dynamics of passive participation in generating additional income to the destination. Specifically 62% of the direct impact yielded from the increased consumption units and the additional “spending” time available of the 1.012 athletes’ family members. It has to be mentioned that regarding active participation, average cost per trip estimated to 170 € and for passive participants the relevant cost was estimated around 228 €. These results reveal clearly the potential of positive impacts of passive participants to host destinations – event for small scale events.

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## IMPLICATIONS

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This paper highlights the importance of small -scale events for the host destinations. Sport events in general emerge as a dynamic field of economic and tourism development. Local governments should include sport events in destination’s management strategies in order to take advantage of their significant economic impacts. This is crucial also for small – scale events that can contribute despite their low-level of attendance. The main contribution of this research is that highlights the necessity for an holistic approach in terms of contribution to local economy and tourism even for small events. According to the findings, event managers should focus on the experience of amateur athletes (active participants) and their families and relatives (passive participants). Both of them should be taken into account during event design processes so as to meet participants’ expectations. To achieve the above, all stakeholders involved must synergize by taking into account satisfaction factors and relevant motivation of amateur athletes.

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## KEYWORDS

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Small-scale events, sport events, event motivation, , economic impacts, destinations

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# Rural tourism entrepreneurship for sustainable rural tourism

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## PURPOSE

The aim of this research is to explore the rural tourism entrepreneurship factor in the development of sustainable rural tourism by identifying success factors in tourism village and to build the framework of rural tourism entrepreneurship for sustainable rural tourism. Tourism is one of the essential sectors that can contribute to maintain and enhance the rural area's quality of life. In addition, the form of sustainable businesses in rural tourism area, which provide unique characteristic and added value of products and services, will lead to rural development and to increase the quality of life. Moreover, the development of tourism in rural area needs great involvement of rural enterprises and tourism entrepreneur role. In other word, entrepreneurship is related to the growth of rural tourism which can help to gain economic growth. Therefore, local government should be aware of the factor that encourages rural tourism entrepreneurship development in order to develop sustainable rural tourism. Moreover, there is 44.02% of population in Indonesia live in rural area. It indicate how important rural areas for Indonesia future development. Hence, it is important to examine the rural tourism entrepreneurship factors in the establishment of sustainable rural tourism through the case study in Kertayasa tourism village.

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## RESEARCH METHODS

This research is conducted with the use of a qualitative approach and a case study design. Therefore, this research focuses on case of Kertayasa tourism village which has an award as the winner of tourism village competition. It could be good sample related to model for sustainable rural tourism through rural tourism entrepreneurship. This research used purposive sampling technique regarding sustainability of rural tourism priority issues. The data was gathered from in-depth interviews with local stakeholders. The interviewee is an actor in tourism village related to Village-owned enterprises (BUMDes) and the other one is the actors in "Kompepar". The interviewees are the actors who have role in succeeding Kertayasa tourism village program. This research conducted data analysis in describing the finding from data collected in order to get better understanding of case study. Triangulation was used to validate the data. It involves comparing the information from different sources.



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## RESULTS AND DISCUSSION

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The result of the research found ten factors to create successful sustainable rural tourism through rural tourism entrepreneurship. Those are generating income, creating job opportunity, economic growth, mutual cooperation, collaboration, innovation, creativity, environmental awareness, using resources wisely, and visitor management. According to the results, it grouped 10 factors into 3 dimensions (economic, social, and environment sustainability). Furthermore, the framework of rural tourism entrepreneurship for sustainable rural tourism suggest cooperation and collaboration between actors in rural tourism to implement rural tourism entrepreneurship.

Based on the result, it can be said that rural tourism entrepreneurship has a positive relationship and economic sustainability in the context of tourism village. However, to achieve sustainable rural tourism, it should be focus on three sustainability dimensions. Those are economy sustainability, social sustainability, and environment sustainability. There are several factors that form those dimensions. For economy dimensions, generating income, creating job opportunity, and economic growth factors are important to achieve sustainability. Subsequently, social dimension consist of mutual cooperation, collaboration, innovation, and creativity factors. Moreover, environment sustainability consist of environmental awareness, using resources wisely, and visitor management. The model suggest cooperation and collaboration between actors in rural tourism to implement rural tourism entrepreneurship. There are *Village-owned enterprises, Kompepar, University, third party such as financial company, and local government*. It can be said that those actors have the role to the success of tourism village regarding the implementation of rural tourism entrepreneurship

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## IMPLICATIONS

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Findings from this case analysis contribute to the literature in two ways. First, it reveals the success factors that might be implemented in the other rural tourism village. Second, it propose a framework of rural tourism entrepreneurship

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## KEYWORDS

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entrepreneurship factor, sustainable rural tourism, rural tourism entrepreneurship

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# **Agritourism as a significant alternative of tourism in Greece during Covid-19 pandemic era.**

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## **PURPOSE**

During this period, the world is experiencing a big health crisis because of the Corona virus pandemic. It has an important impact on all sides of the world, one of them is mass tourism. The present study demonstrates why agritourism can hold as a viable and sustainable alternative.

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## **RESEARCH METHODS**

The material of the study comprises of data obtained from studies conducted in this field, institutional data etc. The data from organisations and institutions were obtained by reviewing the resources. This study is based on the literature and utilized data from various national and international reports and articles, and the internet regarding this issue. The data was compiled and interpreted as a method in accordance with the purpose of the study with statistical extracted references. In order to evaluate the issue of the agritourism as an alternative of tourism in Greece during the coronavirus pandemic, the development of the situation and the infrastructure nationally were studied, and various recommendations were developed based on accommodation, activities and social health measures in terms of the provision of the public health and entertainment.

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## **RESULTS AND DISCUSSION**

In Greece tourism in general holds a 18,6% of the total GDP (2016 WTTC) and agritourism counts 891 units throughout the country (Greek Ministry of Agriculture). Agritourism primly started, in the begging of the 1980s from local women's cooperations in a small range (Koutsou et al., 2003). The sex of the employees in the agritourist business is female ie 70% in contrary of the male employees 30%, because women are traditionally more prone to agritouristical practices like product making and animal farming. According to Charalampidou M the aging range of agritourist business are mainly of young age, specifically, the majority are between the ages of 25-35 years old. The agritourist project in Greece has the support and implementation of many organizations, such as The Ministry of Agriculture, National Tourism Organization, Rural Bank of Greece, as well as the Mediterranean Integrated Programs. However the LEADER Community Initiative provided the main financial aid for the development of the agritouristic sector.



This study is the first attempted research in Greece indicating that the influence of agritourism to current economic stalemate and social or cultural deprivation due to Covid-19 pandemic can create job opportunities, attract governmental or private funding, increase the income of the locals, evolve rural areas and promote tranquility and an alternative lifestyle, following on several foreign scientific papers and articles such as Polukhina A. et al and Samarathunga W. et al. Also under environmental consideration, it helps to preserve the environment and natural resources and stimulates the awareness on environmental issues. Restriction and activities are the main reasons why during the Covid-19 pandemic agritourism can be an effective way of spending quality time in isolated and well controlled areas. The inclusiveness of the facilities and the activities can ensure safety and excitement respectively. The only precautionary and mandatory measures are that the groups must be of a certain number (according to current regulations) and that the participants ought to demonstrate a Covid-19 negative test. The above mentioned conditions for Covid free vacations in agritouristic facilities could easily apply also to foreign tourists from all around the world.

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## IMPLICATIONS

It is extremely important to receive reliable and relevant knowledge about public health and COVID-19, but coping policies of the virus will contribute to feelings of fear and anxiety (Arden A. Chilcot E., 2020). In the context of the new measures, those in charge are called upon to face a new establishment of politics and authority in order to differentiate habits but mainly to protect the general population. Thus, policies that ensure safety of the general population and adequate crisis management, as well as the establishment of a new normalcy should be seriously developed under the scope of both a humanitarian and holistic approach and agrotourism can be a significant step towards this direction. The importance of this study is that clearly demonstrates that suppression and confinement could not be the only measures to get through this difficult period of human history and further research on alternative and sustainable solutions for tourism and general entertainment would only constitute beneficial.

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## KEYWORDS

Alternative Tourism, Agritourism, Greece, Covid-19.

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# Cycling for a sustainable tourism: a preliminary study in an urban area of Italy

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## PURPOSE

Tourism industry in conjunction with the benefits it brings to an area, produced several environmental impacts (Buongiorno and Intini, 2021), caused partly by transports. Therefore, an effort must be made for promoting non-motorized transport systems (Nilsson, 2019). The potential of cycling for implementing a sustainable tourism has been widely recognised in both academic and policy circles (Cox, 2012). This study wants to give a contribution for sustainable tourism implementing policies starting from cyclists' perceptions. The case study is an urban area of southern Italy. The analysed area is full of history and boasts several tourist attractions; moreover, it is characterized by a mild climate and a flat region making the use of bike particularly suitable. This context strongly motivated our research. By investigating on cyclists' perceptions about existing bike lanes, our aim is identifying the key factors for improving the cycling experience, and to give a contribution for sustainable tourism implementing policies.

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## RESEARCH METHODS

Data were collected by interviewing cyclists along three bike lanes through a face-to-face survey. The questionnaire aimed to investigate on cyclists' perceptions about different aspects of the bike lanes, and derived from an ongoing research project of the Universidad del los Andes (Bogotá, Colombia). The survey was conducted in the selected urban area in Autumn 2019, interviewing a sample of 129 cyclists. Interviewed people used the bike lanes prevalently for sport activities (75.2%). The perceptions about some aspects of the path were requested in terms of level of comfort, degree of nuisance and degree of protection. In all cases, the evaluation scale is a 11-point Likert scale ranging from 0 to 10. For the levels of comfort, 0 corresponds to "totally uncomfortable" and 10 to "totally comfortable". Regarding the degrees of nuisance, the scale ranges from "absence of nuisance" to "high degree of nuisance". Finally, the degrees of protection vary from "absence of protection" to "high degree of protection". In order to identify the critical aspects of the bike paths, a Gap-IPA was performed. This technique has been

proposed in Allen et al. (2021) as an alternative to the Importance-Performance Analysis (IPA) (Martilla and James, 1977), and proved to be very useful in highlighting the critical issues through the gap between performance and importance values. In this study, the average values of the cyclists' perceptions of each aspect have been considered as performance values. The importance values have been obtained by performing a Principal Component Analysis (PCA), which was helpful also for better defining the service quality phenomenon.

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## RESULTS AND DISCUSSION

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By analysing the average values of the cyclists' perceptions, we discovered that most of the levels of comfort vary between 6 and 7, while most of the degrees of nuisance and protection between 5 and 6. Therefore, bike paths performances in terms of comfort are slightly above the middle of the evaluation scale. Otherwise, performances in terms of nuisance and protections are slight below the respective evaluation scales. So, the bike paths do not perform very well in terms of protection. From the PCA, six latent constructs can be identified as: "Physical Nuisance"; "Non-physical Nuisance"; "Physical Comfort"; "Non-physical Comfort"; "Protection" and "Ambience". In terms of tourism attractiveness, the last latent construct can be considered as the most interesting. Specifically, it groups the cyclists' perceptions about environment and landscape surrounding the bike paths. The results obtained from the PCA became the importance values in Gap-IPA. Specifically, the results of Gap-IPA confirmed that the criticalities of the bike paths relate to the degree of protection in relation to accidents, and to the degree of nuisance caused by pollution and opposing pedestrians along the path.

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## IMPLICATIONS

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The results of Gap-IPA are very intuitive and can certainly be helpful for identifying the most convenient strategies. Based on the conducted analyses, sustainable tourism implementing policies should be oriented in solving the emerged criticalities of the existing bike paths. Then, future studies will be addressed in proposing paths crossing the main tourist points of the urban area.

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## KEYWORDS

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Bike Lane; Cycling; Sustainable Tourism; Service Quality

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# The Potential of Sustainable Tourism for Poor Communities in Salvador de Bahia

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## PURPOSE

The study has a twofold purpose: to investigate how sustainable tourism is in Salvador de Bahia, Brazil (RQ1); to analyse whether sustainable tourism has an impact on living standards of poor local communities (RQ2). Previous literature on tourism and poverty reduction in developing countries have mostly focused on community based tourism and pro-poor tourism (Spenceley and Meyer, 2012). The central issue for the development of a more sustainable tourism model in developing countries is to demonstrate that sustainability contributes to improving the living standards for poor communities. Salvador de Bahia was chosen as the applied case since it is the most populated and the most visited city of the less developed Brazilian region, the *Nordeste* (Northeast) (Pegas, Weaver and Castley, 2015). Socioeconomic indicators point to the Northeast as the most impoverished Brazilian region, with more than 50% of the population living in poverty (Jeff, 2011).

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## RESEARCH METHODS

The research is part of a large study about sustainable tourism in developing countries (Goffi, Cucculelli, and Masiero, 2019). Tourism stakeholders including academics, hotel and travel agency managers, travel guides and public tourism managers were surveyed in Salvador de Bahia, resulting in a total of 205 valid questionnaires. Respondents were asked to rate on a 5-point Likert scale several attributes related to the sustainability of local tourism development, and three indicators useful to measure the economic impact of tourism on poor communities (improvement of living standards, effects on local businesses and on local employment).

To answer RQ1, mean values and standard deviations were determined for each variable. For testing RQ2, first a principal component analysis (PCA) was performed to condense the number of attributes into components, then the components were used as independent variables in an ordered logit model. The three indicators mentioned above were used as dependent variables.

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## RESULTS AND DISCUSSION

The results concerning RQ1 reveal that the majority of the sustainability attributes were rated below the neutral threshold (<3). The lowest rating was given to the variables related to environmental initiatives, cleanliness of the public administration, and sustainable tourism policy. Regarding RQ2, the four components produced by the PCA have a positive role on the three indicators measuring the economic impacts of tourism on poor communities in Salvador de Bahia.

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## IMPLICATIONS

The results validate that sustainable tourism has a role in improving the living standards of local poor communities. Nonetheless, according to the local tourism stakeholders, current tourism policies in Salvador de Bahia are not adequately focused on sustainability. The findings indicate that, in order to benefit the poor communities, Salvador de Bahia should focus on a new model of tourism development based on prioritizing the socioeconomic and environmental aspects related to sustainability.

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## KEYWORDS

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Tourism sustainability; Emerging economies; Poverty alleviation; Sustainable development; Brazil; South America

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# The effect of covid 19 on tourism and how smart technology can deal with negative consequences

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## PURPOSE

The COVID-19 pandemic has had a number of long-term adverse effects on the global tourism industry. At the same time, it exposed the competitive advantages that existing smart tourism infrastructure could provide for addressing urgent issues and providing meaningful smart services. Therefore this paper aims to shed light on the effect of COVID 19 on tourism and how smart technology can deal the negative factors of this crisis also the study in hand intends to find ways to curb the diverse effects of COVID-19 by using smart technology to get back to new normal and revive the tourism industry in Spain.

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## RESEARCH METHODS

To accomplish this study, it was used the descriptive-analytical method because of its relevance with the nature and topic of the study, by referring to previous related studies conducted in this field. The study has selected Spain as its research context. The data is collected from the tourists through online surveys from local and international tourists. The population for the selected study is 200 respondents. The results will be summarized using descriptive statistics such as frequency distribution, mean scores, and standard deviations through the software SPSS 24.0. The Partial Least Squares Structural Equation Modelling (PLS-SEM) technique will be employed to test the reliability and validity of the measurement model, after which the structural model will be used to test the underlying hypotheses of this study.

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## RESULTS AND DISCUSSION

This research highlights that the good experience by using smart technology will provide an opportunity for the tourism industry to implement and deal with the newly emerging changes in the world. Regarding the tourists, the use of smart technologies means better-defined services and destinations that are continuously developing to raise their satisfaction level and providing them with a greater value for money speeded in travel. It is expected that smart media applications will many opportunities for tourists, involvement as an integral part of the marketing campaigns when they experience personal approach, creative, interactive communication, and messages including emotions and empathy. There is another factor that is significant is tourists' safety at tourism places. In this time of Covid-19, the tourists are more concerned about their security than ever before. Smart technology can ensure safety to increase the footsteps of tourists. Indeed, this study enables various practical insights into all relevant

stakeholders i.e. tourists, local residents, business holders, and destination/tourism marketers. This research provides strategic implications for tourism and hospitality management and research.

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## IMPLICATIONS

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The implication of this study can be from different aspects. Firstly, the study can help the Spain government to get back the number of tourists. It will also help marketing managers to devise smart marketing strategies to curb the effects of the virus by using smart technology. Moreover, It also helps to increase the trust of customers for the tourist destinations. also, should scaling of smart technology an could be of keen interest in post-pandemic tourism, where smart services will be a great option in the hospitality industry for attracting many tourists. also, For companies in the tourism sector, it is very important to recognize that through smart technology they can secure their existence in the market, improve communication with tourists, sell their tourist services, increase their productivity and efficacy, reduce costs and improve their business.

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## KEYWORDS

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COVID-19; Tourism; smart technology; future avenues

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434 **Iwona Pomianek, Katarzyna Gralak, Irena Ozimek and Joanna Rakowska**, Accommodation base and tourist traffic in Poland in a regional perspective in 2005-2019

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# Accommodation base and tourist traffic in Poland in a regional perspective in 2005-2019

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## PURPOSE

The main aim of the study was to identify the spatial diversity of the accommodation base in Poland and to assess its use by tourists in 2005-2019. The main aim included the following specific objectives:

- to determine the size and structure of the accommodation base in individual regions,
- to determine the scale of regional diversification of accommodation base,
- to assess the use of the accommodation base by tourists,
- to assess how the regional diversification of the accommodation base determines the possibilities of tourism development in Poland.

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## RESEARCH METHODS

To identify the spatial diversity of the accommodation base in Poland and to assess its use by tourists between 2005 and 2019 we applied the following indicators:

- Baretje-Defert index (the number of bed places compared to the number of permanent residents);
- Defert index (the number of tourists using accommodation compared to the area in km<sup>2</sup>);
- Schneider index (the number of tourists using accommodation compared to the number of permanent residents);
- Charvat index (overnight stays compared to the number of permanent residents);
- accommodation capacity utilization index (overnight stays compared to the nominal number of beds).

The research was carried out for 17 statistical regions of Poland (NUTS 2). It was based on data from the Local Data Bank (BDL) of the Statistics Poland and data published in Statistical Yearbooks of Voivodships.

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## RESULTS AND DISCUSSION

Between 2005 and 2019 the accommodation base in Poland increased by 67%. Consequently in 2019 there were 11251 tourist accommodation establishments with at least 10 beds and 35.7 million tourists used tourist accommodation facilities, where they spent 93.3 million nights. Compared to 2005 these numbers increased by 115% and 92%, respectively. The occupancy rate of beds in all tourist accommodation establishments in 2019 was 40.6%. The distribution of accommodation facilities in Poland is uneven. More than half of the accommodation facilities (52%) are located in 4 regions: Pomorskie, Zachodniopomorskie, Małopolskie and Dolnośląskie. The distribution of accommodation facilities is highly correlated with the presence and importance of natural, historical and cultural assets, as well as with the size of the demand for tourist services. The differentiation of the Baretje-Defert index across 17 NUTS-2 regions was 12-fold – the lowest in Masovian regional region and the highest in West Pomeranian region. In 2005-2019 this differentiation slightly decreased from 12.4: 1 to 11.6: 1. The scale of the Charvat index value across 17 NUTS-2 regions in 2019 was almost 15-fold. It decreased from 1:17.8 to 1:14.6 over 14 years. The highest average value of the accommodation capacity utilization rate in the analyzed period was recorded in Zachodniopomorskie (47%) and Warsaw capital (46%) regions. The density of tourist traffic (Defert index) was the highest in regions with large metropolitan centers (Warsaw, Śląskie, Małopolskie and Dolnośląskie) and in coastal regions (Pomorskie and Zachodniopomorskie).

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## IMPLICATIONS

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To develop the tourism function effectively and in a sustainable way, it is necessary to take into account not only potential benefits, but also the accompanying risks. Thus, tourist traffic and tourist infrastructure must be adjusted to the absorptive capacity of a given region by setting goals, targeting activities and implementing instruments of the regional tourism policy, as well as planning spatial development. In order to achieve it, it is necessary to examine the regional diversity of resources, the structure of accommodation base and its use by tourist. In this context, it is very important to create a coherent information system in the field of tourism, which would enable a multifaceted assessment of its potential, as well as evaluation of its social and economic effects and environmental impact. Strategies and programs for the economic development of Polish regions require further intensification of activities to improve their competitiveness. They include creation of brand-name tourist products and constant improvement of the quality of tourist services and accommodation base.

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## KEYWORDS

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accommodation, tourist traffic, spatial variability

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# Exploring the role of small- scale, socially distanced Covid-19 secure tourism events in urban cities

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## PURPOSE

As the pandemic rages on, the tourism industry has taken a hit. This study explores the role of event based tourism in revitalising and reboosting the Indian tourism sector post-COVID-19, with a special emphasis on domestic tourism. The research objective of this study was to identify the respondent's attitude, motivations and perception towards attending a small scale, COVID-19 secure event at an urban destination. The study also aimed to identify the respondent's attitude towards their city of residence hosting such an event. This paper is based on the pillars of use of festivals and events in tourism development (Getz, 2010; Jones, 2012; Wood, 2005) the Social Representation Theory & the Stakeholder Theory. Social Representation Theory (SRT) as extended by Pearce, Moscardo & Ross (1996) and many others has been used extensively in this paper. As identified by Goeldner & Ritchie (2009) and many more the key stakeholders in the tourism domain consist of tourists, tourism business operators, the local council of a tourist destination, and local residents. Since this study is based on the current pandemic crisis times, it also explores literature on tourism in post crisis scenario. Mc Kercher & Hui (2004) have identified that crises are inevitable, 'episodic events that disrupt the tourism and hospitality industry on a regular basis'. Faulkner (2001) in his seminal work emphasises the need for a conceptual framework on crisis management.

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## RESEARCH METHODS

A mixed method research design has been used for this study. In the first phase six focus groups were carried out amongst heterogeneous respondent groups in three Western Indian cities. Number of respondents in each focus group ranged in between eight to ten. A detailed questionnaire has also been used as a research instrument to collect data through both physical and online mode for respondents across urban western India in the month of January-February 2021. Besides gathering relevant socio demographic information; the questionnaire assessed the respondents on variables of preference, attitude, perception, motivation, and readiness of hosting and attending, COVID-19 secure small scale events in the city of their or other cities. The exercise resulted in a usable sample of 310.

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## RESULTS AND DISCUSSION

The results reveal that hosting a small scale events could play a substantial role in reviving the Indian domestic urban tourism. Findings of this study indicate a very positive response towards hosting and visiting small scale Covid -19 secure events. The study also identified various such events which the potential tourists would like to attend. The results of the cluster analysis aid in providing market identification and segmentation strategies. The study also gave other outputs like the average probable amount and time that respondents were ready to spend on these events. Ensuring the safety and health of visitors and tourists is the key to boost attendance to such events. While acknowledging the advantages of hosting such events, the studies also revealed the concerns and challenges that such events would attract.

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## IMPLICATIONS

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The findings of this study have a direct practical implication for event based tourism organisers. Besides identifying the most preferred events to be hosted for tourism development; the study also proposes several strategies that practitioners can adopt to boost attendance for such events. The respondents felt that though no event could be zero risk free; outdoor events could be managed to reduce the risk to a negligible level. Thus this study has provided directions and practical suggestions in understanding how both residents and tourists of any urban destination perceived the impacts of hosting/attending small scale events in urban places. Though studies about event tourism abound, the author could not find any similar study which was conducted in pandemic times. It would be interesting to observe the reactions of the respondents in current times-especially after the second wave of the COVID -19 has hit the country hard.

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## KEYWORDS

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Small –scale, Covid-19 Secure, Urban Cities, Tourism Event

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# Digital nomads tourism in Greece: current issues and prospects for development

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## PURPOSE

This article explores the benefits of developing nomadic tourism in Greece, and provides suggestions for developing actions in this area. The secondary literature provides valuable information about the profile of this type of tourist and the distinct advantages of Greece as a destination, however the lack of infrastructure in the country raises concerns about the attraction of this type of tourist. This article supports the widespread, ongoing interest both in the visit and residence of digital nomads in Greece and in the creation of infrastructure and incentives by the state and finds that digital nomad tourism deserves further research in the context of tourism development and resumption of tourism, travel and hospitality, "the next day". The results of the research, the proposals and the possible actions are presented for the support and further development of this form of tourism.

## OBJECTIVES

The description of the profile of digital nomads, the investigation of the case whether the attraction of this type of tourists, can affect the development of tourism in Greece in order to increase the arrival of digital nomads in our country, in the context of tourism development and the resumption of tourism, travel and hospitality, "the next day". The research questions examined are the following:

- What is the profile of digital nomads?
- How can the attraction of this type of tourists affect the strengthening and development of tourism in Greece
- What services should our country provide to digital nomads
- What are the advantages and weaknesses of our country that are shaped by the general social and economic situation

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## RESEARCH METHODS

Secondary research was conducted to draw conclusions, taking advantage of existing, published data such as statistics, study of articles from scientific papers, scientific studies and internet sources and scientific journals and extraction of data on the profile of digital nomads, with the development of digital nomad tourism in the main European destinations, and on the selection of Greece as a country for visit of digital nomads and the contribution of this phenomenon to the tourist development of Greece. Greece has the competitive advantage due to its geographical location, climate, history and culture, relatively low living conditions compared to other European countries and in addition to the fairly developed provision of digital services in most parts of the country.

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## RESULTS AND DISCUSSION

This study makes an innovative contribution based on recent developments in the social and economic conditions prevailing around the world. Greece could be a place of attraction for digital nomadic tourists. This attraction can positively affect the strengthening and development of tourism in Greece and should provide advanced digital services and tax incentives to digital nomads. It is advisable to investigate the willingness of digital nomads to choose Greece as a place to do tourism and at the same time work. The factors that lead these people to choose a country like Greece could be studied. The development of actions and policies that reinforce all the elements related to the attraction of this type of tourists in Greece, could be a further study.

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## IMPLICATIONS

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The results of the research showed that Greece can be a place of attraction for digital nomads. They will visit our country, to live for a few months, to get to know its beauties and culture, to learn about our culture, to live experiences and pass on their experience.

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## KEYWORDS

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digital nomads, Greece, Tourism Development

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# Can Stilt Fishing be Developed as a Recreational Tourism Activity? Challenges and Opportunities

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## PURPOSE

Tourism is a rapidly growing industry which has become a major vector of Sri Lanka's economy. Sri Lanka is an ideal destination for tourism and it has long continuous coastal belt. Down South of Sri Lanka is endowed with traditional livelihoods where stilt fishing is one of such attractive activity for tourists. Stilt fishing is a traditional fishing method called as "*Ritipanna*" which can be seen only in Down South of Sri Lanka. There are many water based adventure tourism activities which are highly practiced in Down South of Sri Lanka such as scuba, surfing and etc. Hence, there is a need of increasing diversity of those activities to attract more tourists. This research aspires to explore the current situation of stilt fishing activities as recreational practice and explores opportunities and threats at community level. Further, study elucidate opportunities and challenges in stilt fishing industry to develop as recreational tourism activity and identify factors that are affect on promotion of Stilt Fishing. Additionally as the novel concept the outcomes of this study will aids to expansion of entertainment tourism and hotel sector in Down South of Sri Lanka. Also provides road map to contrive new industries, enterprises and enhancement of livelihood.

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## RESEARCH METHODS

The study uses both qualitative and quantitative approaches. The study sites are Habaraduwa and Ahangama areas in Down South of Sri Lanka where stilt fishing is continuously practiced for centuries. Population of this study was all the visitors (domestic and foreign) who visited selected sites and all stilt fishermen who are permanently resided the study areas. The sample consisted with 100 visitors who visited respective areas and 7 stilt fishermen in both Ahangama and Habaraduwa area. Purposive sampling was used to selecting both stilt fishermen and visitors. Qualitative data was gathered from stilt fishermen using in-depth unstructured interviews while semi-structured questionnaire was fielded to collect quantitative data from visitors. The questionnaire was consisted with 2 sections to identify demographic information and factors affecting on promoting stilt fishing as recreational tourism activity. Qualitative data were analysed using content analysis to identify factors affecting on promoting stilt fishing as recreational tourism activity.

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## RESULTS AND DISCUSSION

The finding of the study revealed economic, social, environmental, cultural and political challenges and opportunities with respect to stilt fishing and tourism industries. As reported, lack of government support, income dissatisfaction, low awareness on tourism promoting strategies, less availability of technological innovations, traditional and community barriers, environmental pollution, fluctuation of situation of the country, micro environmental barriers, lack of investment and less educational

qualification as major challenges while preference of tourists in novel things, traditional value, environmental attraction, high cultural and historical value, climate preference, availability of human resources and employee force were recorded as opportunities in stilt fishing industry.

Also according to tourist's perception low availability of promoting strategies and low awareness on technology and availabilities are the major challenges while satisfaction on available sanitary facilities, food and beverage, policies and regulation, price charging and environmental attraction are the opportunities in development of stilt fishing industry as recreational tourism activity.

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## IMPLICATIONS

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Theoretical and empirical implications were drawn to develop the concept of this study based on the findings. Thus, the paper argues that traditional livelihoods are exclusively attractive and are demanded by all types of visitors as recreational activities. Accordingly, improving government intervention is essential for proper management of this industry. Establishing concessionary financial assistance for traditional fisherman could fulfil the community's financial needs. Women empowerment and encouragement of younger generation are major recommendations to develop stilt fishing based tourism industry. Enhancing awareness on stilt fishing based tourism industry is another aspect to focus. Moreover, establishment of proper management system, empowering the legal environment, diversification of recreational tourism activities in this area, arrangement of internet based promotional activities such as social media, enhancement of food and beverage availabilities by introducing traditional foods, introduce hand crafts businesses, empowering the self-employment, enhancement of entertainment tourism and improvement of homestay accommodation facilities in this area are the recommended strategies to development of tourism industry.

This concept is also applicable for other Southern coastal areas where practicing stilt fishing in Sri Lanka. Furthermore can identify different strategic ways to promote entertainment tourism in those areas.

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## KEYWORDS

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Stilt fishing, recreational tourism, challenges, opportunities

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# Film-Induced Tourism: The Role of Chinese Tourists' Preference in Destination Development

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## PURPOSE

Booming development of the film industry, especially during the pandemic situation (Lothar, 2020), increased destinations intend to advertise and market themselves. Film travel is considered a new fashion in China (Connell, 2012), motivating tourists to follow up the trend 'travel with film' (Teng, H.-Y, 2020). With the continuous increase in the number of Chinese tourists (Wen et al, 2018), there are still destinations that are not ready to accept them yet, which results in a series of conflicts. To solve the essence of this issue, the public deems that solution shall be started from the tourists' demand, and the destination should be developed based on the preference of tourists while considering the benefit of local stakeholders. The study aims to evaluate the hypothesis that if Chinese tourist preferences on film tourism are satisfied, it is conducive to destination development.

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## RESEARCH METHODS

Secondary research gives an overview of the film travel and related products, services, and marketing used nowadays. Case analysis for proving the importance of Chinese tourists and investigating the impact of film travel on local stakeholders and challenges for Japan and Thailand are introduced (Gong and Knight, 2018) (Li et al, 2020) (Thelen, Kim, and Scherer, 2020). The primary research helps to understand Chinese tourists' preferences regarding the film travel destination. The questionnaire survey method with almost 500 sample size was applied to verify the influence of film on people's travel intention and destination development expectation while exploring the Chinese visitors' preference. Focus group interview with a 3-scenario setting was applied, to find out the real expectation before the journey, during the journey, and after the journey.

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## RESULTS AND DISCUSSION

The research results prove that Chinese tourists' preferences on film tourism are satisfied, which is conducive to destination development. The focus group interview findings indicate that Chinese tourists' film travel intentions are positively correlated with photography, film attractiveness, actors' effect, emotional resonance with film story emotion, destination resources, film-related activities, convenience, and comfortability. The social media, we media, and OTA platform are the preferred channels to reach the advertisement of experience-sharing advertorial and video. Interestingly, on one hand, creating an immersive experience with a maximum film restoration degree that combines with all local tourism stakeholders plays a crucial role in all visitors' expectations and improving satisfaction. Meanwhile, innovation and creativity of film-related spots, products, services, infrastructure, and events are preferred. On the other hand, experiencing and learning new things during the journey are their common expectations which can be used for tourist education and promoting the destination' resources such as

scenery, folk culture, and history. Chinese tourists would re-visit the destination only if they are satisfied with the previous experience. Intriguingly, the re-visit reason is no longer primarily focusing on film travel but the destination itself.

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## IMPLICATIONS

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Film tourism generates a considerable influence on the visitors' travel intention (Wu, Fan and Shen, 2020). The current chaotic issue between the destination stakeholders and the increasing number of Chinese tourists can be solved. A better understanding of visitors' preferences and residents' perceptions helps the destination stakeholders and marketers, which leads to more sustainable planning and development of film tourism (Heitmann, 2010). It shall be emphasized that the key finding can be grouped into three stages which are before the journey, during the journey, and after the journey, respectively. The first stage contributes to destination marketing strategy regarding how to influence and attract the Chinese visitors' intention. The second stage is for destination tourism planning of infrastructure, resources skills, etc. The last stage is for developing a strategy that builds and strengthens the connection between the visitors and destination stakeholders. Meanwhile, it lays a solid foundation for film tourism planning and development and contributes to the considerations of future research in destination management. Furthermore, it could be considered as a template for film tourism research on other nationalities', cultures' preference.

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## KEYWORDS

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Chinese Tourists' Preference, Tourist Intention, Film Tourism, Destination Development

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# Leisure activities and life satisfaction: A study of the quantity and quality aspects of leisure activities

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## PURPOSE

Participation in leisure activities can help improve life satisfaction. Nonetheless, the majority of the existing studies have examined the quantity aspect of leisure activities (frequency). A few studies looked at the quality aspect of leisure (self-satisfaction). In addition, little research has been done to understand the role of the relative aspect (comparison between one's own leisure activities and his/her peers' activities). Therefore, the purpose of this study was to examine the role that the quantity and quality (self and comparative) of leisure activities can have with rural residents' life satisfaction. The two research questions (RQ) were as follows.

RQ1. Do frequency of and satisfaction with leisure (self and comparative) significantly affect life satisfaction?

RQ2. Which factor (frequency, self-satisfaction or comparative satisfaction) has the largest effect on life satisfaction?

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## RESEARCH METHODS

Driven by the lack of research in the similar settings, this study chose to focus on the rural area of a developing country: Vietnam. A structured instrument was developed to collect the necessary data. The measures of leisure activities (frequency = 7 points; self-satisfaction = 5 points; comparative satisfaction = 3 points) were adopted from Kuo and Tang (2014), while these of life satisfaction (5 points) were found in Nghiêm-Phú (2018).

The questionnaire was administered to a convenience sample of residents in a rural area of Hanoi in February 2019. A total of 130 questionnaires were collected. However, sixteen were removed due to missing values. Consequently, 114 answers were retained.

Initially, description analysis was undertaken to show that the respondents were not very satisfied with their lives (average life-satisfaction = 2.58 out of 5 points). After that, a series of multiple regression analysis were implemented in IBM SPSS to reveal the effects that the frequency of and satisfaction with the given leisure activities have on life satisfaction.

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## RESULTS AND DISCUSSION

It was found that both the quantity and quality of leisure activities have significant impacts on participants' life satisfaction. However, leisure frequency (quantity) ( $\beta = 0.2386$ ;  $p = 0.0000$ ) seems to contribute more to life satisfaction than leisure satisfaction (quality), from both the personal ( $\beta = 0.2168$ ;  $p = 0.0000$ ) and comparative ( $\beta = 0.2163$ ;  $p = 0.0000$ ) perspectives. This outcome is understandable since leisure is undertaken voluntarily by participants considering their abilities and resources (Stebbins, 2005). Leisure helps participants to relax and recharge, thus makes their life happier.

Among the given leisure activities, using the Internet is the most important contributor of life satisfaction ( $\beta = 0.4564$  for frequency,  $\beta = 0.4485$  for self-satisfaction,  $\beta = 0.4806$  for comparative satisfaction, all  $p = 0.000$ ). This outcome is consistent with findings of previous studies (Liu and LaRose, 2008). Perhaps the decent amount of time spent on the Internet has led to a positive contribution, rather than an opposite observation (Stepanikova, Nie, and He, 2010).

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## IMPLICATIONS

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This study expands the literature on leisure to the rural context of a developing country. It took into account the contribution of quantity and quality of leisure to the achievement of life satisfaction, and found that leisure quantity seems to be more important than its quality.

This outcome provides implications for the management of the quality of life of residents in the rural areas of developing countries, including Vietnam. Specifically, administrators of rural areas might consider developing or improving the Internet infrastructure in order to give local residents more leisure alternatives. On the other hand, Internet users in rural areas should be aware that suitable use can help improve, yet excessive use may decrease, their lives' quality. Diversifying leisure activities should be a priority.

Nonetheless, due to the limitation of setting and sample size, the outcomes of this study cannot be generalized to other rural areas in Vietnam or in other countries. A larger research, therefore, is necessary. Moreover, observation of the importance of the quantity and quality aspects is only exploratory. Thus, future attempts are needed in order to confirm this particular result.

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## KEYWORDS

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Leisure activities, rural areas, developing countries, comparative satisfaction

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# “The travel behaviour of vegetarians and vegans. How the market can attract them as tourists”: The case of Greece as a travel destination for vegans and vegetarians

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## PURPOSE

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The purpose of this paper is the investigation of the travel behavior of vegans and vegetarians. Specifically the research questions are (a) the criteria that vegetarians have when they choose a destination, (b) how vegans behave during the trip (what activities they are looking for, what goals they have, (c) what is necessary for them in order to organize a trip, (d) what kind of difficulties do they face during the trip and finally (e) what kind of media do they use in order to find vegetarian restaurants.

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## RESEARCH METHODS

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The testing of the research questions uses data produced by a primary survey effort in Greece. 218 questionnaire responses were been collected from Greek vegans. The questionnaire used was structured and has thirty-seven qualitative questions, of which thirty-six are closed and one was open. In order to analyze the responses was decided to apply cross tabulation and chi Square( $\chi^2$ ). The questionnaires were shared via email using databases of the sample (purposeful sampling).

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## RESULTS AND DISCUSSION

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The results of the analysis indicate that there is no longer a restriction on food as it used to be while the value of food in the travel experience is. This survey demonstrates the changes in vegetarian preferences over the years since secondary surveys were conducted earlier than the primary in 2020. The survey showed that the main motivation of vegan travelers is leisure, entertainment, visiting relatives, and historical monuments.

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## IMPLICATIONS

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Studies on the criteria of vegetarians and vegans when traveling, do not exist, nor has it been investigated in general, the profile of the vegetarian traveler, what services the need from to receive, what they are looking from a trip, what is necessary for them to travel. The studies that have been done concern a specific area and do not analyze in general, the preferences of vegetarian travelers and how businesses

could attract them. In the future there could be further research on vegan travelers which could focus on businesses, how businesses are trying to reach vegans in order to come to a conclusion related to the level of service provision.

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## KEYWORDS

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Vegans, Travel behaviour, Food experience, vegan travelers, Greece

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# Developing Divisoria as shopping tourism destination amidst Covid-19

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## PURPOSE

The inevitable circumstance of Covid-19 to different tourism destinations requires a concerted effort of the government, industry, and academe in finding ways to continue tourism activities which safeguards the health of the people while contributing to the economic development of a destination. Thus, this research focuses how Divisoria may be branded as a potential shopping tourism destination for local and foreign tourists. Specifically, the variance in the assessments, motivating factors for shopping, and the necessary actions to make Divisoria an adept tourism destination that ensures welfare of tourists amid Covid-19 pandemic were investigated.

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## RESEARCH METHODS

This study employed a mixed method research design -- qualitative and quantitative research. Six (6) tourists were initially interviewed on how they think Divisoria can be promoted as a shopping tourism destination in the country and how the destination can be adept to Covid-19 pandemic. Sixty (60) respondents were then surveyed on the potential of Divisoria on being a tourist shopping district, focusing on the aspects of shopping culture, service quality, product value and reliability, physical features of stalls and supporting facilities.

Interviews were transcribed and coded, then thematic analysis was done. Meanwhile, survey data were tallied and encoded. Weighted mean and t-test were used in the assessment of the destination and the differences in assessment.

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## RESULTS AND DISCUSSION

Based on the weighted mean, local tourists rate the shopping culture, product value and reliability, service quality and physical features of stalls as very satisfactory. The aspect of supporting facilities is only given a rating of satisfactory. Meanwhile, foreign tourists rated shopping culture as excellent while product value and reliability and service quality were rated as satisfactory. Physical features of stalls and supporting facilities were rated as satisfactory.

The variance in the assessment of foreign and local tourists in the shopping culture signals a branding potential of Divisoria as a shopping destination focused on culturally diverse shopping experience that may attract more tourists. Tourists are found to be motivated to shop in Divisoria because of being a shopping haven with cheap finds, accessibility to transportation, variety of goods sold, and availability

of local produce. They are also attracted to visit Divisoria due to the accounts of family and friends which increase their curiosity of the place, as well as the association of the destination to holidays. The added value of experiencing vast cultures in the Philippines through Divisoria can be considered a unique selling proposition of the place that may translate to multiplicity of positive word-of-mouth marketing.

As physical features and supporting facilities are only rated as moderately satisfactory, the structural design and amenities for shoppers needs to be revisited. Redesigning of store layout, improvement of toilets, and other facilities related to health and safety may be considered as bases for development. These findings provide a new avenue for the Philippines to promote tourism, not only through its natural resources, festivals, and events, but also in shopping experience which can be a recovery strategy for the Philippines in regaining economic gains for different stakeholders.

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## IMPLICATIONS

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Show here how the results connect to policy and practice, and provide suggestions for follow-up, future studies, or further analysis. Do not change formatting!

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## KEYWORDS

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With the intermittent travel restrictions among both local and foreign tourists, mall administrators of Divisoria must capitalize the current low volume of shoppers as an opportunity for needed structural renovations. Divisoria should be recreated as a shopping tourism destination that does not only provide shopping needs of tourists, but also ensure customer mindset that the shopping experience itself can still be safe and enjoyable despite the onset of Covid-19 pandemic.

Since Divisoria has established an image of being the top-of-mind choice when doing holiday shopping for a variety of low-priced goods and tourists value the narrative accounts of shoppers with previous shopping experience in Divisoria, a strategic brand management is needed to strengthen the features and benefits marketing and promotion of the place. Capitalizing on the rich cultural diversity present in Divisoria shopping would make this an attractive shopping destination not only to foreign tourists, but also to the locals.

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# New priorities influencing the travel decision: Can VFR travel get a leading role after the pandemic?

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## PURPOSE

This study aims to discuss the travel motivations before and after the pandemic, the changing expectations of travelers, and the demand gathered around VFR travel. Participants were first asked what the factors affecting their travel motivation before the pandemic and the types of tourism they participated in. Later, they were invited to explain in detail how their priorities in travel decisions were shaped with Covid-19.

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## RESEARCH METHODS

Interviews were conducted with 10 people in February 2021. Individuals who regularly joined in tourism activities during the last 5 years (2015-2019) before the pandemic were targeted. Purposive sampling was used to select the participants and semi-structured interview technique was utilized. More specifically, an attempt was made to reach people who were thought to have the most comprehensive information on the subject. This method is widely preferred in qualitative studies. In this sampling technique, the aim is to gain insight and deep understanding of the phenomena rather than generalization of findings. To gain this insight, cases with rich knowledge that can answer research questions or broaden the context with an in-depth perspective are chosen (Patton, 2002, p. 46). Interviews were conducted online and lasted between 30-40 minutes. Apart from sharing the general lines of the research, the researcher did not interfere with the participants at all and left them completely free on the course of the interview in terms of the scope of the answers. Feedback compiled as study data were re-sent to the participants in the final stage for review and the validity and reliability of the study was thus tested.

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## RESULTS AND DISCUSSION

Before Covid-19, sea-sand-sun tourism and cultural trips were the most preferred travel types, followed by business trips and VFR travel. With the pandemic, it is clear that travel plans and motivations were reshaped for the short and medium term. Specifically; almost all of the participants emphasized that not seeing family members and close friends for a long time during the quarantine days was the most difficult thing for them. They underlined that the first plan is to meet with their loved ones when the restrictions are removed and that this travel motivation may not change for a long time. Covid-19 psychologically strengthens the spiritual ties and the desire for social connectedness between people, so the importance of leisure time that can be spent with family or friends increases even more (Aebli et al., 2021). The most repeated issue by the participants regarding the factors that will affect their travel decision is "the priority of safety feeling". The anxiety that occurred in people during the pandemic creates a prejudice about the adequacy of the measures taken in tourism enterprises / destinations (Neuburger and Egger, 2020). This concern distracts them from accommodation in a place or other types of travel requiring a lot of physical contact. Some of the research implications coming to the fore are the fact that the desire to stay at their relatives' homes or to evaluate alternatives to spend time with them is intensified (such as caravan and apartment rental, or daily nature tours).

The findings of the current research will make important contributions to the literature since the roles that traditional travel types such as VFR can undertake after crises are largely ignored.

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## IMPLICATIONS

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The desire to come together with loved ones is expected to increase the rate of participation in VFR travel in the coming years and this mobility will help to revive the tourism sector (Hall et al., 2020). Motivating people that it is safe for them to participate in local activities with family members or friends and to visit the tourism attractions in their region can be considered as “an early recovery post-crisis strategy for tourism destinations” (Rogerson and Baum, 2020).

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## KEYWORDS

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Covid-19, travel decision, VFR travel

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# Corporate security in tourism – the example of Slovenia

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## PURPOSE

The aim of this study is to develop theoretical framework and practice of the corporate security in tourism. The research study provides an analysis resulting in findings and conclusions which can be implemented in order to reduce the risk and to ensure suitable security within health resort tourism in Slovenia.

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## RESEARCH METHODS

The study begins with research questions dividing the analysis into qualitative and quantitative part. For the qualitative findings, the document analysis and interviews were used as relevant sources. The analysis of data was based on the content analysis method where the collected data were processed via Atlas.ti software and manual processing. The quantitative part was provided by carrying out anonymous questionnaires among guests within chosen health Slovenian resorts. Furthermore, the analysis of internal documents was used for this part. All collected data gained in quantitative research were processed with the help of descriptive statistics and factor analysis. The analysis and interpretation below of this article are not separate, which is not uncommon for mixed-method research. In doing so, this contribution draws on Green's (2008), which discusses research using mixed methods and also highlights how to understand such research.

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## RESULTS AND DISCUSSION

The first part of results analysis, factor analysis consists of the factors divided into 6 sections which were constructed by combining of 100 opinions. In guest survey, the findings have proved that with aging people become more careful and sensitive in the question of their security. As the majority of respondents were female, the responses made by them have shown they have a greater degree of agreement in the case of personal security related to the violence and abuse of women. The security in health resorts ensured by police and army has demonstrated to be unimportant unlike general personal security. The respondents agreed the most on the statement that organisational security in wellness is important for health resorts. The results have proved the respondents value hotel security the most while the metal detectors for weapons in hotel entries found to be at least important. The qualitative part was held through interviews which were processed and formulated into conclusions which will be used for improvement of the corporate security for tourism and for presentation to health resorts in Slovenia. In the modern literature and research, were found that there is no definition of corporate security in the field of spa tourism, which would explain corporate security. According to the results among the participants in the research and analysis of the submitted internal documents of the health Slovenian resorts, we conclude that there is no specific model of corporate security that refers to this type of tourism. A multidimensionality or the understanding of the concept of security in the health Slovenian resorts manifests itself as a state / process, an emotional dimension and a value / conative dimension. In

conclusion were identified and studied the factors influencing decision-making in the processes of managing corporate security in spa tourism.

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## IMPLICATIONS

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The contribution to the corporate security in tourism was provided by the results showing the importance of internal security in Slovenian health resorts. Security is perceived as a decisive factor in tourism and therefore the theoretical and practical improvement should be the basis for reducing the risk and providing.

The challenges for further research have been seen in the fact that the proposed theoretical model could be implemented as a sample or experiment in one of the health Slovenian resort and test its operation. This research proposed the first theoretical model of the corporate security.

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## KEYWORDS

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globalisation, corporate security, tourism, health resorts, Slovenia

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## ROOM 9 WINE AND GASTRONOMY TOURISM, Session Chair: Theodosios Tsiakis

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# Heritage And Wine Tourism for Chinese Tourists: The Cases of Study in Priorat and Ribeira Sacra Of Spain

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## PURPOSE

In the 21st century and specially after the world pandemic COVID-19, the tourism sector is undergoing great changes as a result of travelers looking for unique and outdoor products to enjoy different experiences, involving new trends in tourism, especially in non-traditional destinations and changing the needs and attitudes of tourists. In this sense, the tourist is currently more and more motivated by sensations and the search for new experiences. In this context, in which the experience is a fundamental objective, some tourist modalities such as gastronomic tourism, wine tourism, culture tourism and heritage tourism emerge as practices aimed at satisfying the new demand. This context is present in the current tourist flows and it also constitutes a relevant motivation in the growing demand of wine tourism.

The main objective of this study is to carry out research on the development of the supply of wine and heritage tourism in the renewed and heroic wine regions of Spain: Priorat and Ribeira Sacra (close to Barcelona, France, Portugal and Santiago de Compostela) and the demand for wine tourism for Chinese cultural tourists, in order to identify the adjustments that must be made in the planning and applications between the knowledge of western wine tourism and the renovation of wine tourism products in Spain and Europe.

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## RESEARCH METHODS

1) Bibliographic consultation: A comparative analysis of geographical, heritage, viticulture and gastronomic documents from a critical perspective is planned: presentation of geography, culture, enogastronomic supply and demand and development strategies to understand the characteristics, the products offered, the development strategies and to make a comparison between them.

2) Data analysis and exploitation: analyze variables of quantity and quality is foreseen in order to evaluate the wine and heritage demand of the Chinese tourists and the elaboration of specific cartography: with the objective of visually capturing data, and making the geographic distribution and concentration of wine and heritage visits more comprehensible.

3) Field work: work of observation on the ground and compilation of a database of images on heritage and wine tourism issues. We planned to interview experts and associated social actors to obtain a professional opinion on the subject and a more global vision of the cases.

4) Benchmarking: work: Benchmarking with the best wine tourism routes or heritage tourism routes in the world and comparatively in Spain.

Examples externs: Chinese wine and heritage tourists visits on France, Portugal, China.

Examples interns: Chinese wine tourists visits on Rioja, Jerez, Rías Baixas, Penedes (Spain).

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## RESULTS AND DISCUSSION

The present research, therefore, aims to show the potential of wine and heritage tourism in Spain and the emerging demand for international tourists in China for its wine and heritage resources. The current context of change in tourism heritage as a result of the COVID-19 pandemic is valued as an opportunity also for the development of destinations that do not present the saturation that characterizes some cultural destinations located in urban environments in Catalonia and Galicia in Spain.

Wine tourism experiences in Spain are linked with new perspectives on sustainable practises of tourism that connect well with the Chinese cultural tourists expectations. This flow is very interested in Spain and Europe for its cosmopolitan, ancient and digital image, and seeks to interact with the local community, and in the different seasons. Its population stands out for its growing interest and appreciation of the experiences and in-depth visits to tourist destinations, as well as its freedom in the process of travel.

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## IMPLICATIONS

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This research will contribute to provide guidance to improve the position of the heritage and wine tourism resource, products in Spain and to implement better results derived from the knowledge of the Chinese tourism, with the aim of increasing the heritage and viticulture exchange between Spain, Europe and China.

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## KEYWORDS

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Culture tourism, wine tourism, heritage tourism, sostenible tourism, Europe, Spain, COVID-19, Chinese outbound tourists.

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# Gastronomic Tourism and New Paths

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## PURPOSE

The relationship between tourism and food has been the subject of study in tourism for the past three decades and its growth and popularization have been included in the most recent years (Ellis, Park, Kim & Yoeman, 2018).

The present study was carried out within the scope of the Master's Degree in Tourism Management and the purpose is to establish the relationship between the concepts of tourism and gastronomy. Furthermore the study aims to understand the types of motivation and tourists' profiles, with focus on the senior segment as a new path for gastronomic tourism. In fact, the senior segment being the most interesting group for tourism in the near future, remains understudied within the gastronomic tourism context.

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## RESEARCH METHODS

This study is based on an extensive literature review, including the most relevant international scientific contributions in the field of tourism about gastronomic tourism, tourists' motivation and profile.

Initially, the relationship between tourism and gastronomy is presented using the most recent research articles, based on the authors Ellis et al. (2018) and Sandybayev (2016), while to study the motivations, several case studies are presented, namely the one that focuses on Portugal in 2020 according to Cunha (2020).

Additionally, it also refers to the senior segment as a sector to be developed and explored by tourism markets, which is defined by Alén, Losada and Carlos (2017). It is clear that the senior segment deserves greater attention on the part of the tourism industry and that tourist destinations should promote the development of gastronomic tourism in this emerging niche (Balderas & Patterson, 2020).

Regarding the empirical results, it should be noted that this is a conceptual work. Therefore, its significance covers the generalized literature on the subject, narrowing into a relevant subtopic with perspectives for future investigations.

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## RESULTS AND DISCUSSION

Gastronomic tourism has shown growth worldwide, which translates into an increase in the awareness of destinations of gastronomy as a mean of diversifying tourism and national economic development



(World Tourism Organization, 2012). In addition, it means visiting producers, gastronomic festivals, restaurants, which purpose is to taste fine delicacies (Mitchell & Hall, 2003).

According to World Tourism Organization, gastronomy has not been considered the prime travel motivation, followed by cultural interest and nature (Berbel-Pineda et al., 2019). This is due to gastronomic tourism which is associated with cultural tourism as an element of contribution (Robinson & Clifford, 2012), and also its subcategories (Updhyay & Sharma, 2014).

Sie, Patterson and Pegg (2015), consider the senior segment as an emergent market and refers to individuals who appreciate local gastronomy and enjoys life peacefully. They have more time available and high purchasing power to travel, which are important characteristics considering the times of low tourist influx.

The conclusions from this study imply that the gastronomic tourism has been developing along the last decade, but it is not decisive in the choice of the destination by tourists. On the other hand, not much literature is available regarding the seniors in this context.

It is hoped that the article will contribute to the development of Science in the areas of gastronomic tourism, and that it may constitute a framework for future investigations.

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## IMPLICATIONS

The study emphasis the relevance of the senior segment for Gastronomic Tourism Destination management in order to provide effective communication and marketing strategies. Thus, the study contributes to destination management and marketing and also to tourism literature development in Gastronomy and Tourism.

For future research it would be interesting to broaden and deepen the topic of slow food in the senior segment: to understand what they value most in enjoying a gastronomic experience; to investigate whether changes of their five senses influence their satisfaction with the experience; realize if they are influenced by opinions reported by friends and relatives, and also comprehend whether their health issues influence their choices.

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## KEYWORDS

Tourism, Gastronomy, Gastronomic Tourism, Seniors, Motivations.

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# Gastronomy and cultural tourism in João Pessoa-PB / Brazil: appreciation and post-pandemic recovery

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## PURPOSE

Gastronomic tourism through restaurants and the like, located in historic centers, can contribute to the preservation of material heritage. In this context, the historic center of the city of João Pessoa, Paraíba, has a great historical and cultural value, with constructions that refer to the first years of the city's foundation, however, it is in relative abandonment, with many idle buildings and others that, due to lack of maintenance, they collapsed. Only the ruins are left. In the year 2020, with the coronavirus pandemic, the problem of abandonment became even more serious, as the need for social isolation put the activities in bars and restaurants in financial difficulties, when it did not cause them to close. Thus, this work aimed to analyze the contributions of gastronomic tourism, in the historic center, for the preservation of cultural heritage in a post-pandemic scenario. In this sense, the question that guided the study was: how can gastronomic tourism contribute to the preservation of the historic center and assist in the economic recovery of the region in the post-pandemic?

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## RESEARCH METHODS

The study is based on bibliographic and documentary research on gastronomy, historic center, cultural heritage and Covid-19. To answer the objective, a research with qualitative analysis was carried out, where, the object of this study were the bars and restaurants located in the historic center of João Pessoa, capital of the state of Paraíba in Brazil, due to gastronomic tourism and its contributions to the preservation of spaces.

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## RESULTS AND DISCUSSION

The tourist has, through gastronomy, the opportunity to connect with the visited place, to live the experiences and the ways of life of the locality. However, from the year 2020, due to the Covid-19 pandemic, travel had to be postponed and this had an impact on sectors related to tourism, especially for bars and restaurants. According to the data analyzed, the impact of the pandemic was severe, in such a way that, for the recovery of tourism, the sectors related to the activity will need to grow more than 17% in the years 2022 and 2023 to normalize the activity in the levels before the pandemic. In this context, it is important to enhance the performance scenario, that is, the operation of restaurants in buildings in the historic center has the potential to attract more visitors, enabling a greater appreciation and

conservation of the historic center, contributing to the recovery of the economy in this post-pandemic scenario. The situation in the historic center of the city of João Pessoa is delicate, as the lack of investment is evident and, in the research, no prospects, projects or actions were found to encourage the development of the gastronomy sector, which can contribute a lot to conservation and the enhancement of this historical and cultural heritage.

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## IMPLICATIONS

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The Covid-19 pandemic imposes many restrictions on tourism, travel is postponed and as a consequence the hotel chain and gastronomy are severely affected. In this scenario, investment in domestic tourism presents itself as a viable alternative, the research found cases of success in historic centers in other cities that helped to recover tourism and also contributed to the protection of historical heritage. In this sense, the data analyzed indicated that the possibility of transforming the historic center of João Pessoa into a tourist and gastronomic hub is viable, thus contributing to the development of the city. The government must work in partnership with the private sector and propose investment in the place, develop protection policies that allow the use of the buildings so that their characteristics are preserved. This study found the need for more research on gastronomic tourism, in the historic center of João Pessoa, capital of the state of Paraíba (Brazil), and studies to understand the existing restrictions for the use of protected properties.

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## KEYWORDS

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Cultural Tourism. Gastronomy. Gastronomic tourism. Cultural heritage. João Pessoa.

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# Profiling Portuguese wine tourists: Demographics, travel behavior and wine involvement

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## PURPOSE

Wine tourism is a type of special interest tourism with large growth potential, however requiring professional well-targeted product development. In this sense, wine tourists' profiles must be understood, their travel behaviour and motives, permitting wineries to build strong relationships with their market through wine tourism offerings that match their expectations (Pratt, 2014). In this context, also wine involvement should be considered, which stands out as a relevant variable distinguishing wine tourists and suggesting distinct wine tourism experience designs (Cohen & Ben-Nun, 2008; Rodríguez Santos, Cervantes Blanco, & González Fernández, 2006; Wu & Liang, 2020). The present study explores the profile of wine tourists in three wine routes of the Central Region of Portugal. The main research questions are: 1) what is the profile of the wine tourist with regards to demographics, travel behavior and degree of involvement with wine? 2) Is it possible to distinguish wine tourist profiles depending on the degree of involvement with wine?

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## RESEARCH METHODS

The present study is part of the research project TWINE: co-creating sustainable Tourism & WINE Experiences in rural areas. Through a survey-based quantitative methodology, with questionnaires available in four versions, information was gathered on travel motivation, features of the current trip and travel behaviour, involvement with wine and socio-demographics. Items are mostly measured by a 7 point Likert scale. In addition, multiple choice and open-ended questions were used. Questionnaires were self-completed, however with assistance, whenever necessary. A total of 506 questionnaires were completed, using a cluster sampling approach, from August 2019 to September 2021, in diverse attraction points and at different days in different seasons. SPSS 21.0 was used for descriptive statistics and group comparison, particularly between 'curious tourists', 'wine interested' and 'wine lovers' (Hall, 1996), approximately assessed with a 5 items wine involvement scale. Chi-square tests or One Way Anova permitted group comparison, with a significance level of 0.05%.

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## RESULTS AND DISCUSSION

This study offers relevant insights about the wine tourism market in the Central Region of Portugal. The identified sociodemographic tourist profile is similar to that found in other wine tourism studies: middle

aged, highly educated, professionally active, domestic tourist, with urban origin, travelling independently in small groups, and staying for short periods in hotels (Charters, & Ali-Knight, 2002; Cunha et al., 2020). About half the sample shows an average involvement with wine and attractions most visited are not exclusively related to wine, reinforcing the idea of wine tourism as “terroir tourism” (Holland, Smit, & Jones, 2014). Still, diverse levels of wine involvement were identified, with women tending to be more present in the ‘curious tourist’ group, while men fall relatively more into the ‘wine lover’ category. Differences between wine involvement groups become further evident in the motivation for visiting the region, activities undertaken and main attractions visited. This diversity shows a distinct role of diverse ‘terroir features’ for the identified segments, while most travel actually occurs in groups, where distinct travel desires are typically matched in concrete travel decisions and visitation patterns.

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## IMPLICATIONS

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This study provides relevant insights about the features of and heterogeneity within the wine tourism market in Central Portugal, suggesting corresponding differentiation in wine tourism development and marketing both at the level of wineries and wine destinations. Wine involvement is confirmed here as a relevant variable for segmenting the market. Additional studies that may replicate our approach in other regions, also looking at the (differential) appeal of other tourist attractions in combination with wine. This should enhance our knowledge on how to best manage the wine destination from the perspective of “terroir tourism”, making the best use of diverse terroir resources and thereby enhancing sustainable regional development.

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## KEYWORDS

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Wine tourism, tourist profile, demographics, travel behavior, wine involvement, market segmentation.

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# Women in the lead of wine tourism: How do women differ from men in leadership activities in two Portuguese wine routes?

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## PURPOSE

Tourism supply shows typical gender roles in the provision of certain services, with women not generally assuming leadership roles in tourism businesses (Bessière, 2014). However, while recognizing gender differences regarding leadership and the empowerment of women in wine tourism, to the best of our knowledge, past scientific research has insufficiently addressed leadership issues, associated with gender. Integrated into a broader project - TWINE co-creating sustainable Tourism & WINE Experiences in rural areas - this paper's research question is: are there differences in terms of leadership strategies and behaviors adopted between men and women in the context of wine tourism? In this sense, this paper aims not only to characterize women's profile in management positions in wine tourism but also to compare women and men in such leadership positions, considering different aspects of leadership behaviors and practices. Variables considered in this analysis are psychological characteristics, management practices, definition of objectives and strategic options, establishment of networks and the product offered.

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## RESEARCH METHODS

This study is an exploratory qualitative research. Data was collected and analyzed using 18 in-depth interviews with wine tourism suppliers from 2 Portuguese wine routes in Portugal's Central Region (Bairrada and Dão). Wine route stakeholders interviewed for this paper included wine producers offering traditional wine tasting, selling and winery tours and accommodation unit owners. Interviews, lasting about 40 minutes each, were undertaken online or via telephone. All the interviews were verbatim transcribed and imported into NVivo software. A content analysis was performed (Hsieh & Shannon, 2005). For codification, previously identified key concepts from the literature and media debate were used as initial codes, with other codes emerging from the interpretation and codification process. Codes and sub-codes were constantly reviewed for consistency and recoded when necessary (Miles, Huberman, & Saldaña, 2014). The content analysis followed an interpretive perspective, with overlapping content observable and the same comment possibly being coded into more than one category. Non-parametric statistical analyses, using SPSS, were additionally applied to reveal gender differences, considering a significance level of 0.05.

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## RESULTS AND DISCUSSION

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This study presents a gender comparison regarding management practices and leadership strategies in wine tourism, an apparently underinvestigated research field. With regards to leadership behaviors, categorized according to the Integrative Model of Leadership Behavior (Behrendt, Matz, & Göritz, 2017), women show a more “relational behavior orientation”, particularly concerned with welcoming tourists and creating positive relationships with them. In this context, women also make greater use of new information technologies and social networks to communicate with their customers. As for management practices, women tend to assume shared management practices while men more often assume an individual management posture. These results are congruent with previous studies in wine tourism which have shown e important gender differences in management practices (e.g., Bessièrè, 2014). Despite this, there are also some studies (e.g., Figueroa-Domecq, Palomo, Flecha-Barrio & Segovia-Perez, 2020) revealing similarities between women and men in the lead. Also in our study, there are no gender differences in terms of psychological characteristics or other leadership behaviors and practices analysed, with both men and women adopting mainly behaviors that may be classified as “task oriented to change”, with a preference for informal planning and expressing concerns about global business sustainability. These results may be impacted by the fact that interviews had been mainly undertaken within the covid-pandemic context.

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## IMPLICATIONS

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The results may show the potential and challenges of female leadership in wine tourism, while also the distinct role of female leadership for enhancing this sector needs to be recognized, particularly in furthering relational facets of the activity, important for managing human resources, partnership network and relations with clients. This is particularly important in rural areas and in sectors such as wine tourism, where women tend to have less visibility, thereby contributing to deconstruct gender stereotypes. Future studies, combining qualitative and quantitative approaches are needed to deepen these issues in larger, representative samples of wine tourism agents.

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## KEYWORDS

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Wine tourism, gender studies, leadership, management practices.

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**ROOM 10 CRIME AND CORRUPTION IN TOURISM, Session Chair: Chryssoula Chatzigeorgiou**

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# The influence of spatial infrastructure on resort hotel crime. A case study in Crete

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## PURPOSE

The main goal of the research concentrates on exploring the way that the spatial infrastructure of resort hotels can deter or reinforce the crime occurrences. What is of importance to this study is the relationship between the space allocation of resort hotels in Crete and the volume of security that this offers to the premises. The reason for choosing resort hotels is mostly because of their target – market that defines their infrastructure. A resort hotel is a property where guests have to experience leisure, consequently, it is not possible to design a facility that is completely secure with regards to spatial infrastructure.

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## RESEARCH METHODS

The researchers applied the grounded theory as more suitable for non-standard data analysis. The study concentrated on 10 properties located in the areas of Rethymno, Heraklion, Elounda and Agios Nikolaos. A form of non probability purposive sample was applied. The methods of the research were three: a) Direct observation and measurement of hotel infrastructure and key variables in the sample hotels, with the aid of a check list instrument, b) Interviews with an expert panel and forced choice ranking of key variables, c) Semi- structured interviews with hoteliers. Concerning the categorization of variables, they were divided in two groups, the exterior and the interior security factors. The phrase exterior security factors, accommodates all security variables that exist on the premises, around the facility, whereas interior security factors include variables that have to do with the buildings themselves.

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## RESULTS AND DISCUSSION

In terms of exterior security factors, location seems to play a considerable role to the security level depicting that rural areas have the advantage over urban. Neighboring especially, defines the levels of security applied in hotel premises. Multiple entrances weaken the effective surveillance, whereas perimeter fencing is of vital importance to hotel security. Bordering with coastline is a serious security issue for maritime properties. Most of parking areas are located within visual range of the guarded gates, so they do not consist of a threat to guest security. As for interior security factors, monolithic constructions are easier to secure than multiple or spread- out constructions. Ground floor rooms gather the majority of criminal outbreaks due to ease of access and escape. During operational seasons, rooms and public areas close to the seafront are mostly targeted.

This trend shifts to back of house areas when the hotels are closed. A number of work stations and facilities located on specific positions or entrances, provide more chances of natural surveillance. Lighting and surveillance are the two main means for keeping interior corridors safe for guests.

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## IMPLICATIONS

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Architects should take into consideration the daily operation of a hospitality property before designing buildings. Placing a large amount of ground floor windows or open pathways could allow for more lighting and better access; however, those features render the property more vulnerable to criminal acts. The application of some simple ideas, such as the use of natural materials, as means of diversifying security areas or the allocation of work stations and facilities on specific positions or entrances, perhaps increase the aesthetic of the property along with the security standards.

Further investigation should take place inquiring the differences in hotel security between operating and non operating seasons as findings strongly support that there is significance change in security volume. A future research could also look at customer perception issues, comparing the perceptual and actual security.

Authors have detected a link between spatial infrastructure and crime, yet, physical infrastructure is not seem to be the only factor influencing crime. Low criminality rates in Crete could have also played a vital role in the effects of this research. The findings can be more enlightening if a similar research will be conducted in an area with more distinct levels of crime.

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## KEYWORDS

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Infrastructure, crime, security, resort hotel

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# Tourists' safety in Cape Town Townships, South Africa.

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## PURPOSE

Cape Town townships, important tourism destinations in South Africa, have earned a reputation for being high crime ridden areas. This research explored tourist safety perceptions in prominent tourist townships of Gugulethu, Khayelitsha and Nyanga areas in Cape Town. The purpose of this research is to uncover and recommend ways of maintaining tourists' safety whilst visiting Cape Town townships.

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## RESEARCH METHODS

The research employed a quantitative approach (questionnaire survey), and collected data from 171 respondents (tourists) in Cape Town Townships. A non-probability sampling approach following a convenience sampling procedure was undertaken in this research. The study used inferential statistics for data analyses (correlation test and regression analysis). Reliability of the data was tested through the use of Cronbach Alpha's coefficients. Due to low tourists' numbers in the townships, at the time this study was conducted, this research did not reach large enough sample size planned for tourists' respondents. Due to this relatively small sample size (171) the results obtained from data analysis may not have yielded irrefutable findings regarding tourists' perceptions. However, being that this study is more exploratory than conclusive, this sample size (171) yielded results that capture tourists' perspectives, adequate enough for the regression analyses performed, and on which more conclusive research can be done.

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## RESULTS AND DISCUSSION

Tourists attributed high crime rate in townships mainly to poverty, high unemployment, drug addiction, formation of gangs and a lack of basic education. High level of poverty, drug abuse and related crime deter tourists from visiting the study areas; while the knowledge of contributing to the economic development of the study areas encourage tourists to revisit. It is important to note that tourists in general hold a positive perception of Cape Town townships, irrespective of their reputation of being crime ridden. This research complements previous works done in this study area and adds value to the existing knowledge by augmenting and enlarging the academic knowledge in this area of research. The results will aid tourism destination management organisations and marketers to plan and deliver tourism services and products that do not only satisfy tourist needs but also ensure the sustainable offering of these services and products over the long term, and assuring tourist safety.

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## IMPLICATIONS

The study recommends that tourists' visits to Cape Town townships should be with a guide or a person that is familiar with the areas and the people around. This will curtail the risk of tourists falling victims

of crime whilst visiting townships. Collaborative efforts orchestrated by the Cape Town Tourism Department with the police department and other industry stakeholders will create harmony in the tourism industry including townships. Establishing network of allies with other stakeholders will create peaceful and safe environment for tourists in townships. Similar research can be conducted in other major townships in South Africa where tourism is contributing significantly to the local economy (such as townships in Durban and Johannesburg), and in other major townships in the African region, especially sub-Saharan Africa, to check for similarities and differences in findings.

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## KEYWORDS

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Townships, township tourism, poverty, crime, tourists

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# British Columbia Hotel Association's roles and responsibilities in putting an end to human trafficking, Canada.

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## PURPOSE

The main purpose of this study is to identify the hotel employees' awareness, training, policy and procedures in the practice of reducing human trafficking by the British Columbia Hotel Association's in British Columbia, Canada.

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## RESEARCH METHODS

Unstructured questionnaires distributed to 20 hotel managers and employees. The questionnaire designed with various questions including demographics data, training facilities, awareness and policy implementation opinions. Only 10 hotel managers' and employees' information was collected from different geographical locations due to COVID 19 pandemic challenges. The primary location was selected in British Columbia hotels to identify the preventive measurements and awareness of human trafficking in the hotel industry. An interpretivism research philosophy is conducted and mixed-method applied. An online survey method conducted to gather data. There were different variables included such as experiences, income, understanding of the importance of human trafficking and preventive measures. In addition, the sample size was non-biased and a simple random technique applied because it was important to collect quantitative and qualitative data.

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## RESULTS AND DISCUSSION

Overall, the result indicates that the majority of the employees and managers are working many years within the organization but always busy with operational responsibilities. In the second section of this study, the result shows that majority of the employees and managers have limited training or awareness workshop facilities regarding human trafficking in the hotel industry. Few corporate hotels have generated the concept of human trafficking but still, there is a lack of training facilities. However, the results also indicate that the small-medium hotels are not fully functioned or aware of human trafficking in the hotel industry.

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## IMPLICATIONS

Furthermore, this research highlights that there is an opportunity to provide information and connect awareness about human trafficking in the hotel industry to an expansive community in British Columbia, Canada. The trafficked victim's journey conceptual framework indicates that it is important that the hotel employees are core and central in communication in order to help them handle situations that involve human trafficking in their establishments. It is also necessary for hotel owners to understand the importance of human trafficking in the hotel industry in British Columbia, Canada. The British Columbia Hotels Association may have a more pro-active approach.

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## KEYWORDS

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Human Trafficking, Awareness & Training Facilities and British Columbia Hotels.

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# Corruption in public sector and its influence on sustainable tourism development

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## PURPOSE

The economic crisis that catalyzed the global economy in the last decade (Samitas et al., 2018a) could not leave tourism unscathed, imposing actions that in many cases led to phenomena of over-tourism and waste of resources (Du et al., 2016, Antonakakis, et al., 2015, Ormerod, 2016, Marsiglio, 2017). In the effort to address overtourism and its effects on societies (Muler et al., 2018, Nunkoo & Gursoy, 2012) the need to find the limits of carrying capacity was highlighted. Carrying capacity affects, among others, the sciences of biology, sociology and geography and it has been studied by researchers from as early as 1930. Since 1960 the effect of carrying capacity in managing the impact of tourism has been constantly investigated (UNWTO, 2020a).

The analytical framework of sustainability is broad (Waligo et al., 2013) including economic (Verstegen & Hanekamp, 2005), environmental (Videira et al., 2006) and socio-cultural issues (D'Angella and Go, 2009), while issues such as ethics (Bramwell and Lane, 1993) are included in the sustainability debate. Despite the fact that the corruption of individuals has been studied in matters of electoral processes (Batzilis, 2019), to the extent of its effect on attracting tourists (Santana - Gallego et al., 2016), on the competitiveness of states (Gomez-Vega and Picazo-Tadeo, 2019, and Saha and Yap, 2015) and the well-being of citizens (Tay et al., 2014), the effect of corruption on indicators of the carrying capacity of destinations has not been investigated. Tourism affects millions of people across the length and breadth of the earth (UNWTO, 2007). As in any business of this size, where huge amounts of money and information are circulated, so in tourism there is fertile ground for corruption and the commission of financial crimes (Papathanasis et al., 2017). Greece, according to the Transparency International Index, improved during the period from 2012 to 2019 and scores 48/100 for perceived corruption in the country and is in 60th place, out of the 180 countries studied by this index (Transparency International, 2020). The purpose of this paper is to explore the carrying capacity as it affects the sustainable development of the regions but in the light of the impact of corruption on tourism, a research gap that is not covered by the available global literature.

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## RESEARCH METHODS

In this study, quantitative research was selected using a structured questionnaire that included qualitative variables as corruption is not a factor that can be studied directly but requires the combination of several individual variables to give some safe conclusions and highlight its contribution to sustainable tourism development. The study areas were extracted from the literature review and mainly from the tourism development indicators for the various regions of Greece. Thus the regions of Attica, Southern Aegean, Ionian Islands, Crete and Central Macedonia were the study areas. The study population consisted of the public servants of the administrative authorities directly involved with tourism development. The study's sample was 542 questionnaires, an adequate number for Structural Equation Modelling (Zafeiropoulos, 2012), distributed among the various public financial agencies.

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## RESULTS AND DISCUSSION

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Covid – 19 affected the global economy and forced the population around the world to respect Earth, Environment and Sustainability. It also highlighted, in the most dramatic way, the impact of human activity on the planet and the sustainability. It became apparent that the mass tourism model led to the lack of interest on behalf of the tourists for the overcrowded destinations and their turning to destinations that would encourage their contact with an authentic area (Wang et al., 2020), the local culture (Williams, 1998) and the experience of visiting an “untouched” destination (Rodriguez-Diaz and Pulido-Fernandez, 2020). Sustainable tourism development requires well informed stakeholders (Getz and Timur, 2005, Currie et al., 2009), strong political leadership (Bramwell and Lane, 2011b) to guarantee wide participation of all the interested parties (WTO, 2010). Ultimately, viable tourism needs to sustain a high level of tourists’ satisfaction (Harris, 2012).

The current study proves that sustainable tourism development and subsequently viable tourism can be achieved by eliminating corruption in public sector. In order to do this corrupt procedures need to be radically altered. It thus proves that the existence of only corrupt officials can not intervene and influence the planning and implementation of sustainable tourism development. However, the existence of corrupt practices in the entire sustainable sector is enough to affect the indicators of sustainable tourism development and ultimately the development itself. It turns out that there is a strong interaction between corrupt practices and corrupt public sector officials but only corrupt practices are capable of affecting sustainable tourism development. This finding is in line with the 17 Sustainable Development Goals, which targeted sustainability in public procurement to meet Objective 12.7 as voted on by the United Nations.

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## IMPLICATIONS

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Examining the interactions of the variables of the model for the factor F1: Corrupt Practices, it appears that the variable that most influences the other variables is the operating framework of the public sector and in particular the irrationality of tax rates and the way the public sector is regulated in the public sector. However, the most important point in the model is the effect of the insufficient control system of the public sector, from which the first proposal emerges.

Proposal: Establish clear auditing procedures for public sector practices related to public procurement. The legislation governing the status of civil servants is the variable with the highest charge in the model of corrupt officials and in particular the complete impunity of the guilty which causes injustices to honest and competent public sector employees who follow their work and take care to follow the procedures provided by law. In the model of the sustainable tourism development, findings emerge that are consistent with the international literature and the effect of the indicators of carrying capacity and specifically of its four dimensions. The effect of geomorphology, the existence of sensitive ecosystems in the area of responsibility and forest area is reflected. The relationship between the number of beds in an area and its impact on sustainable tourism development is also important. This finding agrees with the common sense that corruption will take place where a particular transaction is to be completed.

The finding reflected in this model is the effect of length of stay which, although bibliographically it is included in the physiological indicators, in the context of this paper, the length of stay seems to be a separate variable that has an interaction with socio-economic and politico-economic indicators. Proposal: Obligation of the regions that are under pressure due to the tourist activity to implement studies of carrying tourist capacity which will be the guide for the issuance of new licenses for the creation of hotel beds.

Finally, the study of the level of the environmental awareness and the application of sustainability principles in the daily life of the civil servants would be an object, the study of which would provide useful conclusions for the creation of sustainable awareness and the formation of environmentally conscious employees who could apply sustainable practices in managing the tourism development of destinations.

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## KEYWORDS

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Corruption, public sector, sustainable tourism development

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## SUNDAY 23 MAY 2021, 16.00-18.00 Parallel Sessions

### ROOM 1 MARKETING IN TOURISM AND HOSPITALITY, Session Chair: Evangelos Christou

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52 **Thushan Hansaka, Ruwan Ranasinghe and Dhananjaya Nawarathana** Determinants of MICE Tourism Promotion in Sri Lanka: A Management Perspective

131 **Cenk Murat Koçoğlu and Emrah Yaşarsoy** The Role of Marketing Mix Elements in Destination Choice: The Case of Safranbolu

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# How ready are customers to re-travel for tourism? Insights from the UAE and Egypt

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## PURPOSE

The current research aims to explore the confidence of populations to re-travel in the near future. The research model simply looks at individuals' perceptions of travel fear and anxiety of COVID-19 versus the taken protection measures to restrict infections if they would travel. It measures the effect of travel fear and travel anxiety on the future travel intention while considering the moderating role of protection measures taken by tourist destinations. The study attempts to answer the question of how ready are customers to re-travel for tourism in the near future?.

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## RESEARCH METHODS

The UAE and Egypt are selected to be the population frame for this study. The deductive approach employing the quantitative method based on a questionnaire form is adopted to achieve the aim of the study. E-survey is distributed to a convenient sample of the population in each country. The questionnaire form includes basic demographic information of respondents, some statements for respondent's history to travel, perceptions of travel fear of COVID-19, anxiety, protection measures and intention to travel either locally or internationally. The questionnaire was available in two versions: Arabic and English and was randomly distributed to the populations of the two countries. The perceptions' questions are built using the five-point Likert scale (agree/disagree) based on previous literature to ensure questionnaire's validity and reliability concerns.

The current research proposes a framework that tests the influence of travel fear of COVID-19 and travel anxiety on the intention of travel in the near future considering the moderating role of protection measures' efficacy taken by destinations. Structural equation modelling, the advanced statistical technique, will be used to test the research hypotheses, comparing the perceptions of the selected samples based on the type of intended travel (i.e. local and international) and the respondents' gender (i.e. males versus females).

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## RESULTS AND DISCUSSION

The collected data so far show that out of 913 respondents from the UAE and Egypt, 28.7% travelled for the last time in 2019, 13.8% in 2020, 3.1% in 2021 and the rest percentage travelled before 2019. The main outcome of the study's findings depicts that about 49.2% of respondents

will travel internationally if they would have the opportunity to travel in 2021 versus 47.1% will travel locally, and 3.7% will travel regionally. These findings show that individuals in the countries of study are waiting for a safe opportunity to restarting their travel with an interesting ratio of respondents who would travel internationally.

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## IMPLICATIONS

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This study provides significant insights about intention to travel during COVID-19 from two countries in the Middle East; the UAE and Egypt. Theoretically, the current study explores the patterns of customer behaviour during crises (i.e. COVID-19). It validates and tests a research model using advanced statistical technique (i.e. SEM) and provides a comparative perspective of the two selected countries. Practically, the findings would help travel planners and marketers to prepare their agendas for restarting travel whether locally or internationally. Service providers (i.e. airlines, hotels, restaurants, tourist attractions ..etc) could use the findings of the current study to check their readiness and protection measures for restarting travel. Flexible travel plans should be prepared for tourists in terms of availability of plan changes, cancellations and refund policies, and travel insurance procedures. At the level of tourist destinations, the findings of the current study might help governments placing serious protection measures to attract tourists and maintain their safety, restructuring the image and brand of their destination in addition to supporting stakeholders (i.e. financially) to help the recovery process of tourism activities. Future research should look at the changes in perceptions of individuals towards travel over time and evaluating their travel experience in the last six months.

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## KEYWORDS

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Travel fear, anxiety, intention to travel, protection measures, UAE, Egypt.

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# Determinants of MICE Tourism Promotion in Sri Lanka: A Management Perspective

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## PURPOSE

Over the past decade, Sri Lankan tourism industry has shown a rapid growth becoming a famous destination among travelers. However, MICE tourism sector of Sri Lanka shows a slow growth amid the rapid development of other tourism sectors. Statistics of last nine years of MICE tourism industry reveal a slow growth of Sri Lankan MICE tourism industry distinguishing the rapid growth of other tourism sectors of Sri Lanka. Hence, the objectives of this study are to identify the factors affecting to promote MICE tourism in Sri Lanka, to examine the challenges and opportunities in MICE tourism promotion in Sri Lanka. First objective aims to identify the most crucial factors which can create a significant impact in promoting Sri Lankan MICE tourism industry. Identifying the factors which can create an impact on MICE tourism promotion are crucial in terms of reaching full potential of Sri Lanka's MICE tourism industry. Second objective is to investigate the opportunities which Sri Lanka can get and challenges which Sri Lanka has to overcome in promoting MICE tourism industry. Identifying the challenges and opportunities in MICE tourism industry are important in order to capitalize limited resources of the industry and lay a strong foundation for the future development of the industry.

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## RESEARCH METHODS

Qualitative research approach was adopted based on the objectives to conduct the research. Primary data were collected through the structured interviews and the sampling technique of the study was purposive sampling. 11 MICE events managers were selected out of the 28 members of Sri Lanka Association of Professional Conference, Exhibition and Event Organizers (SLPCEO) to conduct structured interviews. SLPCEO is the only recognized body which represents the MICE organizations in Sri Lanka. Moreover, qualitative content analysis technique was used to analyze the transcribed data to generate aspired information pertaining to study objectives.

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## RESULTS AND DISCUSSION

Findings of the study reveal infrastructure facilities of Sri Lankan MICE tourism industry as a major determinant. Connectivity and networking in the MICE industry were also identified as a major determinant. Moreover, identifying the suitable markets for industry and identifying uniquenesses was a major determinant. Proper promotion and diversification was another pivotal determinant.

Government support for the MICE industry was another crucial determinant. These determinants were identified as the most crucial determinants which Sri Lanka has to pay attention in terms of MICE tourism promotion. Furthermore, findings identify Wrong Promotional Activities, Lack of Infrastructure of the MICE industry and Administrative Problems as challenges and Potential to diversify MICE industry into new market segments, Ability to conduct different scale of events, and Country's Inherited Uniqueness as opportunities associated with Sri Lankan MICE tourism promotion. Furthermore, this study provides critical information regarding the bottomline of Sri Lankan MICE tourism industry and contribute the existing literature in terms of the MICE tourism promotion aspect.

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## IMPLICATIONS

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Proper long-term planning of infrastructure, doing necessary adjustments to the decision-making process, adapting to the changing dynamics and Continuous assessment of the MICE tourism industry are suggested as recommendations to the Sri Lankan MICE industry. Identifying and planning the infrastructure which fits to the standards of Sri Lankan MICE tourism industry is pivotal in terms of capitalizing the growing demand for the MICE industry. Moreover, doing the required adjustments to the decision making process will create a platform which is essential for all the stakeholders of the industry to increase collaboration. Identifying and adapting to the changing dynamics of the industry is crucial for Sri Lanka's MICE tourism sector in terms of long term development goals. Furthermore, study identifies the importance of having a specific MICE tourism strategy for Sri Lanka highlighting different aspects which Sri Lanka has to be concern specifically. Future researchers can expand the objectives and conduct more studies regarding different aspects of MICE tourism promotion of Sri Lanka. Moreover, changing dynamics of the industry has widen the boundries enabling reserchers to conduct more empirical studies regarding the MICE tourism industry.

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## KEYWORDS

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MICE Tourism, MICE Tourism Promotion, Promotional Factors

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# The Role of Marketing Mix Elements in Destination Choice: The Case of Safranbolu

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## PURPOSE

This research aims to determine the role of marketing mix elements for being preferred Safranbolu as a destination. Based on this, research questions are formed as follows:

- \*Do marketing mix elements affect tourists' destination choice?
- \*Do the opinions of the participants about the elements of the marketing mix differ according to demographic characteristics?

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## RESEARCH METHODS

Questionnaire technique, one of the quantitative research methods, was used in this research. Within the scope of the study, a 5-point Likert type scale was used in the questionnaire. In order to determine the content validity of the questionnaire, academicians who are familiar with the subject were interviewed and accordingly, the expressions that could cause meaning difficulties in the questions were corrected. In this context, the universe of the research was composed of local tourists coming to Safranbolu, which is on the cultural heritage list by UNESCO. The convenience sampling method, one of the non-random sampling methods, was used as the sampling method in the study. The questionnaires were administered face-to-face by 400 local tourists. Data were coded and entered into the Statistical Package for Social Sciences (SPSS version 22), and a series of frequency analysis, descriptive analysis, independent sample t-test, one-way analysis of variance (ANOVA) and multiple regression analysis were performed for the purpose of the research.

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## RESULTS AND DISCUSSION

First of all, conceptual information about eight marketing mix elements was given in detail. Afterwards, as a result of the frequency analysis, the participants stated that they found the historical and cultural resources of Safranbolu important and that they saw the price factor as an essential element. It is seen that the highest perceived dimension of the participants is "Behavioral Intention" (4.18). Looking at the averages of the marketing mix components, it was found that the "Program" dimension (4.07) and the "Product" dimension (4.00) had high averages. It was determined that the two dimensions perceived relatively low are "Common" (3.62) and "Human" (3.78). When the averages of all these dimensions are evaluated, it is thought that the participants want to come to Safranbolu again, that the products and services offered in Safranbolu are sufficient and the prices of these products and services are at reasonable levels. In addition, the participants emphasized that they care about the hospitality of the local people and the qualification of the employees and that the package tours to the region are sufficient. Multiple regression analysis was conducted to determine whether the elements of the marketing mix had

an effect on destination choice. As a result of the analysis, it was determined that the product and individual variables have a positive impact on choosing Safranbolu as a destination. According to the data obtained from the research, it is noteworthy that Safranbolu is perceived very strongly especially in terms of product factor. On the other hand, it can be said that there should be a better coordination between tourism enterprises serving especially in Safranbolu. Besides, the fact that a similar research has not been carried out in this destination has been effective in the selection of Safranbolu as the research universe and the originality of the study.

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## IMPLICATIONS

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Research results revealed that marketing mix elements play an important role in consumers' choice of destination. In this sense, this research contributes theoretically to the literature. In practice, it has determined what the local tourists pay attention to when choosing Safranbolu as a destination. Thus, it is thought that tourism operators will make some adjustments especially in terms of product and price, taking into account the views of tourists and this will bring benefits in practice. In the future, the opinions and judgments of the tourism operators and the local people in Safranbolu about ensuring sustainability can be another subject of research.

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## KEYWORDS

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Marketing Mix, Destination Choice, Safranbolu.

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# Dark and Black Branding: A proposed Conceptualization

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## PURPOSE

Recently the emergence of fake reviews in news stories and review recency is discussed in the online reviews sites such as TripAdvisor, and post-pandemic COVID19 (Shin & Xiang, 2021; Möhring, Keller, Schmidt, Gutmann, & Dacko, 2021; Yoo, Sigala, & Gretzel, 2016; Gretzel & Yoo, 2008). Further, while COVID-19 places tourism in three distinct phases, including response, recovery, and reset (Sigala, 2020), Tripadvisor shows patterns, preferences, evaluation, and opinion from the demand side (Marine-Roig, 2019).

News stories and review recency of online reviews is considered as a mobile electronic word-of-mouth (Mariani, Borghi, & Gretzel, 2019). However, dark patterns, and the integration of technology and influencers tourism online news sites is linked with dark patterns of travel and tourism online news sites (Kim, Pillai, Haldorai, & Ahmad, 2020). Studies on news sites that provide online news stories and reviews are generated by social media users and used by industry players to manage quality and complaints (Gretzel, 2015). Yoo and Gretzel (2009) compared deceptive and truthful reviews based on the total number of words used for the reviews, complexity, positive or negative sentiments. Varied online news stories and review recency related marketing. Further, cause-related marketing is noted as the approach of emotion provided by a service. Likely, dark patterns of the news story and review recency about the experiential consumption such as experiencescape or servicescape rely on the signature story of branding strategies used in the co-creation of the online community (Rosenberg, 2017).

The co-creator exposes the dark pattern tactic to influence the cognitive biases that affect the exposure of the signature story used in the co-creation of the online community is viewed as a form of value enhancement, validation, promotion, entertainment, personalization (Ge & Gretzel, 2018). In this sense, Dark marketing, which is derived from dark branding, aims at segmenting data to deliver tailored content to interested audiences (Guler, 2021; Gibbons, 2018; Brown, McDonagh, & Shultz, 2012). Thus, the signature stories on the news story and review recency about the experiential consumption would drive them to the rated places of interest (Gretzel, Zarezadeh, Li, & Xiang, 2019). Intention for experiential consumption in the online community can be considered as part of dark marketing (Bianchi, 2020).

The study's research question is, "How do fake reviews in news media and reviews of non-existent hospitality establishments trigger the viewer's behavioral intention?". The purpose of this paper is to incorporate dark and black branding into the dark marketing spectrum.

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## RESEARCH METHODS

A qualitative study about the place of interest such as (a non-existent) restaurant with fake reviews in news stories and review recency, is used as a background analysis. A purposive sampling technique, and thematic analysis approach, is used to examine the top-rated non-existent restaurant on TripAdvisor which is exposed by The Washington Post (Rosenberg, 2017). The thematic analysis shows the steps



taken by the researcher, which act as a filter from familiarization with the text (which includes images and video in this research context), coding, and revision, to the themes generated from the analysis (Braun & Clarke, 2019).

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## RESULTS AND DISCUSSION

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The presence of online reviews, which revolves around the news story and review recency of the culinary experiencescape, is derived from consumers-generated content and consumer activism. Dark branding emerges as black branding when an existent restaurant with fake reviews on the review sites is successfully developed. Further, the online reviews in the dark branding suggest the silver lining of unethical practice of information technology used by the content creator and co-creator. The approach of emotion such as selling mood/comfort instead of food, the novelty of service delivery, servicescapes, and signature storytelling is found to be attributed as dark branding, *not* black branding.

Fake online reviews and co-creation generated the appealing signature story about consumption experiencescape stimulate the viewer's behavior intention. Of the most dimensions of fake online reviews and co-creation are attributed to the fear of missing, the signature storytelling about the high-demand market offering, and the engagement of co-creators in the co-creation. Therefore, dark branding is conceptualized as the absence of ethical practices such as fake online reviews and consumer activism basis in the dark marketing spectrum.

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## IMPLICATIONS

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The article offers food for thought, a fairly different way of thinking about dark branding in the light of culinary experiencescape. The dark branding formation is derived from dark patterns such as online fake reviews of experiencescape, news stories, and review recency. This study is an exploratory research. It is therefore a first approach to the definitive statement. Future study should further explore online fake reviews of experiencescape, news stories, review recency. The use of thematic in this study offered useful insights into these theoretical perspectives, which might be missed by other approaches.

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## KEYWORDS

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Online fake reviews, news story, review recency, dark branding, culinary experiencescape.

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# Experiential marketing of luxury hotels at the post- Pandemic period

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## PURPOSE

The objective of the current research is the attribution of the influence of COVID19 Pandemic to consuming behaviour of travellers. At the same time, the creation of unique experiences is the best managerial policy for boosting the preference to luxury hotels. On this way, the study gives a clear answer to the arisen question if Health and Safety is important criterium for the selection of hotel, taking into consideration the influence of physical fear<sup>2</sup> that Pandemic causes to travellers.

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## RESEARCH METHODS

As the pandemic is still ongoing, it is self-explanatory there is no availability of bibliographic references and statistical data because facts will change soon due to the variable of vaccination. Therefore, the applied methodology bases on comparison between the opinions of eight (8) representatives from the population of hospitality experts and the answers of 100 visitors, as representatives of the population of incoming tourists for 2020 (personal research with the title “ The application of experiential marketing to luxury hotels of the Greek touristic industry” for Master’s Thesis, Hellenic Open University, held on March-June 2020, Kos – Rhodes – Attica – Zante- Corfu, 100 international and Greek travellers, age group:18-65, SPSS). In detail, the experts express their professional appraisal through built in interview questions, according the trends for experiential marketing<sup>3</sup> of luxury hotels after the manifestation of COVID-19 Pandemic. Finally, the research presents common conclusions-different remarks between these trends and the variables of the consuming model of travellers and highlights the role of health and safety for future reservations.

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## RESULTS AND DISCUSSION

Precaution measures are closely connected with the satisfaction of hotel luxury services, as stated by the experts and the travellers. This fact underlines the originality of this research since it presents that the most important motivation is still the combination of a full vacation package with an enticing price but the most important parameters for the consumption model of travellers in luxury hotels are health and safety and cancellation policy for the next years.

At the same time, the travellers evaluate internet as very reliable informative channel according travel experiences (through pictures, videos, comments of previous visitors, health and safety policy) but the picture of the hotel given through internet is debatable for the professional

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<sup>2</sup> This term is used to describe the psychological result of the imposed measures worldwide and the extended lockdowns so that the effective treatment of COVID19 and the elimination of the virus-expansion will be reached, has caused a great increase to Institutionalization, social distancing, depression and personal introversion.

<sup>3</sup> The mentioned trends were evaluated as important parameters of the consuming model for the travellers who prefer the luxury hotels for their accommodation during their trip, in the framework of the mentioned research of 2020.

experts. Therefore, the experts prefer reservations by Tour Operators because the vacation package is duly explained to visitors (as agreed in the contracts) in order to avoid the utopic expectations and face the hesitation of visitors.

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## IMPLICATIONS

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It is worth to mention that the flexible cancellation policy is considered as the key for reservations and the explanation is a field for further research in order to identify this time-horizon and the exact reasons of unstability for the industry of tourism. Moreover, preferences and fears of travellers in correlation with their ethnicity must be also detected. Last but not least, a necessary suggestion for future research is to look into the additional cost for the hoteliers, caused by quality requirements against COVID19 and the relevant certificates.

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## KEYWORDS

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Health and Safety, Post – Pandemic period, Experiential Marketing, Luxury Hotels

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# The additional three Ps of Marketing Mix as a tool for the evaluation of hospitality products and services

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## PURPOSE

The offer of hospitality and accommodation products and services, especially after the advent of Airbnb, is a topic which has attracted a lot of discussion. The discussion focuses mainly on its effects on demand, on the characteristics of hospitality and the quality of the services provided. The restart of tourism in the post-Covid era will bring the issue to the "surface" again and even more intensely than before due to the fact that the "pie" of accommodation will have to be redistributed and mainly in a more demanding and competitive way. Therefore, more specialized strategies have to be developed. As it is very well known the classic tools of marketing mix include the four (4) Ps. However, the literature underlines the necessity of using the three (3) additional variables especially in cases of intense competition. Therefore, the purpose of this paper is to search, through primary research, for potential comparative advantages between staying in traditional hotel accommodation and at Airbnb apartment accommodation, based on a comparative study of the above two types, in relation to the additional variables of the marketing mix concerning people, processes as well as physical evidence.

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## RESEARCH METHODS

The sample consists of 140 people, 30 of which stayed at a short-term rent accommodation unit (Airbnb) and the other 102 people stayed at hotel accommodation. The specific distribution was carried out proportionally, according to the number of rooms in the hotel accommodation and of the short-term rental accommodation (Airbnb) in the Attica Region (Attica was chosen as the place to conduct the research because the largest offer of accommodation of this type is concentrated in Athens, according to studies). The size of the sample is in full accordance with the percentages of these two types of accommodation units in destination. The members of the sample were selected at random, based on the time frame the research lasted. A questionnaire with closed-ended questions was used. Inferential statistical methods were used to test the hypotheses, specifically the t-test for independent samples as well as the Pearson  $\chi^2$  test.

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## RESULTS AND DISCUSSION

The results of the primary research revealed the evaluation of the services provided by the prism described above. In more detail, the comparative evaluation of the three additional variables of the marketing mix that concern people, processes and physical evidence proved that those staying at a hotel are significantly more satisfied with the services and accommodation they received, in relation to the ones staying in short term lease accommodation through the Airbnb platform. It is worth noting that this satisfaction even affects the choice of accommodation type in a possible next visit. The originality of this work, which is the parallel and comparative evaluation of the three (3) additional variables of the marketing mix from two different subgroups, raises concerns as well as challenges related to the much debated issue of Airbnb accommodation. The tourism managers must understand that the emergence of

new forms of accommodation (such as Airbnb) means intense competition in the field of hospitality market. Therefore, more complex strategies are needed that can benefit entrepreneurship and contribute to increased profits.

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## IMPLICATIONS

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The approach and the findings of this study could contribute to the planning of strategies based on more sophisticated tools, appropriate for the severe competition which will characterize the restart of tourism in the post-Covid era. Specifically, the findings could provide tourism marketers with future guidance towards a more effective approach of product differentiation and positioning. And it is well known that product differentiation and positioning are always two basic elements for the creation of competitive products and services. This study offers ideas about this kind of strategies. Although this study has presented interesting results, further research with participants from different countries is necessary in order to confirm or enrich the findings.

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## KEYWORDS

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Marketing mix variables, tourism, hospitality

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# Value co-creation in branding: A systematic review toward tourism perspective

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## PURPOSE

Despite being a dominant marketing concept, value co-creation application for branding is surprisingly limited in extant literature. The purpose of this paper is to review the scattered literature to provide a structured and systematic way to analyze previous contributions, especially with a focus on tourism destination branding. Thus, this paper addresses the current gaps related to fragmentation in marketing literature describing the influence of co-creation on creating value for a brand to form a broader view of value co-creation in branding with three specific objectives:

- (1) To identify the different theoretical perspectives and research streams of value co-creation in branding literature from 2010-2020.
- (2) To look for emerging trends and gaps in literature by comparing the current existing papers and form different categories to represent the focus of each group.
- (3) To propose a theoretical foundation that invite future research possibilities in the field of value co-creation for branding for empirical validation.

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## RESEARCH METHODS

A three-phase methodology for data mapping, data refinement and evaluation were used to provide synthesized insights and form a broader view of value co-creation in branding by analyzing 60 peer-reviewed journal articles from 2010-2020. This study applies the Preferred Reporting Items for Systematic Review to select appropriate articles from Databases of Google Scholar, ProQuest, Web of Science, Springer, and Science Direct. Every article that was selected for review was read and analyzed by all authors according to the PICOS selection criteria (Problem, Indicator, Comparison, Outcome, Study design) of PRISMA.

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## RESULTS AND DISCUSSION

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The paper provides some important insights in this field such as a rising trend of published papers, methods and theories base applied in this field. The majority of papers were empirical type with qualitative design. This study proposes a direction of research streams in this field, categorizes in five focus research areas: (a) conceptual research on value co-creation in branding; (b) Technology enable value co-creation in branding; (c) Value co-creation in branding from Enterprises' perspectives (B to B, B to C); (d) Customer engagement in brand value co-creation (e) Value co-creation in tourism destination branding. A variety of addressed research gaps in value cocreation in branding literature provides promising directions for future research. These results reveal a need for a theoretical foundation to integrate relevant value co-creation mechanisms in future research.

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## IMPLICATIONS

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This study depicts the remarkable development of the literature on value co-creation for branding and tourism destination branding. This paper analysis results contribute to marketing literature by: (1) providing some important insights in value co-creation for branding literature that impact theory building, management decision or research and teaching. Scholars can identify potential new topics to integrate value co-creation concept and branding theory; (2) categorized five research themes emerging of the extant literature with key findings; (3) formed a broader understanding of value co-creation for branding concept that make marketers understand collaboration among different actors and their brand. For practical implication, it helps to develop effective branding strategy; (4) Expected contribution from the study will provide cognitive view of co-creating value in branding, especially in tourism field and managerial implications for marketer and policy maker to offer platforms for this type of value co-creation.

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## KEYWORDS

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Value co-creation, brand value co-creation, branding, service dominant logics, tourism destination branding.

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## ROOM 2 SERVICE QUALITY IN TOURISM, Session Chair: Maria Argyropoulou

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# The role of HRM in service quality improvement of hotel business

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## PURPOSE

The aim of this paper is to investigate the degree of the implementation of the HRM fundamental principles and best practices by the hotels and whether the adopted HRM philosophy reinforces the employees' involvement to quality services production process. Moreover, the research explores possible differences and correlations in the applied philosophy according to the individual characteristics of hotels. Three research questions were formulated.

(Q1): Does the applied philosophy of HRM strengthen the contribution of employees in the production of quality services?

(Q2): Are there differences in the application of the basic principles and functions of HRM according to the size of the hotel units?

(Q3): Are there differences in the application of the basic principles and functions of HRM according to the category (Stars) of the hotel units?

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## RESEARCH METHODS

An online questionnaire was designed in order to collect data on the HRM principles and functions being applied by the hotels, in terms of personnel selection and recruitment, provided education and training, performance review, benefits and motivation, and whether the degree of the implementation could have an impact on the quality of services provided by their employees.

According to the Hellenic Chamber of Hotels, the total number of hotels in the Attica Region in 2018 was 649 (total population of the survey). The questionnaire was sent to 567 hotels, after excluding the hotels with no valid contact details or, in cases where there was communication, the representatives did not want to participate in the survey for various reasons. 83 questionnaires (14.64%) were collected, which were checked for validity in their completion, while the answers to one questionnaire were rejected as ectopic values (Outliers).

A review was conducted using SPSS software and the Cronbach's Alpha index was examined, while a descriptive statistical analysis of the survey data was performed. It was also examined whether there are correlations between the various variables and whether they are statistically significant, by performing X<sup>2</sup> tests, One-Way ANOVA and t-tests, and Correlations.

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## RESULTS AND DISCUSSION

The analysis of the research data showed that the hotels which apply a greater variety of the basic principles and functions of HRM enhance the contribution of their employees to produce better services (Q1). Those are the hotels of greater capacity (Q2), a fact that may well be justified by the higher number of employees.



The category of the hotel (Q3) is not related to the degree to which the principles and functions of HRM are applied.

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## IMPLICATIONS

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The application of HRM in terms of principles related to staff management, customer satisfaction, making employees feel valuable factors in the growth and success of the business, and ultimately the continuous improvement of services and business prosperity, is a very useful aid in the hands of management and its value is recognized. The sampling restrictions and techniques were chosen because of the exploratory nature of this research, knowing that the next logical step is to consider the relation between HRM fundamental principles and best practices by hotels and the employees' involvement in quality services production process in a sample of potential employees with a wide range of professional activities in hospitality and tourism, but also the examination of the answers of the various groups-departments of the sample, such as men and women, job position, social and educational background etc., instead of the examination of the sections as a whole. Examining other HRM fundamental principles and best practices as to whether they reinforce the employees' involvement in the quality services production process also provides some potential for future research. A future study could also examine whether the adopted HRM philosophy influences the intentions of these employees to apply the above fundamental principles and best practices in terms of real working conditions and the degree of the quality improvement as a result of the application of the above mentioned HRM philosophy.

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## KEYWORDS

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HRM, Service Quality, Hotel Industry, Best Practices

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# Analyse the Recruitment and Selection Theories and Practical Implications of Civil Service Sector

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## PURPOSE

Recruitment and selection technique, theories and model is essential when positioning the potential candidates. Based on the theoretical aspects models lie practically, how well theory and model have been practiced in an organization. So, the main objective of this study is to analyze the recruitment and selection theories and practical implications of the civil service organization.

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## RESEARCH METHODS

This study consist of both qualitative and quantitative method. Primary and secondary sources of data were used to design for descriptive study analysis and to identify how recruitment and selection theories were adopted in Maldives Civil Service Sector and practically how it was implied in an organization. A sample size of 30 employees was selected from various departments and Sections of the Ministries who worked as a civil servant. The study obtained a questionnaire, interview, and a focus group discussion with the top management team, employees, and HRMD committee members of the civil service Sector. A secondary source of data collected through journals, books, and official publications and analyzed for the study.

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## RESULTS AND DISCUSSION

Generally, recruitment and selection practice policies have been followed by the civil service organization, but still some areas need to be improved such as; recruitment method and types of questions used in the interview process and practical test that carried out when recruiting new staff. The rationale behind the theories lies in fact, it is essential to adopt the theories in an organization practically for the recruitment and selection process. Based on theoretical espacts this study provides valuable insights that the Civil Service sector needed. According to Herzberg's Two Factor theory, it's important to identify non-financial rewards. Also, the study asserted to review current compensation and effective methods that need to be brought for financial and non-financial reward system and other compensation to retain the current employees in an organization.

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## IMPLICATIONS

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The implication of this study the Policymakers and HR Managers need to revise the current recruitment and selection practice model. Rigorously this study contributes to the knowledge and research literature. To have more efficient, fair, and effective organizational performance in Civil Service Sector the study suggests having a competency-based recruitment and selection process. This study suggests conducting further research on how recruitment and selection practice theories are implied practically in an organization to the broader aspects.

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## KEYWORDS

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Human Resource Management, Recruitment and Selection, Civil Service Sector, Employee, Satisfaction

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# **A Cross Analysis of House Keeping Department Towards to the Guest Satisfaction. A Case Study, JW Marriot and Fairmount Hotel in Vancouver.**

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## **PURPOSE**

This research is crossed examined between JW Marriott and Fairmont Hotels in Vancouver, British Columbia to identify the guest satisfaction rate and the relationship with the housekeeping department. This study also identifies to maximize the guests' retention strategies and offer to design the code of conducts of Good housekeeping Practices to be implemented in the hotels in British Columbia, Canada.

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## **RESEARCH METHODS**

The research conducted via pragmatism philosophy and the methods were selected in qualitative and quantitative approach because the guest satisfaction and housekeeping standard service are related with opinions, beliefs and judgmental decisions. A total sample size of 30 final year students were selected from the Bachelor of Hospitality Management (BHM) program as participatory approach due to lack of availability of data collection form JW Marriot and Fairmont hotel. The sample size was selected as a random basis and the judgmental opinions were considered for the purpose of the study. The participatory final year students are working in hotels in Vancouver and their opinion, belief, suggestions are very important in this research. The geographical location is set-up in Vancouver of conducting different employees and managers from different countries. Primary and secondary sources were conducted to present the results. A simple random technique is selected, and the questionnaires included with various variables such as income, age, opinion and views. The data collection procedures were non-biased and unstructured formats.

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## **RESULTS AND DISCUSSION**

The results indicate that the guests' and visitors' experience in the hotel is profoundly changed by the exertion being placed in by the housekeeping office. Also, the result shows that standard procedures and protocols are established for these corporate hotels where all employees and managers follow the rules as a result the customer satisfaction rate is high. Other factors are associated with good customer service such as housekeeping efficient service, taking care of the guests' requests on time. There are a few challenges faced by the housekeeping department such as unsocial working hours, low pay, dealing with complex guests and their requests. 95% of the guests are fully satisfied due to the fact of COVID 19 measures, cleanness and diversity experience.

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## **IMPLICATIONS**

Finally, a new conceptual framework included in the conclusion chapter where addresses the housekeeping roles that may be applicable for future sustainable practice. It also includes that cleanness, room quality, location and services are vitally important. This study indicates that good housekeeping practices in hotels require more internal and external communications, general good practices such as purchasing, stocking, catering, maintenances, environmental aspects including water consumption, air pollution, wastages and landscape biodiversity in hotels.

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#### KEYWORDS

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Housekeeping, Guests' Satisfaction, British Columbia Hotel

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# Effect of Service Quality on Brand Sustainability: Tourists' experience of three star hotels

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## PURPOSE

Sustainability of business has become an imperative concern for the marketers in this competitive atmosphere. Lots of challenges are faced by the service sector in maintaining their sustainability. One of the major issues is the service quality and brand sustainability. Service quality has been studied by many researchers world-wide in various sectors. The research question is, does service quality have an effect on sustainability of brand name and brand image of service brands. The purpose of this research lies in determining the effect of experienced service quality on sustainability of brand name and brand image of the hotel industry.

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## RESEARCH METHODS

The research is exploratory as well as causal in nature. 448 respondents were selected as the sample respondents. The data was collected from 3 popular tourist hubs in Odisha. From the above mention clusters, questionnaires were collected disproportionately through quota sampling. The tool used for collection of data was a questionnaire, developed using a seven-point (1 to 7) Likert scale, elaborating 22 variables based on the five dimensions of SERVQUAL model.

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## RESULTS AND DISCUSSION

The model was recursive in nature. The data fitted the model well as found from the indices of model fit. The GFI was good and RMSEA was within limits. It was found that empathy dimension of service quality has the most positive significant effect on brand name and brand image where as assurance has the lowest significant effect on the brand name and brand image of hotels.

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## IMPLICATIONS

The results imply that hoteliers need to focus on the improvement of service quality to build a better brand name and brand image. Since the hotels taken for the study were of three star



categories the prominence of quality of service is of utmost importance to enhance their brand name and brand image. The hotel employees have to be more responsive to the guests' requirements to build the brand of the hotel. The services provided need to be more reliable. In the era of up growing social media not only promotion of the hotels but the quality of service also matters in building the brand name and brand image of the hotels.

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#### KEYWORDS

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Brand name, SERVQUAL, Brand image, SEM, Sustainability

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# The degree of utilization of local products as a means of the developments of tourism: case study of the Municipality of Meteora”

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## PURPOSE

The purpose of the following project was to examine the degree of utilization of the local products as a means of the development of tourism in the area of the Municipality of Meteora. According to this purpose, this thesis had the following research aims:

1. To examine the views of the tourism businessmen of the Municipality of Meteora in relation to the local products in the area.
2. To explore the intentions of the tourism businessmen of the Municipality of Meteora for using local products of the area.
3. To explore if the tourism businessmen's views of the Municipality of Meteora according to the local products of the area differentiate depending on their demographic characteristics (sex, age, educational level, kind of business).
4. To examine the contribution of the local products to the development of tourism.

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## RESEARCH METHODS

According to the research methodology, it was decided to use the quantitative research for the following reasons:

1. It allows the use of large samples, thus increasing the level of reliability and representativeness of the results,
2. It allows the measurement of the examined phenomena,
3. It is the appropriate method of investigating the attitudes and behaviors of research participants.

During the research process, 69 questionnaires were completed, several in relation to the statistical population, which concern the geographical area of the municipality of Meteora. The primary data were collected after the questionnaires were distributed by the researcher himself. The questionnaire contained two main sections. The first one contained 32 rating questions, in terms of the answer, from 1 (strongly disagree) to 5 (strongly agree) and the second one regarding the demographics of the respondents.

The data analysis was done with the statistical program SPSS. More specifically, statistical techniques were used, and parametric tests (independent T-test, one way ANOVA analysis and correlation analysis technique) were performed for the degree of objectivity of the data.

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## RESULTS AND DISCUSSION

The analysis of the literature showed that local products can play a key role in the tourism development of an area.

Linking the theory with empirical research, the analysis of primary data showed that entrepreneurs active in the tourism sector of the Municipality of Meteora have very positive attitudes and views on local products and consider that their use can be a key driver of tourism development.

Despite the positive aspects, their degree of use is relatively limited, highlighting a major weakness of the tourist market in the area. It seems that entrepreneurs have not yet realized that local products can be a key factor in the success of tourism activities. This element becomes even more important if we take into account that the use of local products by tourism companies, gives them a competitive advantage without increasing the cost.

Two more things that emerged from the research were, first, the lack of support from local producers and tourism businesses by state development agencies, and second, actions and initiatives that can be developed to promote local products.

It is also indicative that foreign tourists are more interested in local products compared to Greeks. Finally, the results of the survey showed that the demographic characteristics of the respondents did not affect their views.

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## IMPLICATIONS

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The example of the Municipality of Meteora shows the inability of state and private tourism operators to use local products to upgrade the overall competitiveness of the tourism services provided. A necessary condition is the cooperation both between institutions and between the primary and the tourism sector in order to highlight the quality of the products of the local communities and their contribution to the formation of the cultural identity of the Greek destinations.

The proposals to the Municipality of Meteora concern three axes: 1) education, 2) governance and 3) marketing and promotion.

Suggestions for future research include:

1. Other research can use qualitative research approaches in order to understand the problems under consideration.
2. Future studies may include local producers in their samples.
3. Future surveys may be based on 2 or more areas for comparisons.

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## KEYWORDS

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utilization, (local) products, development, Meteora, cos

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### ROOM 3 SOCIAL MEDIA IN TOURISM, Session Chair: Hannes Thees

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# Online Travel Inspiration in an unstable world: Balancing Risks and Desires in the Covid-19 era

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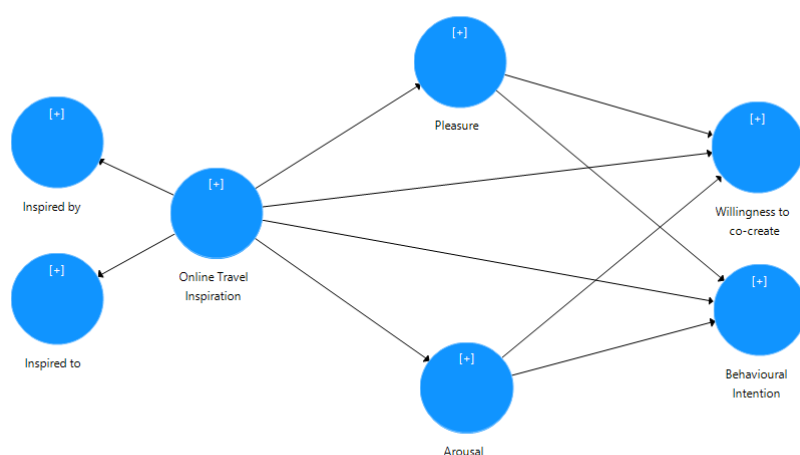
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## **PURPOSE**

The global pandemic (Covid-19) triggered numerous online efforts that support the international tourism market in a so-called transition from high-touch to high-tech (Zeng et al., 2020). Digital communications focused on the promise of happiness and effortless traveling till the promise of return back to a state of normalcy in travel and tourism (e.g. Portugal's initiative "#CantSkipHope", Peru's "Dream, Then Travel" campaign, Australia's "With Love from Aus" etc.). Current situation challenged the status quo of the prospective, active and reflective phases of the travel customer journey (Yachin, 2018) putting an emphasis on the intrinsic motivational state of travel inspiration (Ahmad et al., 2020). This study is putting forward the relationship between online travel inspiration (Böttger et al, 2017) and behavioural intentions such as online willingness to co-create (Jiménez-Barreto et al., 2018) and visiting intentions (Gu et al., 2009). The Stimulus–Organism–Response theory (Jacoby, 2002; Kim et al., 2020) has been adopted to analyse the aforementioned relationships. Considering the role of emotions in line with pioneering research efforts in this field (Mehrabian and Russell, 1974), arousal and pleasure are incorporated in the study (Ruiz-Mafe et al., 2018). Digging into the literature, the following conceptualisation also embraces the role of online visitors' emotional experience in fostering co-creation on online platforms (Zhang et al., 2017).

Figure 3: Conceptual Framework





Based on the proposed conceptual framework, a number of research hypotheses are developed as follows:

H1a: Online travel inspiration has a positive relationship with willingness to participate in online co-creation experiences

H1b: Consumer inspiration has a positive relationship with visitors' intention to use the platform

H2a: Pleasure mediates the relationship between online travel inspiration and willingness to participate in online co-creation experiences

H2b: Pleasure mediates the relationship between online travel inspiration and visitors' intention to use the platform

H2c: Arousal mediates the relationship between online travel inspiration and willingness to participate in online co-creation experiences

H2d: Arousal mediates the relationship between online travel inspiration and visitors' intention to use the platform

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## RESEARCH METHODS

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The quantitative research entails a survey assessing online travel inspiration in the context of Covid-19. The platform of the #GreeceFromHome initiative has been employed to investigate value co-creation on destination online platforms. With the aid of snowball sampling, an online questionnaire was distributed online yielding 214 responses. Already validated scales have been used to assess the subsequent constructs displaying high levels of reliability (Cronbach's alpha > 0.90). As part of a research in progress, the first correlations were performed with the use of SPSS 27.

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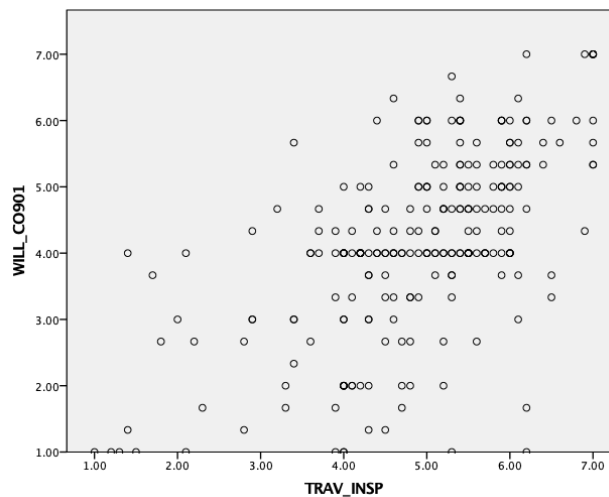
## RESULTS AND DISCUSSION

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The preliminary findings of the study showed that online travel inspiration is related to the emotional experience, willingness to participate in online co-creation experiences and behavioral intentions to interact with the platform.

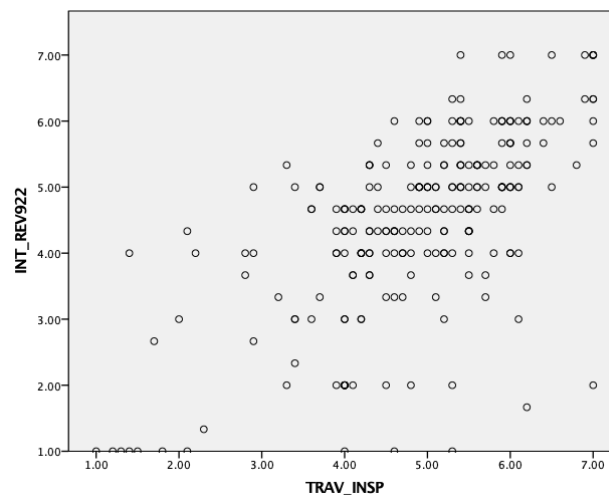
Correlation tests demonstrated a strong positive relationship ( $r = .609$ ,  $p < .001$ ) between online travel inspiration and willingness to participate in online co-creation experiences, as depicted in the following graph.

Figure 2: Correlation between Online travel inspiration - Willingness to participate in online co-creation



A strong positive relationship ( $r=.646, p<.001$ ) between online travel inspiration ( $M=$  ,  $SD=$  ) and visitors' intention to use the platform ( $M=$  ,  $SD=$  ) has also been identified and shown in the graph below.

Figure 3: Correlation between Online travel inspiration - Visitors' intention to use the platform



These are some of the findings that instigate the authors' efforts to delve into the data analysis using PLS-SEM so as to explore the hypotheses presented before.

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## IMPLICATIONS

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In line with recent studies (Gretzel et al., 2020), the study unveils the potential of the high-tech momentum to understand the new pandemic-related conditions and the necessity for DMOs to offer more opportunities for co-production and value-in-use (Assiouras et al., 2019). Travelling through the web (Giannopoulos and Mavragani, 2011) calls for increasing engagement and co-creation with DMOs' initiatives throughout the customer journey before, during and after the trip. Especially amid global turmoil, online travel inspiration may act as a catalyst in an attempt to increase the level of willingness to participate in online co-creation experiences e.g. actions and interactions through digital platforms. In this vein, it is useful for destination managers and marketers to know that exposing their audiences to digital innovations can benefit from valuable results in terms of behavioural intention, triggering their

emotional experiences alike. Consistent with previous researchers positing that customer inspiration can significantly affect behavioural intention (Kwon and Boger, 2020), it seems that when tourists cannot travel (e.g. Covid-19 crisis), they may still co-create value for the destination and express positive behavioural intentions, when they are inspired by the destination content (e.g. shared through online platforms).

Future studies may focus on the antecedents of online travel inspiration, by examining factors of the online platform experience (e.g. Zhang et al., 2018). To this end, the findings of this work-in-progress trigger our recommendations for further research in this field to suggest additional ways of increasing the effectiveness of online destination platforms, especially in times of disruption.

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## KEYWORDS

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Travel Inspiration, Online Content, Value Co-creation, Digital Marketing, Covid-19

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# Not only the picture to foster tourism: the interplay role of destination area hashtags on Instagram posts

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## PURPOSE

Hashtags use has become an important social input in tourist purchase decisions (Popescu and Popescu, 2016; Ibba et al., 2015). Their presence in a post adds information and allows travellers to instantly search for topics of interest (Budnik et al., 2019; Page, 2012). In fact, it has been shown that hashtags are important in enriching the content of posts and in obtaining more engagement (Messina, 2007). This study aims at analysing the impact of the combination of the small destination name hashtags with hashtags mentioning the wider destination area, thus combining names of the province, the region or the nation. To reach the described objective, the following research questions are formulated: (RQ1) Which are the territorial hashtags used in the small destinations pictures capture? (RQ2) Do the mentions of the wider area through territorial hashtags impact on small destination post's engagement?

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## RESEARCH METHODS

A specific protocol is developed to collect and analyse data about pictures of small destinations posted on Instagram. Based on hashtags' destination names, a sample of 13217 posts of 18 Italian small destinations (cultural, mountain and seaside ones) are retrieved identifying the period of higher tourism turnout during the year 2019. These destinations are called Borghi. The term does not have a specific translation but it refers to small territories with defined features (less than 2.000 inhabitants and a remarkable urban and architectural heritage). This is a unique case worldwide due to the Italian history (Goffi and Cucculelli 2019) and the Borgo definition ensures a certain common structuring in the sample. Using Instagram API, for each picture, the time, the URL, the caption with hashtags and mentions, the user's identity, likes' and comments' numbers are collected. For the analysis of textual information, a content analysis on Instagram textual posts is run to verify the use of mentions about the main destination area (RQ1). Then linear regression models are also developed to identify the impact of area destination hashtags on the post engagement through the use of R software for statistical computing (RQ2).

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## RESULTS AND DISCUSSION

Scholars have analyzed factors motivating people to use the hashtag on Instagram while traveling, but they have never focused on the link between the engagement of a photo and the hashtags related to specific or wider territories. The research returns some valuable insights on the role of hashtags in shaping the image of a small destination and its macro territory. Based on the textual analysis we can state that people use hashtags referring to the wider destination area and in particular they combine the use of the region and the nation, both as single words and creating new hastags with the combination of the territorial words and emotions or other information (i.e. #pugli lovers or #umbriatourism). Results show that combining the hashtag of a small and niche destination with the hashtags of the region, specific

and more famous territory or a macro destination area as the nation, can improve the engagement of the related picture in terms of number of likes. Therefore the visibility of the small destination is enhanced.

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## IMPLICATIONS

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From the academic perspective this study confirms the role of the hashtags in enhancing a picture's engagement, but it also contributes to the literature about the consumers' feedback on online picture adding a new and understudied variable: the territorial dimension. This new variable is important when the objects of the research are small and thus less known destinations. From a managerial perspective, it suggests how destination management organizations should consider hashtags preferences in Instagram, in order to improve their offerings in line with the soul of a small destination and the needs of tourists. Results suggest to use hashtags related to the region, the nation and other more famous destinations in the area in order to promote the small destination. Due to these findings, further studies could put together the analysis of hashtags use and image content to reinforce the insights found in creating or enhancing engagement.

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## KEYWORDS

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hashtag, small destination, tourist area, Instagram

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# Connecting with consumers. The role of communicative technologies in wine tourism value co-creation

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## PURPOSE

Contemporary research studies identify that value creation in the digital age has become value co-creation between firms and customers, and information technology defines the value creation as for example the co-creation of tourism experiences. The purpose of this paper is to explore the co-created value generated by digital communications technologies in wine tourism.

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## RESEARCH METHODS

Due to reality that wine is a complex product and consumers need pragmatic connections (experiences), information technology influences the ways where value can be created effectively. Wine tourism includes a large number of actors that all presume on internet as the primary source for destination information and other tourism actions. New technological devices (ex. smartphones) create new opportunities for wine tourism operators to provide a plethora of experience to visitors. The paper will investigate how information and communication technologies (ICTs) contribute to co-create value in wine tourism experiences.

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## RESULTS AND DISCUSSION

The study based on theoretical findings reflects that information and communication technologies (ICTs) co-create value in wine tourism experiences and support innovative wine tourism products.

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## IMPLICATIONS

This study is a review research and the findings need further quantitative investigation. The theoretical findings designate the importance of understanding wine tourists value co-creation and the importance of communicative technologies in wine tourism experiences.

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## KEYWORDS

Value Co-creation, Wine experiences, Wine Tourism, Information and Communication Technologies (ICTs)

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# Mining textual and imagery Instagram data for the top Greek national chains hotels

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## **PURPOSE**

The purpose of the study is to highlight the tourism sector activity on social media platforms and more specifically Instagram. Instagram is perhaps the most rapidly gaining popularity photo and video sharing social networking application. It has been widely adopted by both end-users and organizations, posting their personal experiences or expressing their opinion during significant events. The study focuses on national chains' 5 star hotels in Greece excluding international and local chain. Research aims to discriminate between the 8 top national chains both quantitatively and qualitatively. It also focuses on deriving a model for post intent classification. In a more formal manner, the following research questions are posed:

RQ1: Are there any significant differences between the 8 top national chains, with respect to their Instagram behaviour and the content they upload?

RQ2: Can a satisfactory model be derived that efficiently predicts Instagram post intent?

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## **RESEARCH METHODS**

Research methods used in this work are:

1. Automatic extraction of all time Instagram posts including photos, videos, captions and other metadata from the top 8 national chains' accounts.
2. Automatic calculation of descriptive statistics metrics by means of a developed script that acts on metadata files.
3. Automatic annotation of posts by means of an open source tool for intent classification purposes. Photo object recognition using convolutional neural networks and post text sentiment analysis.

Extraction of data from the 8 official hotel accounts has been performed with Instaloader, an open source tool. Each post comprises a .txt file (post text), one or more accompanying images and/or videos (.jpg/.mp4) and a .json file containing additional metadata about the post.

A generic Python script has been developed that iteratively processes all posts' files and extracts various post statistics. The use of regular expressions in metadata files' text, enables reporting of comments, likes and other related information. Post data and metadata information are arranged in a Pandas dataframe with features as columns: DateTime, PostText, PostChars, PostWords, HashTags, Likes, Comments, Images, Videos, VGG16, InceptionV3 and ResNet50, where the last 3 columns correspond to pretrained, deep neural network popular models, leveraged for object recognition on Instagram photos.

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## RESULTS AND DISCUSSION

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After downloading a total of 3959 posts of the 8 accounts we have created eight respective data frames having features date and time, text body of the post, number of hashtags, likes and comments, number of images and videos and the image classification output from three pre trained CNN models.

Results are reported on two different levels, i.e. textual and imagery data levels. For the imagery data level we perform object recognition by means of the three pretrained deep neural network models. As there may be more than one images for a single post, we classify all of them where applicable, thereby generating a possible list of objects. These lists are initially visualized by word clouds, giving a rough hint as to what images do the hotels choose to post. At this point, it would be particularly interesting to employ a more challenging visual scene description approach, e.g. automatic caption generation. Some initial experimentation has shown promising results but nevertheless, it has not been pursued here and left as future work. For the textual data level, we report useful statistics on hotel accounts' posting behaviour and derive a decently-performing model for classifying post intent. The above findings constitute the originality of our contribution, at least to the best of our knowledge.

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## IMPLICATIONS

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A potential real world application could be leveraged to offer insight regarding users' perceptions on hotels images and captions and automatically classify new posts from rival chains as they are uploaded and predict the posts intent. This application could be of significant value to hotel managers and owners (for smaller-sized hotel enterprises), as it would aid them gain insight on market features from both their rival hotels and own users. The latter of course, would require acquisition of users' post data and as such constitutes future work. Other possible future enhancements/extension include: investigation of other social media platforms; employment of automatic caption generation to retrieve the textual description of the image scene rather than mere object classification; performance of sentiment analysis on other affects as well, rather than just polarity; carrying out model parameter tuning to improve its performance, as in all of the algorithms used in this work we have mostly opted to stick with the default configurations.

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## KEYWORDS

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Instagram, Communication, Intent Classification; Sentiment Analysis, National Chains Hotels

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# Role of TripAdvisor in influencing international tourists: A case study of Puducherry, India

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## PURPOSE

Social media acts as an important source of information for international and domestic tourists. The primary purpose of this study is to explore the profile of international tourists visiting the destination Puducherry and their social media adoption at various stages of trip planning. In addition, the study also attempts to understand the perception of the international tourists with reference to the destination attributes discussed on social media. This is done by analyzing their most sought after social media platform (TripAdvisor) for seeking travel information before visiting Puducherry (India).

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## RESEARCH METHODS

The study adopts a mixed-method approach in two phases. In the first phase, 189 responses of international tourists have been collected with help of a structured questionnaire to explore their demographic profile and social media adoption. Responses on visibility of the destination on social media platforms, kind of information searched about a destination, credibility of information have been collected, and influence of social media in their trip planning were asked. The findings from the responses of quantitative study were used to carry out an in depth analysis on the select social media platforms which were chosen by tourists to obtain information about the destination. Qualitative content analysis method was adopted to analyze reviews of foreign tourists over a period of three months to explore the destination attributes of Puducherry.

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## RESULTS AND DISCUSSION

The findings showed that seventy five percent of the tourists belonged to Europe. Social media have been used as an important platform by the tourists in planning their trip. TripAdvisor was the top social media platform that was referred for seeking destination related information. It was also found that the tourists obtain information about 'places to visit' at a particular destination. The qualitative analysis found the main attributes of the destination considered by the tourists on the basis of the reviews of TripAdvisor. Attributes like atmosphere, site management, activities, amenities, hygiene, cleanliness, safety, value, culture and historical importance were found to influence the international tourists.

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## IMPLICATIONS

Social media influences travel decisions. Emergence of web 2.0 and UGC (User Generated Content) create a positive impact on eWOM. Social media platforms provide opportunity to the tourists to write reviews which influence other tourists who intend to visit a destination in future. DMOs could use these

reviews to address negative eWOM and improve their services by adding value to it. In addition to it, such reviews can also be used by tourism service providers in collaborating, streamlining their services and formulating strategies to bring a level of congruence between perception of tourists and service offered at the destination. The present study is carried out based on the reviews of international tourists extracted from ‘things to do’. The scope can be extended to obtain reviews of hotels, holiday homes and restaurants to understand the overall attributes of Puducherry. The study can be also applied in analyzing the UGC of other popular social media platforms used by the tourists.

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#### KEYWORDS

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Social Media, Tourism, TripAdvisor, India, Puducherry

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# Reinventing tourism experiences via smart gamified applications: the cases of Old Corfu Town and Kilkis in Greece

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## PURPOSE

This paper conceptualises the design and development of smart cultural-content apps designed and developed to promote culture, sustainability, accessibility and source management-data, within two different kinds of destinations in Greece representing the extremes of the visiting scale: A) The densely visited old town of Corfu, located in the island of Corfu in Western Greece, which is a world heritage site inscribed on UNESCO's list, B) The wider area of Kilkis in northern Greece, a low tourism destination with high seasonality and mostly inbound tourism. The research focuses on the creation of personalised, adaptive and gamified touristic experiences, highly impacted by local cultural features with the use of transmedia storytelling and emerging technologies, that promote smartness, data aggregation and interaction between users and the cultural environment. In the framework of the personalisation of the touristic experience, both applications promote the user ability to interact with the content domain and contribute either by generating new content and experiences or through their metadata, optimizing the experience for both current and future users and enhancing the feeling of connectivity and community engagement.

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## RESEARCH METHODS

The theoretical analysis of the problem is complemented via the design and development of two systems named "Hologrammatic Corfu" for Corfu Old Town and "BRENDA" for the area of Kilkis. The "Hologrammatic Corfu" application has been designed, for the exploration of the site covering user requirements before, during and after the trip, with the use of transmedia content such as photos, 360-degree videos, augmented reality and hologrammatic videos. The second case study is implemented in Kilkis and features the development of the application named "BRENDA" designed specifically to promote gastronomic and historical tourism. This serious game implements and combines gaming and gamification elements in order to connect local businesses with cultural points of interest with the active participation of both local communities (content providers) and visitors (players). For both systems the theoretical framework is designed to describe interaction between the participating bodies in both the developmental and user levels based on the openness of data and their potential. Note here that the developer categorization includes the content experts, and the user category includes also businesses that wish to develop new products and services.

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## RESULTS AND DISCUSSION

The added value of the two apps designed and implemented, lies on the content-exploration capabilities beyond the generalised historical information, which allows visitors to identify and explore content of specific interest and value, visualised on demand. Also, a statistical analysis of travellers' visits to

specific points of interest is actively utilized enabling visitors to dynamically re-root during their visit, safeguarding sustainability and accessibility and inclusivity along the entire tourism cycle. In addition, data gathered during the use of the applications (regarding preferences, visiting trends, local weather data, disabilities and accessibility, etc) may be valorised by relevant authorities for the adoption of strategic decisions regarding sustainable tourism and management of their areas, while they can also be exploited for the development of new services.

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## IMPLICATIONS

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The paper presents, the ability to re-use existing content components within new areas of interest via minimal adaptation and the use of transmedia aspects that enable destinations to be rebranded into smart destinations. Both systems demonstrate practically how reorganizing the way that content is accessed through gaming, gamification and state of the art environments can aid in this process. The availability of content on open platforms such as Europeana, allows external bodies to either use it directly for reference, or devise new and innovative uses. To conclude, the implications are manifold and they are based on the openness of data that are made publically available. Further research directions include the generalization and standardization of the framework employed in the design of both case studies, allowing new systems to promote their capabilities and openly support smart tourism.

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## KEYWORDS

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Smart tourism, sustainability, gamification, content-driven implementations

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#### **ROOM 4 SPORT MANAGEMENT AND SPORTS TOURISM, Session Chair: Eleni Anoyrkati**

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# Exploring professionals perceptions on seasonality and sport events: a qualitative study of Kissavos Mountain Race

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## PURPOSE

Tourism is one of the main pillars of economic growth of Greece, which is a country that encounters intense seasonality problems, continually met in its province. Academic literature recommends the organization of events as a tool which, among others, could contribute to seasonality mitigation and possibly extend tourist season. Although tourism seasonality literature has noted the impacts of the organization of an event to a destination, yet few studies have explored the perceptions of local professionals with respect to a sport event in their area of activity. Local professionals are the ones that strongly face the personal and financial difficulties of tourism seasonality. The purpose of this paper is to address this issue. To this end, the role of Kissavos Mountain Race, a small-scale running event that is held annually in the region of Agia Larissa, is investigated. This study aims to explore how the local professionals of this mountainous village understand and interpret the relations of sustainable small-scale sport events and seasonality aspects.

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## RESEARCH METHODS

An exploratory study was designed in order to address the research question of evaluating the local professionals opinions regarding the running event's effectiveness to mitigate seasonality and their willingness to support similar actions. Building on a review of the literature on seasonality tourism and sustainability, a semi-structured interview guide was created. The key questions related with the professionals' perceptions on tourism seasonality, on sustainability issues with respect to seasonality and small-scale running events as well as on the organization of Kissavos Mountain Race. Twenty-five local professionals responded positively to the research and were interviewed. Data that reflect their perceptions were collected and an inductive analysis strategy was considered appropriate for this study, where themes emerge from the data.

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## RESULTS AND DISCUSSION

Results indicate that local professionals perceive that the event has a substantial leverage for the local economy and a positive impact on their social life. Also, analysis of the replies demonstrated that the respondents believe that the sport event has an impact on seasonality mitigation but only in conjunction with other actions. Most of them seem to converge on a strategy that would take into account the needs of visitors but would also include an ongoing support from the authorities to their businesses. On this basis, it is recommended for local and regional tourism managers to use a variety of combination tools to smooth out seasonality. Running events like the examined one, seem to contribute to the sustainable development of tourist areas, as long as they are not considered as "interventions" but rather as a tool in the overall marketing strategy of the destination.

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## IMPLICATIONS

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From a practical viewpoint, this study draws attention to local professionals' point of view and allows tourism managers to understand the characteristics and needs of the local market and adjust their event strategy. It contributes to the tourism field by examining the contribution of a small-scale sport event to seasonality mitigation from a local-stakeholder approach. Besides, this study highlights some theoretical variables for the subsequent discussion of the empirical research. However, its data were collected for a mountain race and are not generalizable in other areas. Therefore, it would also be interesting to apply this investigation in various regions and destinations in a comparative way.

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## KEYWORDS

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Seasonality, running race, perceptions, sustainability

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# A text mining of the hikers' online reviews – the case of the Mutianyu Great Wall

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## PURPOSE

The pandemic of COVID-19 significantly increases the outdoor activity of the people around the world (Bolelli, 2021; Brady, 2021). People start to believe that time spent outdoors, such as hiking, is beneficial for their physical and mental health (Brady, 2021). Hiking is one of the most popular outdoor recreation activities worldwide. Both the hikers and residents could benefit from hiking tourism development (Lee, Manthiou, Chiang & Tang, 2018). Therefore, knowing how to improve hikers' experience is essential. The main aim of this study is to identify the attributes which influence hikers' experience and behavior. More specifically, we explore the important topics related to hikers' experience as well as its corresponding categories. Further, the difference between domestic and foreigner hikers about influence attributes will be discussed.

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## RESEARCH METHODS

This study chooses the Mutianyu Great Wall as the study case, one of the most popular hiking trails in China (China Discovery, 2020). Differed from the traditional quantitative and qualitative methods in previous studies, this study introduces a topic modeling technique, latent dirichlet allocation (LDA) (Blei, Ng, & Jordan, 2003). More than 30 thousand online Chinese and English reviews from October 2005 to August 2020 of this hiking trail were collected using web crawler from Dianping, Ctrip, Qunar, and TripAdvisor, the most popular social media platforms about tourism. Mallet and Genism libraries in python environment were employed to conduct LDA analysis. The related parameters were set through the mallet library's optimization option. The number of topics were decided through the measures of topic coherence and human judgement (Kirilenko, Stepchenkova, & Dai, 2021). The meaning of topic were identified by top 15 words of each topic.

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## RESULTS AND DISCUSSION

In this study, we explore the hikers' experience and behavior and reveal the cultural background influence though a topic modelling technique. Ten and nine topics of Foreign and Chinese hikers' online reviews are extracted separately. For foreign hikers, the most frequently mentioned topics are 'recreation element' and 'transportation,' while the 'hiking options' and 'crowding perception' for Chinese hikers. These difference could be explained by previous studies which found the the Asian and Western tourists

evaluated relational quality attributes differently. We further group the topics into four categories based on the previous findings. The topics of ‘service facilities’, ‘recreation element’, ‘tour service’, and ‘ticketing service’ are grouped into ‘management’ category. The topics of ‘difficulty & challenge’ and ‘Essentials & Related condition’ are grouped into ‘Degree of difficulty’ category. The ‘Accessibility’ category includes ‘transportation’ and ‘hiking option’ topics. The ‘Environment’ category includes ‘climate & scenery’, ‘crowding perception’, ‘personal identity’, and ‘cultural experience’ topics.

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## IMPLICATIONS

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Online review is a type of non-intrusive source which be viewed as a useful data source. Little research applied the online reviews in hiking activity research. This study adopt topic modelling technique to fill this research gap. The findings verified the prior studies results and provide useful implications for hiking trail management. The influence attributes extracted from this study and the difference between Chinese and foreign hikers provide detail information for hiking trails managers. For example, the managers should pay attention to the recreation elements of family activities for foreign hikers. While some services or facilities relate to the needs of Chinese elderly and children should be provided. Future studies could combine the sentiment analysis and explore the individual impacts of topics on rating prediction.

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## KEYWORDS

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Hiking, topic modeling, tourism experience

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# Recreational sports in an urban environment: Opportunities and Constraints for sport tourism development

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## PURPOSE

In order for cities to be developed as tourism destinations, they have to provide opportunities for active lifestyle for residents and tourists. This will create an image of a friendly destination to sport tourists. In this line, research is required in order to explore the opportunities, the quality of sport services and the constraints for active sport participation. It is well documented today that the decision of individuals to adopt an active lifestyle is directly influenced by a set of constraints or restrictive factors. This factors can be either internally or externally related to the provision of sport and leisure services. Local authorities, private and public organisations are responsible in Greece for the provision of sport and leisure services in cities. The purpose of this study was to investigate the factors that influence the adoption of an active lifestyle in an urban environment, focusing at the same time on the quality of sport services, and adopting the hierarchical model of leisure constraints.

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## RESEARCH METHODS

A quantitative survey was conducted, among the adult general population. The sample of the study included one thousand (N=1000) citizens of the city of Thessaloniki, Greece. Constraints were measured with Alexandris and Carroll's (1997) scale, while service quality was measured with Alexandris et al. (2004) scale. The hierarchical model of leisure constraints and the SERVQUAL models were used to conceptualize leisure constraints and services quality.

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## RESULTS AND DISCUSSION

The descriptive statistics indicated that all the sport service quality attributes achieved average mean scores, which is not a positive finding. The quality of sport facilities and their attractiveness received the lowest mean scores (3.7 on a seven-point scale), which indicates that local and sport authorities should develop strategies modernize sport services and improve their quality. In terms of the constraints, the cost, time, and sport services dimensions had the highest mean scores. In terms of predicting the intention to participate in recreational sports all the service quality attributes predicted 35% of the variance. These findings show the value of conducting service quality research. The range of sport

services / spaces and the safety of them had the highest contribution. These dimensions should therefore be addressed by local authorities. These results propose that investing on the quality of the sport services should be one of the main strategies of local authorities.

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## IMPLICATIONS

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These results propose that investments in sport services, facilities and open recreation places are required in order for the city to become friendly for adopting an active lifestyle and develop the image of a “sport friendly city”. It is clear that residents are not satisfied by the sport services offered in the city. Both the quality and the range of the sport services achieved average scores. A strategy should therefore be developed for making “active cities”, in order to provide opportunities for residents and visitors to adopt a more active life-style. This strategy should be developed in cooperation among local authorities, tourism associations and private organisations. It has to be incorporated within the city marketing plans for tourism development. A city, which has an active image can lead to the development of a sport tourism destination and/or for improving the tourism product/offerings of the city. Sport services can also be used a complimentary tourism activity; they can contribute to the development of a more attractive tourism product, in combination with other cultural, education and leisure services. Sport services should be incorporated within the development of green cities, which is going to be the type of development that we will see in the future.

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## KEYWORDS

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Sport tourism, constraints, service quality, quality of life

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# The role of event personality on the development of brand involvement: the case of Oceanman open-water events

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## PURPOSE

The aim of this study was to explore the role of event personality on the development of brand involvement among events in the context of an international open-water swimming circuit.

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## RESEARCH METHODS

Oceanman is an open water swimming championship which takes place in several countries such as Mexico, Spain, Greece, Thailand, and attracts a global audience. The participants levels vary from beginners to professionals. The swimmers choose between three different swimming distances 2 or 2,5 km (“popular”), 5km (“half-oceanman”), 10km (“oceanman”). The survey took place during 2019/2020 circuit and before the covid-19 pandemic. The data were collected with an on-line questionnaire from ten Oceanman events. The research instrument of brand involvement was adopted from Beaton, et al. 2009 and is consisted of three factors: attraction, centrality, and self-expression / sign. The event personality attributes were explored based on Alexandris, 2016 and is consisted of five factors: excitement, sincerity, ruggedness, competence and sophistication. The total sample was 712 respondents. The vast majority were males (65,9%), between 31 and 40 years old, highly educated (90,1%) and professionally active (91,7%). The greater number of the participant combined the race with some holidays (65,4%), accompanied from at least one friend or relative (86,6%). More than the half competed for the very first time in an oceanman race (60,4%) Two step approach was adopted to identify the model. First, a confirmatory factor analysis was employed to test the factorial validity of the measurement model. Next, three multiple regressions were established in order to explore significant outcomes on the dependent variables.

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## RESULTS AND DISCUSSION

The findings demonstrated an acceptable measurement model fit: RMSEA=.09, SRMR=.06. CFI=.91,  $\chi^2/df=3.6$  and  $p<.001$ . In terms of reliability, the composite reliability indicator had acceptable ranges from .69 to .91; and Cronbach's alpha value showed an acceptable range of internal consistency from .70 to .85. The construct validity of the model was established within acceptable scores according to Fornell and Larcker's (1981) approach. Particularly, the convergent validity was established due to all significant t-values ( $\geq \pm 1.96$ ) ranging from 11,2 to 30,0 and average variance extracted which was above the .50 cut off criterion. Finally, the average variance extracted value for each latent construct was greater than the squared correlations among variables providing evidence of discriminant validity (Fornell & Larcker, 1981). Regarding the regressions, all independent variables were found statistically significant ( $p<.05$ ). Specifically, excitement, competence, sophistication, ruggedness and sincerity had significant contribution on the development of attraction ( $R^2=.50$ ,  $F=140,84$ ,  $p<.001$ ), centrality ( $R^2=.30$ ,  $F=61,97$ ,  $p<.001$ ) and self-expression ( $R^2=.36$ ,  $F=43,14$ ,  $p<.001$ ). The results confirmed that event personality factors could influence the development of further brand involvement. Sincerity and competence factors were found to have the strongest impact on the attraction level, sophistication and ruggedness had the highest loadings on the centrality level and sophistication and competence had the strongest paths on the self-expression level.

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## IMPLICATIONS

The present study provides practical implications for event organizers in international sport events. Since loyalty and involvement is critical for events to retain their preference and thus their incomes and viability.. In particular, the attraction facets of the race which deal with the technical aspects such as distance, route and physical/sea environment, can aid organizers in anticipating whether the technical part of the race is truly attracting. The centrality facets which have to do with the importance of the race to the social life of the participant can lead event organizers to several actions with view to enhance social significance of the event. Finally, self-expression facets give organizers a clear view in whether the race fulfill or not the participants expected benefits regarding its values, cultural interest, and unique profile. Consequently, the above tools are not only offering the ability to measure the event's personality and involvement, but also to direct the event to the desired profile.

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## KEYWORDS

Event Personality, Brand Involvement, International Sport Event, Oceanman open-water series

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# The development of a sports city as a tourist attraction

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### **PURPOSE**

The aim of the present study is to investigate the possibility of a city to be transformed into a sports city and the prospect of developing a sports city in collaboration with municipalities. The actions of the sport events of the municipalities contribute to the development of the municipalities as sports cities. The research questions of the present study are: 1) Government funds, European grant programs and private investment, 2) the big sport events, 3) the natural features and attractions of cities and the organized participation of sport tourists in historical sites, museums, parks, forests and shops and 4) the stable cooperation between the administrative bodies and the sports bodies contribute to the development of a sports city as a tourist attraction.

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### **RESEARCH METHODS**

A structured interview was designed and developed after an extensive bibliographic research, in which specific questions have been identified regarding the formulation of the policy of mass sports and leisure with the aim of developing tourism and specifically a sport city. Personal interviews were conducted with the collection of qualitative data from the interviewees, who are the individuals who define sports and leisure in four cities of Attica with a total population of approximately 206,000 people. The questions are divided into seven categories (sports development policy, sports infrastructure, marketing of sport events, environment, cooperation and important elements in the decision-making process for visiting a sport event / destination. The research is qualitative and the sample consisted of seven interviewees who hold the positions of Deputy Mayors of Sports and Culture, Presidents of Sports Organizations and Heads / Directors of Sports Departments of Municipalities in Greece, who were given the opportunity to express and develop personal views and judgments in a communication process by telephone or live. Specifically, interviews were given by the president, director and head of the sports organization of the municipality of Agia Paraskevi, by the director and head of the municipal cultural and sports organization of Papagou and Holargos and by the head and deputy mayor of sports and culture of the municipality of Petroupoli.

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### **RESULTS AND DISCUSSION**

The results offer the perspective of improving the quality of sports tourism activities parallel to the development of sport and recreation events, resulting in an increase in sport tourists and visitors. Sport cities will also contribute to the creation of standards (that include also standards for pandemic) for the extroversion of cities to visitors from other cities and countries to create safe customer experience. In this way attractive destinations will be developed and the new image of each sport city will attract a unique market and help the economic development of cities. More specifically, according to the results of the qualitative research, the most important areas that need improvement are the staffing of the services responsible for organizing sport events, the shaping and utilization of the natural environment and the sights of cities, the shaping and utilization of sports facilities, public and private funding, the legal framework, sponsorships, advertising, cooperation between the competent bodies and the possibility of hosting close to any small-scale sport event. In our opinion, this research is important because it is a first step towards the development of a quality evaluation tool for the elements that contribute to the creation of a sports city. An approach is made to the executives of the sports organizations of the cities not only for the sport events and programs that are organized, but also to assess whether there is the possibility and the perspective of using their tools in the development of sport tourism.

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## IMPLICATIONS

The results of this research contribute to the formulation of sport tourism policy by the competent bodies, the Ministry of Tourism and the General Secretariat of Sports, which should coordinate, subsidize or co-finance sports activities, contribute to training seminars and cooperate with municipalities and cities intending to organize sport tourism and leisure activities. The findings can be used by marketers and sport and tourism managers to assess intentions and organize related programs and events to attract more sport tourists and visitors to their regions. In the future, more research could be carried out on the implementation of sport tourism activities by an inter-municipal network, with a wider geographical area, which will include the cooperation of many cities that adopt extroversion practices.

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## KEYWORDS

Sport tourism, sport city, sport events, destination image

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# An assessment of leisure sport activities of tourists during the pandemic – Case Study Rhodes, Greece

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## PURPOSE

Leisure sports are an integral part of the tourism product, but rarely seen – as regards sea, beach, sun tourism - as a separate product, particularly as regards leisure sports that are practiced near the coast – coastal sports, such as surfing, kitesurfing, waterskiing, S.U.P., as well as other land-based sport activities, such as hiking, bike, horse back riding. Often in holiday packages an all-inclusive hotel offers these as part of the package, although internationally there are packages for windsurfing, as well as for other sports activities, as the central interest of the traveller. The year 2020 was a very unusual year for tourism, and for Greece it has not been much different.

The objective is to select and promote a sports tourism product for the destination, that will be adapted or enhanced and targeted to meet the specific requests of tourists, as identified from the visitors during the pandemic. This study centers on the activities of tourists who came to the island of Rhodes during the summer and fall 2020, and the extent to which their leisure sports activities were similar to tourists in other (previous) years. The comparison is useful in order to adapt both the sports tourism product itself, but primarily the promotion characteristics for a destination and a sport business provider.

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## RESEARCH METHODS

This study centers on the activities of tourists who came to the island of Rhodes during the months of July to November 2020, and particularly those leisure sports enthusiasts who did engage in both water and land sports. Based on the Questionnaire of a previous survey, the 2020 period research concentrated mainly on sports activities done by foreign (non-domestic) tourists.

The basic questions which had formed part of a field research in previous years, were again “asked” through targeted interviews of clients of a sports resort facility (SURFPOWER RESORT) on Rhodes and data have been gathered on the preferences and activities done under the conditions of the different feelings created by the COVID 19 pandemic. The interviewees were by necessity the tourists - clients of the specific business, 100% foreign from different nationalities, that were able to travel during the pandemic. Compared to previous years research, this time, during the interviews, a differentiation has been added, to establish the extent to which tourists that are sports enthusiasts prefer “sports holidays” to other types of holidays, as a means to maintain health safety.

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## RESULTS AND DISCUSSION

The Paper assesses various responses and compares to those of the previous research, to show the extent they differ, and to examine how a tourism sports package offer can be structured under “unusual conditions” from a practical standpoint. Although of course we hope never again to experience tourism under such pandemic conditions, the findings of the research are useful in structuring appropriately the

offer under “unusual conditions”. Key findings are that the sports enthusiasts remain active but change their sports preferences to select doing sports under “health safety” conditions. Specific selections of sports behavior changes are presented and compared to the past findings. These findings will assist the sports services providers to adapt their offer accordingly.

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## IMPLICATIONS

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The trend for “experience tourism” has supported the popularity of active sporting holidays and adventure tourism offers in the recent years. Leisure sports availability has become an important aspect of the overall perception by the tourists of the destination image. This element has not been capitalized upon in promoting destinations. It is estimated that Rhodes – the case study area – in the past years has received about 10% of “leisure sports visitors”, primarily for sea sports (mainly windsurfing, kitesurfing and SUP). Since sports activity during holidays is reported being on the increase (prior to COVID 19 conditions), upon the restart of tourism it is important to adapt product development and the corresponding tourism marketing – particularly the social media content marketing efforts – to correspond to the new criteria of the sports tourist. Thus, we would recommend that the new marketing campaign of Rhodes island (and of other similar destinations) support a targeted promotion strategy to include the “sports enthusiasts” as a target segment. Future years research could address confirming whether such a strategy is indeed effective.

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## KEYWORDS

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Leisure sports tourism, product offer, pandemic – COVID 19 conditions, tourist preferences

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**ROOM 5 STRATEGIC PLANNING IN TOURISM AND HOSPITALITY, Session Chair: Noelle O' Connor**

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# **An Examination of The Role That Strategic Marketing Plans Play to Encourage the Return of Tourists Throughout The Recovery Phase of Destinations Impacted By Terrorism**

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## **PURPOSE**

This paper examines the role that strategic marketing plans play throughout the process of destination recovery post terrorist attack for the purpose of encouraging the return of tourists. Thus, this paper investigates the impact that strategic marketing plans have as apart of crisis management utilising a mixed-method approach which utilises survey data analysing future industry leaders to quantify perspectives regarding the relationship between terrorism, tourism and destination marketing. Furthermore, this paper reviews destination marketing techniques utilised by international locations to determine recovery strategies utilising marketing plans. Bali, Paris, Northern Ireland, New York, Sri Lanka and Tunisia were selected as case studies because they have been the focus of significant research studies to date (Asia-Pacific Economic Cooperation (APEC): Indonesia, 2017; BBC News, 2019; Ferreira, Graciano, Leal, and Costa, 2019) which have primarily focused on the relationship between terrorism and tourism regarding the collapse of the tourism industry. Finally, this paper which is focused on the recovery of tourism destinations will be beneficial by contributing to the body of knowledge thus paving the way for future research.

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## **METHODS**

This paper will investigate the research techniques utilised to determine and understand the role that strategic marketing plans play throughout the recovery phase of a destination that has been impacted by terrorism. In response to significant research gaps regarding a universal definition of terrorism; proactive versus reactive nature of crisis management; as well as, shifting tourism perspectives, resulted in a two phased research approach. The approaches will include qualitative and quantitative methods of primary and secondary research. Firstly, a survey was issued to students to gain perspectives regarding the relationship between terrorism, tourism and destination marketing. Secondly, case study analysis was conducted to examine both successful and unsuccessful destination recovery strategies.

Surveys were issued to future industry leaders to gain perspective regarding the relationship between destination marketing, terrorism, and tourism. Throughout this paper, destinations impacted by terrorist attacks were examined. To determine if future industry leaders identified a relationship between destination marketing, terrorism and tourism, 97 survey responses were evaluated. It was concluded that respondents predominantly agreed terrorist attacks

significantly impact destination brand image. Furthermore, they agreed strategic marketing plays an explicit role in the recovery process of a destination encouraging the return of tourists.

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## RESULTS & DISCUSSION

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Issues that arose from analysing these data sources and information from the literature review identify implications for future development of strategic marketing models as a part of crisis management for the tourism industry. Results indicate that destinations that utilised strategic marketing as apart of crisis management frameworks experienced the return of tourists and recovered. Case studies investigated the recovery process of international destinations analysing successful versus unsuccessful marketing models. It was concluded that destinations such as, Bali and Paris utilised strategic marketing plans to reposition the locations image within the mind of tourists (Ferreira, et al., 2019).

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## IMPLICATIONS

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It was determined by the researcher that given the scope of this paper, further investigation into destination marketing, terrorism and tourism is required. It is imperative to examine the relationship between the three variables from a holistic viewpoint. Consequently, further research and analysis is needed to better determine the impacts that terrorism has on tourism and the role that destination marketing plays throughout the recovery process. Suggestions for future research include content analysis and interviews. Applying a longitudinal time horizon to these research instruments will contribute to the existing body of knowledge by filling the identified research gaps (Saunders, Lewis and Thornhill, 2015).

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## KEYWORDS

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Terrorism, Tourism, destination marketing, recovery

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# Research on the Influences of Tourism on the Process of Local Urbanization in Western Regions

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## PURPOSE

In the academic circles, there is a general consensus that the development of tourism has a significant role in promoting the process of local urbanization, which is based on the national level. However, China has a vast territory, the economic development of each region is significantly different, and the development stage of urbanization process is also different. In contrast, the economic development in western China is lagging behind and the process of urbanization is relatively slow. In Xinjiang, tourism has become a new driving force to promote the adjustment of local industrial structure, increase residents' income, get rid of poverty and become rich, and promotes the coordinated development of new urbanization and industry, agriculture and other service industries in western China. How to correctly guide the local use of tourism resources, make reasonable planning, meet the needs of tourists for food, housing, travel, shopping and entertainment, introduce local residents to participate in all aspects of planning, development and utilization, and promote the process of local urbanization is a hot topic. This paper aims to explore the influences of tourism development on the urbanization process in Xinjiang. What factors play a key role? This paper selects Heavenly Pond in Tianshan Scenic Spot in western Xinjiang as the research object, and discusses the influence of Heavenly Pond in Tianshan Scenic Spot on the urbanization process of Fukang City based on urbanization theory and stakeholder theory.

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## RESEARCH METHODS

By consulting the relevant literature of Heavenly Pond in Tianshan Scenic Spot and Fukang City in Xinjiang, and aiming at the current situation of the research area, this paper uses the interview method to study the reallocation of resources in Fukang city caused by tourism development, the transfer of rural surplus labor force to urban employment, and the changes in space, economy and society. Through e-mail, WeChat and other means, the author has interviewed scenic spot managers, government functional department managers, and relevant scholars of research institutions, foreign tourists and local residents. The interviewees answered the questions about the impact of tourism resources attraction, tourism capital promotion, tourism consumption pull, and tourism policy drive on urbanization process.

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## RESULTS AND DISCUSSION



Urbanization caused by the tourism is a necessary trend of urban development. Taking Fukang City, where Heavenly Pond in Tianshan Scenic Spot is located in Xinjiang, as a case study, this paper sorts out the relevant literature of tourism urbanization, and studies the urbanization of Fukang City based on the urbanization theory and stakeholder theory, so as to provide reference for the study of urbanization caused by tourism.

A. The influences of tourism on population urbanization of Fukang City

The urbanization of tourism population generally refers to the process of population gathering to urban areas driven by tourism development, from rural population to urban population, and increasing urban population. It includes not only the localization of foreign population, but also the non-agricultural transformation of local population. Tourism industry has the characteristics of long industrial chain and wide span, and strong employment driving force. One direct tourism employment opportunity can drive more than three indirect employment opportunities. Driven by the tourism industry of Heavenly Pond in Tianshan Scenic Spot, the employment opportunities in Fukang City have increased significantly. Many local residents who used to be farmers and lay off from home have come to work in succession (the staff of the scenic spot management committee). Here, many local farmers have transformed from agricultural workers into tourism service personnel and managers, which has promoted the growth of urban population (local residents of Fukang City). With the arrival of a large number of foreign tourists for sightseeing and leisure vacation, a large number of urban population and consumption has increased (scholars of research institutions). Therefore, from the perspective of regional development, tourism plays an important role in the process of population urbanization.

B. The influences of tourism on the economic development of Fukang City

The tourism development of Heavenly Pond in Tianshan Scenic Spot supports the economic development of Fukang City through the multiplier effect, aggregation effect and integration effect of consumption, investment and employment. The GDP of Fukang city increased from 1.583 billion yuan in 2000 to 16.879 billion yuan in 2017; the number of tourists increased from 1.142 million in 2003 to 6.01 million in 2017; and the tourism income increased from 200 million yuan in 2003 to 9.65 billion yuan in 2017. The radiation development of Heavenly Pond in Tianshan Scenic Spot has led to an increase in the number of amusement projects. It also extends to the coverage of scenic spots around Fukang City, providing one-stop service (tourists). The food, housing, transportation, tourism, shopping and entertainment of tourists have the characteristics of wide industrial base, wide employment promotion and large investment. Through the integration and cluster development of tourism industry, the linkage development of tourism industry, the primary industry, the secondary industry and the tertiary industry is realized. With the development and progress of social economy, the integration, clustering and ecological development trend of large tourism industry is becoming increasingly prominent (scholars of research Institution).

C. The influences of tourism on the social and cultural development of Fukang City

The sum of spiritual wealth accumulated in the process of re-creating material wealth is called social culture, which reflects the degree of social civilization. The development of tourism has a wide range of impacts on urban economy, society, cultural tradition and ecological environment. With its unique tourism resources, Heavenly Pond in Tianshan Scenic Spot attracts tourists. Tourists "bring" their money to scenic spots and beautiful villages for consumption, effectively realizing the redistribution of wealth between rich and poor areas (tourists). A variety of foreign ideas also followed, and some advanced and avant-garde ideas radiate to the residents around the town, driving the transformation and innovation of the ideas and values of the residents of tourism towns (local residents of Fukang City). Through good tourism experience, tourists can display and spread a good image of the city through word of mouth. Making full use of the media and vigorously publicizing the tourist destination is the channel and position to spread and improve the image of the city.

D. The influences of tourism on the construction of environmental protection in Fukang City

Compared with other traditional industries, tourism has a relatively small impact on the environment and is an environment-friendly industry. At the same time, tourism environment is the basis of tourism,

and it is a kind of tourism resources. To develop tourism industry, it is required to first create a good natural environment for tourists (government functionaries). In the process of developing tourism, the tourism ecological construction and pollution control measures have been widely adopted, such as planting trees, planting flowers, actively controlling soil erosion, water pollution, air pollution and other phenomena, gradually enhancing people's awareness of environmental protection, beautifying the ecological environment, and realizing a virtuous cycle of natural ecological environment. It aims to achieve resource conservation and environment-friendly development, so as to promote the overall coordinated and sustainable development of population, economy, society and environment in Fukang City.

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## IMPLICATIONS

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Through interviews with scenic spot managers, government functional department managers, relevant scholars of research institutions, foreign tourists and local residents, the author analyzes the impact of tourism development on the urbanization process of Fukang City. Fukang City has a fragile ecological environment, rich tourism resources, low level of urbanization, insufficient industrial support, numerous migrant workers, etc. as well as the development trend and characteristics of tourism. Tourism is undoubtedly the best choice to promote the process of urbanization. The research in this paper is only a preliminary exploratory study, and there are many problems to be further studied. In the future research, this study puts forward the following suggestions. First, it is necessary to compare the cases under different natural conditions, different social, economic and cultural conditions, and summarize the characteristics and differences of various types of tourism urbanization. Second, there are many theories of urbanization, involving more contents, covering a wide range, and lacking a leading theory. Therefore, the research on the basic theory of the new tourism urbanization is still to be improved.

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## KEYWORDS

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tourism, western region, urbanization process, Heavenly Pond in Tianshan Scenic Spot

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# An Overview on Risk Management Practices in Hospitality Organizations in Germany

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## PURPOSE

This paper aims to identify the key risks which are considered as important by hospitality organizations in Germany. It also seeks to evaluate the actual process of risk management practiced by hoteliers and to measure manager's opinion on the importance of a systematic risk management approach in hospitality organization.

Risk management in hospitality is an under-researched topic despite the growing need which has been highlighted recently by the corona pandemic. Market research shows that many businesses did not anticipate the crisis and its extent and consequently were not prepared for it. This stands in contrast to several organizational and innovation theories which assume that organizations are open towards their environment and react to changes in their surrounding with adaptations of their organizational structures and business models (McFarland & Gomez, 2013; Schumpeter, 2003). Therefore, this study's theoretical contribution is to highlight how these theories need to be adapted to possess adequate explanatory power for the hospitality context with its key features such as seasonality, lack of innovative capacity, financial constraints, and interaction with guests.

The corresponding research questions and hypotheses are:

RQ 1- How do hospitality organizations in Germany practice risk management?

RQ 2- How does the practical risk management of hospitality organizations in Germany resemble theoretical business risk management approaches?

H1- The overall implementation of risk management practices in hotel organizations in Germany is low.

H2- There is a gap between hotel organizations' theoretical and practical business risk management approaches.

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## RESEARCH METHODS

The study is designed as explorative and inductive. Primary data has been collected by semi-structured qualitative interviews with top managers and professionals in hospitality organizations in Germany. A secondary research in the field of risk management processes and a proposed *Hospitality Organizations Risk Framework* has been used as the conceptual framework of the study. The framework is based on *Enterprise Risk Management - Integrated Framework* (COSO, 2011). The interview sections are: general attitude towards risk, systematic risk management process, steps in the risk management process, risk management techniques, main risks the businesses are confronted with, legal or other obligation for risk management, risks and risks limits, personal attitude to and handling of risk.

The study population consists of hotel professionals (managers, consultants, owners, specialists) who have decision-making authority in the area of risk management. The businesses they represent vary from small independent to large chain hotels.

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## RESULTS AND DISCUSSION

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The preliminary findings show that the implementation of risk management practices in hospitality organizations in Germany is low and that significant differences exist between the theoretical risk management models and their practical execution in hotel organizations, rendering support for hypotheses 1 and 2. Overall, Risk is considered as rather negative, and operational considerations are given priority over a strategic approach to risk.

Several obstacles for the implementation of professional risk management were observed during the course of the interviews. These are the industry's traditional and hierarchical structures and resource limitations. Further bottlenecks are a functionalist managerial mentality and a conservative corporate culture.

Furthermore, although hoteliers are aware of the importance of risk management and they consider risk in a positive way, it appears they cannot fully exercise their risk preference in their professional role. This might indicate distortions and communication deficits in the principal-agent relationship between owner-investor and operator, but also internally between central and property-level management.

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## IMPLICATIONS

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Primary results indicate a requirement for the implementation of a systematic risk management approach in the hospitality organizations. Given the dispersed industry structure, this effort should be supported by public bodies. Furthermore, the hotels should reform their internal structures towards professionalism, holistic thinking and open communication.

As a practical contribution, the paper puts forward a *Hospitality Organizations Risk Framework* which helps practitioners to manage risk in the hospitality industry more effectively.

A suggestion for future research is a quantitative study to measure the scale of the implementation and practice.

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## KEYWORDS

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Risk Management Process, Operational Risk, Strategic Risk, External Risks, Hospitality Industry

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# Tourism Dependence, Diversification and Smart Specialization

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## PURPOSE

The purpose of this paper is to analyze economic diversification promoted by the smart specialization and the potential of tourism as a driver of smart specialization strategies in tourism dependent regions. Tourism dependent regions have been economically severely affected by the pandemic (Qiu et al., 2020). The strong impact of the COVID-19 crisis led to an intense economic diversification debate in this type of regions. This paper compares Spanish regional smart specialization strategies. The case of the Canary Islands is used to illustrate a tourism-based economy which develops its own smart specialization strategy. Smart specialization is an innovative economic region-based transformation agenda and serves as a frame of reference for the Research and Innovation Smart Specialization Strategies (RIS3). RIS3 have been widely promoted by the European Union (Foray et al., 2012). The Canary Islands is a successful tourism destination, which exceeded the 15 million of tourists in 2019 (Hernández-Martín et al., 2021). The potential of tourism as a driver for the regional smart specialization development and diversification (Benner, 2020; Del Vecchio & Passiante, 2017) in the Canary Islands is analysed by means of the dynamics of this destination.

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## RESEARCH METHODS

First, a bibliographic review has been conducted to support a theoretical framework on tourism dependent regions (Ranasinghe et al., 2020; Schubert, 2021) and smart specialization strategies (Balland et al., 2019; Benner, 2017; Capello & Kroll, 2016; Foray, 2017, 2018; Foray et al., 2012). Then, this paper analyzes ongoing Research and Innovation Smart Specialization Strategies (RIS3) in Spain in order to understand their configuration and monitoring. A comparison between these RIS3 regarding their different implementation is completed. Third, the Canary Islands' RIS3 is considered, as a case study of a tourism dependent region, analysing the evolution of context, strategic and results indicators. Finally, available data of tourism innovation, sustainability and tourism diversification within its value chain are examined.

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## RESULTS AND DISCUSSION

The regions of Spain have been compared in relation to their RIS3 implementation and they show different patterns of specialization. Generally, economic diversification is a priority for all the studied regions, including diversification regarding different levels of the value chain of their main specialization. We have found evidence on this kind of economic diversification reflected in smart specialization strategies which, far from diversification towards new sectors, is strongly based on innovation, digitalization, new technologies, industry knowledge and intelligence and science production. Therefore, diversification within the tourism value chain could be a sound policy for tourism dependent regions. Furthermore, a relationship between the regional characteristics and the RIS3 objectives of each region is observed. Nevertheless, chosen indicators for monitoring the results in each region do not



always match the objectives proposed. It is remarkable that certain strong tourism dependent regions, for instance the Canary Islands, which includes tourism as a priority, do not consider indicators related to tourism in their monitoring framework. The Balearic Islands, by contrast, include an extensive listing of tourism indicators regarding innovation and sustainability investment, tourist wellbeing, perceptions and more. The Canary Islands RIS3 priorities have been improved since its implementation.

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## IMPLICATIONS

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This paper could provide insights for policy makers of tourism dependent regions to perceive tourism as a driver of smart specialization and of the economic diversification of tourism within its value chain. This potential role of tourism, far from the negative perception as a low value added activity, could be fostered within the RIS3 framework. Promoting diversification within tourism, not only in the RIS3 priorities; but in the context, strategic and results indicators of the monitoring would be suitable for regions with strong tourism competitive advantages.

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## KEYWORDS

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Smart specialization – Diversification – Canary Islands – Tourism – RIS3

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# Luxury hotels' Customer complaints: A comparative study of review attributes using text mining

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## PURPOSE

Customers usually express their dissatisfaction with the service provider by posting negative reviews. Literature suggests that online reviews are impacted by reviewer attributes, review attributes and hotel attributes. The objective of this study is to investigate how the determinants of customer dissatisfaction vary with respect to the reviewers domicile -home and away customers; reviewer's expertise – high, medium and low; and the reviewers purpose of travel - business and luxury tourists by analysing the complaints posted by the cutomers on a third party website.

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## RESEARCH METHODS

The present study employed secondary data; 26,009 reviews from 18 luxury hotels were obtained from TripAdvisor.com by using a webcrawler developed in Python. The researchers selected Hyderabad luxury hotels as the sample for the study. Of the 26,009 reviews, 1177 reviews were negative and were included for further study. Qualitative data was used to obtain the technical features of the reviews such as sentiment score, review length, and response ratio and dimensions of the customer' complaints. Text mining was applied using R-programming and Latent Dirichlet Allocation was used for obtaining dimensions.

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## RESULTS AND DISCUSSION

The researchers obtained the features of customer complaints and found them to vary based on the reviewer characteristics. Leisure tourists were found to write lengthier reviews and garnered more likes, while the average contributions and mean sentiments were higher for business travelers. The mean length, contributions, and votes were higher for higher expertise reviewer when compared to medium and low expertise reviewers. The mean length of stay was higher for away tourists than home tourists. LDA results revealed 12 dimensions of customers complaints: food quality, Amenities and pick up and drop, room hygiene, hotel responsiveness, ambience, noise, staff behavior, check-in, customer experience, food & beverage service, value for money, and negative word of mouth which vary across reviewer attributes.

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## IMPLICATIONS

The findings of this study are in line with Hofstede's cultural dimensions and Attribution theory. They can help the hotel managers to segment the customers based on their domicile, expertise and travel purpose, and serve them efficiently by offering customised services. The findings can also serve as a guide in devising appropriate service recovery strategies for different types of customers. This study can be extended to varied geographical locations, different types and classes of hotels.

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## KEYWORDS

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Complaints, Home and Away, Reviewer Expertise, Travel Type, Luxury Hotels

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**ROOM 6 STRATEGIC PLANNING IN TOURISM AND HOSPITALITY, Session Chair: Christos Petreas**

512 **Athanasios Gounas, Achilleas Papatsimpas, Ourania Gkouna** and **George Apostolou**, Covid-19 on tourists' consumption behaviour and motivation

537 **Christos Petreas, Korina Liouta** and **Michalis Verykios**, Evaluating accessible tourism development issues for an action plan for Greece

538 **Francisco José Chamizo-Nieto, Sergio Reyes-Corredera, Nuria Nebot-Gómez de Salazar** and **Carlos Rosa-Jiménez**, Indicators to measure touristification processes of urban areas. Case studies in the Mediterranean coast

570 **Nidhi Yadav** and **Sonu Goyal**, Time to reconsider governance of restaurant partners by online food delivery platforms in post pandemic era



# Covid-19 on tourists' behaviour, consumption and motivation

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## PURPOSE

The aim of this study is to explore tourists' travel trends, tourist attitudes and preferences, travel motivations, hygiene and safety measures following Covid-19 pandemic. In addition, it studies the impact of tourists' gender, age, occupation and income on these trending factors. These research aspects are underexplored and still in process due to the current pandemic situation (Ahmand et al., 2021; Wachumi and Kusumanigrum, 2020).

Key findings on the aforementioned factors will contribute both to theoretical challenges (travel motivations etc.) and practical ones, as well as policy implications on tourism at the wake of Covid-19 pandemic. Thus, empirical data reveals new travel preferences and trends which should contribute to an accelerated recovery of the sector (Marques Santos, 2020; Sigala, 2020).

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## RESEARCH METHODS

The research conceptual framework and hypotheses were constructed, based on current theoretical and empirical studies (AlGassim and Abuelhassan, 2021; Woyo, E., and Slabbert, E., 2020). A quantitative research process followed, and a questionnaire was transmitted to 433 participants within the Greek territory during March 2021. The distinctive sections of the questionnaire (tourists' consumption behaviour and travel motivations) present high levels of reliability (Cronbach's alpha equal to 0.803 and 0.895 respectively). The demographic profile of the respondents was also analysed including gender, age, income, family status and occupation. Descriptive statistics and parametric statistical tests (t-test, one-way ANOVA) were used to study tourists' behaviour with demographic characteristics. The data were verified and analysed further using factor analyses with varimax rotation, identifying four hypothetical dimensions for each part of the questionnaire.

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## RESULTS AND DISCUSSION

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Factor analysis ends up with four factors regarding the tourist behaviour questionnaire (Domestic travel inclination, international travel inclination, attitude and preference of tourist, hygiene and safety) and four factors regarding the tourist motivation questionnaire (solitude and relaxation, thrills and excitement, scenery, social activities). The findings revealed that the Covid-19 pandemic influences tourists mainly regarding domestic travel inclination as well as hygiene and safety requirements. Moreover, gender and income have significant impact on these findings with females and respondents with an income of 9000 to 20000 Euros focusing on hygiene and safety. In addition, mainly students are motivated by scenery, solitude, thrills and excitement. Compared to previous similar studies in other destinations, the findings suggest a higher inclination towards domestic and international travelling, the effect on tourists' attitudes and preferences was found to be lower, while the dimension of hygiene and safety is still the highest one in terms of importance. Finally, regarding the motives of travelling, social activities as well as solitude and relaxation were found to be the less important motives for Greek tourists while their importance was significantly higher for international tourists. The findings about tourist behaviour show a positive relationship between domestic and international inclination and a negative relationship regarding the inclination between tourists' attitude and preference and the importance of hygiene and safety while the different motivational dimensions found were significantly positively related.

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## IMPLICATIONS

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Practical recommendations for reopening the tourism and hospitality industry by the end of Covid-19 pandemic are provided. Hygiene and safety precautionary measures should be emphasized on the tourists' marketing process and marketing strategy promotion, especially towards female and average income tourists. Implications on tourism due to Covid-19 adversity are still in process; consequently, identification of these tourist behavioral changes will clarify theoretical issues. In addition, tourism organizations and businesses pertinent to this sector should consider these trends to attract and encourage more potential visitors. The impact of the pandemic is obvious which makes revising tourism strategies towards the successful reopening of the world tourism industry even more important. At a future point, those findings could play a significant role in the prediction of tourists' behaviour and the response of tourism organizations towards a change in the tourism environment in terms of health crisis management. Finally, the ultimate implication could be the development of a systemic approach regarding the responsiveness and adaptability of the industry in similar crisis situations.

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## KEYWORDS

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Tourist behaviour; Covid-19; Tourist attitudes and preferences; Tourist motivations, Tourist intentions

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# Evaluating accessible tourism development issues for an action plan for Greece

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## PURPOSE

It is generally accepted and all the governments of the last 20 years in Greece have pointed out and recognized the importance of enhancing the tourism product. The “accessible tourism market” has mostly been restrictively considered as tourism for the disabled and has lacked being included in effective planning and promotion activities. The disability related organizations have often brought forward the issue, but only in the recent months, has the Ministry of Tourism established a special “Committee for Accessible Tourism” to study the implications and come up with concrete proposals, that cover not only the disabled but the full extent of accessible tourism. All the authors are members of this Committee.

The accessible tourism market has not, to date, been addressed formally, but only incidentally, in the government's tourism strategy and, due to its many dimensions, needs a comprehensive multifaceted approach, which will take into considerations different fragmentary actions undertaken.

The Committee, among other activities has prepared and implemented a first questionnaire survey distributed to the Regional Authorities in an effort to gain an understanding of the situation. The development issues presented in this paper are based on this preliminary survey and on the discussions in the Committee.

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## RESEARCH METHODS

The confidential survey to the 13 Regional Authorities was implemented by requesting completion of a comprehensive questionnaire, by the Committee on Accessible Tourism of the Ministry of Tourism. All the Regional Authorities (100% of the population) responded.

The analysis was based on 12 sections - areas of policy and strategic actions, and was laid out in a number of questions in each; each question included the request to assess on the basis of a 5-point Linkert scale, specific “statements” referring to either policy decisions, planning strategy, or implemented practical actions. The questionnaire issues and its findings, then, are used to make “value assessments” of various aspects, on the prerequisites, the current strategic approach, the planning activities, as a basis for the development of specific recommendations.

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## RESULTS AND DISCUSSION

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Key findings relate, at this preliminary stage, to a general understanding of what is being done, what level of commitment and to what extent, and at what level of commitment the Regional Authorities are approaching the issue of making Greece a friendly destination for accessible tourism.

The preliminary analysis of the results of the questionnaire, shows that the special needs that must be met for market of accessible tourism and the way of addressing these needs, are still at a very early stage, although individual Regions have put into effect different actions, but not as part of an integrated plan. Specific recommendations, are therefore being developed and are expected to be part of the work being undertaken by the Committee and thus, the subject of recommendations for political and strategic interventions, as well as relevant legislation.

The paper describes some of the issues that have come up and will provide examples of some of the recommendations, as a preliminary approach for a concrete strategic program to make the whole country “accessibly friendly”.

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## IMPLICATIONS

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Since it is the first time that the approach to the accessible tourism market is specifically studied and addressed with a government mandate to propose an Action Plan, this work breaks new ground in government tourism policy. The anticipated results of an effective and efficient policy for accessible tourism can amount to receiving unrealized benefits, but also to creating a new image for Greece as an accessible destination.

The results of the questionnaire survey do indicate a number of areas where specific actions are needed in order to reach this market - because the accessible tourism market is very large, estimated at more than 100 million in Europe. It is a market that travels all year long, and can satisfy the need for year-long tourism, a desirable target for Greece, and is generally producing higher per capita returns. Among the recommendations not only physical works are identified, but also proposals for legislative adaptations, but mainly for policy decisions at Regional level, for creating “accessible information” including the use of technology, and for promotional activities needed.

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## KEYWORDS

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Accessible tourism, Greece, regional tourism development, strategic planning

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# Indicators to measure touristification processes of urban areas. Case studies in the Mediterranean coast

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## PURPOSE

The present work aims to define a methodology to identify neighbourhoods under touristification processes in tourist destinations. The main objective is to define indicators based on variables which are quantitative and qualitative in nature –population, short-term rentals, regulated tourist accommodations, catering facilities, cultural equipment and citizen initiatives– in order to let local government recognise and manage neighbourhoods where there is a conflict of interest between residents, tourists and other stakeholders involved. The indicators which correlate the variables mentioned above measure touristification phenomena without just depending on static ones reported in previous work (Adamiak et al., 2019; Dudás et al., 2017; Lagonigro et al., 2020; Mínguez et al., 2019) and following a mixed model, including dynamic attributes (García-Ayllon, 2018).

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## RESEARCH METHODS

The methodology proposed is based on a mixed model of quantitative and qualitative indicators which measure the degree of touristification by neighbourhoods. Research instruments are web scraping to gather data from Google Maps and, subsequently, data implementation through Geographic Information System (GIS). In case data is open access, the accurate sources are open data platforms from local and regional government. Data from most read local newspapers serves to collect citizen initiatives concerned about overtourism (Chamizo-Nieto et al., 2020). Once a comprehensive database is built, operational overlap and comparative statistical analysis by GIS show new areas in progress of “tourism gentrification” (Gotham, 2005). Study population belongs to tourist destinations which combine the following features (Calle-Vaquero, 2019): (1) aerial accessibility because of low cost airlines, (2) cruise ship dock, and (3) significant cultural and leisure offer. These methods have been tested in two mediterranean cities of similar size: Malaga and Valencia. The Mediterranean arc is the location where these processes spread over coastal cities. According to the Municipal Register in 2020 (Ayuntamiento de Málaga, 2019; Ayuntamiento de Valencia, 2020), both cities nearly have the same population size –

580,469 and 801,545 inhabitants, respectively, and the former ranks up to the fourth position according to the quality and innovative cultural offer ranking from Spain in 2019, with the latter in fifth place (Observatorio de la Cultura, 2020).

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## RESULTS AND DISCUSSION

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The key findings are the definition of (1) indicators through variables which are static and dynamic in nature, and (2) low/high touristification thresholds through the correlations between them. Thus, these correlations in each case study make possible to define the scope of the touristification processes, as well as which indicators are more meaningful than others. Dataset cartography and diagnosing of the defined variables in a spatial analysis show common patterns in both case studies: concentration of tertiary uses in the old town, new areas under “gentrification mainstream” (Holm, 2013) close to it, emerging clusters of tourist facilities beyond the historic centre, etc. GIS mapping report areas which collect touristic activities and facilitate the expansion of tourist charge, so the chosen mixed variables allows to show an overtourism scenario before SARS-CoV-2 (COVID-19).

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## IMPLICATIONS

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The research contribution is to include qualitative indicators as part of a predictive model on neighbourhood in progress of touristification. Early studies are mainly based on sociodemographic and socioeconomic variables because of Airbnb boom such as resident population (Bertocchi & Visentin, 2019; Campbell et al., 2019; DiNatale et al., 2018) and floating city users (Chamusca et al., 2019), or rental housing factors and revenues (DiNatale et al., 2018; Grisdale, 2019; Rodríguez-Pérez de Arenaza et al., 2019; Wachsmuth & Weisler, 2018). However, there is a lack of qualitative data due to the difficulty to achieve it: stakeholders, facilities, local commerce, catering trade... The presented mixed model may serve as a basis for local administration to propose urban policy which struggle with overtourism in the short and medium term. Likewise, this work is open to new research about urban tourism: redefinition and addition of variables, further development of comparative case studies or field studies which complete database.

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## KEYWORDS

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Touristification; urban tourism; overtourism.

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# Time to reconsider governance of restaurant partners by online food delivery platforms in post pandemic era

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## PURPOSE

Paper studies governance of external entities in the context of online food delivery platform. The paper attempts to examine effect of formal and informal controls on platform stickiness of restaurant partners.

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## RESEARCH METHODS

Paper uses mixed methodology to study governance in online food delivery platforms. Using exploratory research methodology, platform governance issues have been identified through semi-structured telephonic interviews of restaurant owners and account managers of food tech companies. Qualitative analysis of the responses helped identify some of the key determinants influencing governance and its influence on platform stickiness of partners, which have been further used for designing the instrument for conducting the survey. Restaurants located in National Capital Region (NCR) having current or past association with any food delivery platform are included in the study. NCR includes national capital of India, Delhi and adjoining areas with high concentration of industries such as Gurugram, Uttar Pradesh and Rajasthan. Sample size of approximately 80-100 has been determined based on recommendations from PLS-SEM sample size table. Constructs like information asymmetry, opportunism, control, trust and platform stickiness have been measured using the questionnaire. PLS-SEM will be used for predictive analysis and for outer and inner model specifications.

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## RESULTS AND DISCUSSION

Result of the exploratory study has revealed various strategic governance issues such as information asymmetry, opportunism, excessive control and lack of trust in the platform. Information asymmetry is defined as having access to information but not sharing it with partners while opportunism is defined as seeking self-interest with guile (Williamson, 1999). Food delivery platforms have access to all the information related to customers as well about different partners. Our findings are supported by the study done by (Veen, Barratt and Goods, 2020), who argue that platforms withhold critical information from partners as a distinct control mechanism thus preventing partners from taking informed decisions. Leveraging valuable data the platform aggregators use various algorithms to control the partners indirectly. Various studies mention how the apps enable digital platform to exert control over the partner (Rosenblat and Stark, 2016; Mäntymäki, Baiyere and Islam, 2019). Our findings are further reinforced by recent studies by (Griesbach et al., 2019) who stated that platform companies control their partners via strategic use of information asymmetry, customer ratings and other performance measures. This study adds to the literature of the governance by extending governance outside the boundary of the firm and managing external entities. Study further aims to provide optimal governance

mechanism for external entities/partners through various control mechanism such as formal and informal control.

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## IMPLICATIONS

Study explores key strategic governance issues of external entities (partners). Study also contributes to the literature of governance by extending governance outside the boundary of the firm. Study is likely to improve the platform stickiness of the online food delivery platform by guiding food delivery platform executives to implement optimal level of governance using right mix of formal and informal controls. Platform stickiness will in turn increase the network effects and thus value created by the platform and partners. Improved governance will also help in future recovery of the restaurants hit by the pandemic. The findings can help the governance issues on other digital platforms for different partners in different geographies.

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## KEYWORDS

Online food delivery platform, governance, digital platform stickiness, network effects, post COVID-19 recovery.

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**ROOM 7 TOURISM PLANNING AND DEVELOPMENT, Session Chair: Nikolaos Iason Koufodontis**

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455 **Da Huynh, Nhan Nguyen, Long Duong, Tung Nguyen, Thuy Truong and Canh Dao**, During and after the Covid-19: resiliencies and solutions for tourism development in an emerging city

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# Tourism as a key driver of the development process in low-density territories

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## PURPOSE

Tourism is widely recognized as one of the key sectors for the development of countries and an important source of income, employment, and wealth creation, with an impact on the social, economic, and environmental levels in territories. The tourism development process has contributed more to growth and economic diversification than to the development process itself (Sharpley, 2002). This is because the contribution of tourism is more easily identified in a definition of development focussed on economic growth (Telfer, 2002) and because governments tend to prioritize tourism in the economy as a generator of wealth and income for the public sector itself and for the community that supports them (Bramwell, 2011). This paper aims to understand to what extent tourism can act as an inducer of the development process in low-density territories (LDTs). The specific objectives are (1) to explore the relationship between the concept of development and the tourism sector; (2) identify and characterise the main development models of development and growth in tourism; (3) define and analyse the main characteristics of LDTs; (4) study the contribution of tourism in creating solutions that promote the development of LDTs.

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## RESEARCH METHODS

Portugal has a great territorial diversity, despite its small size. It is a country that presents great geographical, physical, demographic and economic differences between its regions. The demographic urgency that Portugal is experiencing, the bipolarized territories between the interior and the coast, the growing importance of the tourism sector and the difficulties in the deconcentration of the flow of tourists through the territory in a more balanced way, are the main reasons that motivate this study. Subsequently, municipalities in LDTs were surveyed. From a total of 165 municipalities considered as LDTs, 112 valid responses were obtained, which corresponds to a response rate of 67.9%. This information was collected over a time span of approximately two months, starting in September 2020 and completed in early November 2020. This questionnaire was distributed with the objective of understanding the relevance that tourism has or may have in the LDTs.

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## RESULTS AND DISCUSSION

Tourism drives an integrated development of LDTs. However, tourism must respect the characteristics of the territories and populations, that exploits untapped valences and that enhances the local economy, through the use of the resources in the territory. These are characteristics that, in general, enhance the

territorial and human capital of these places and that use the endogenous resources of the territory, in order to enhance the external image of the municipalities and increase the economic value of the territory. The questionnaire to municipalities LDTs, showed the different configurations and visions on how tourism can help to mitigate existing problems and enhance the emergence of solutions. It was possible to perceive the current importance of tourism in the context of LDTs - strengthening of the economic base of the LDTs, external image of the municipalities, preservation of heritage, involvement of the population - and the future importance that will be progressive and even more evident. For many municipalities, tourism appears to be a key and central sector in the implementation of municipal policies.

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## IMPLICATIONS

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The main contributions of this research are a greater understanding of the situation and uniqueness of LDTs, a better understanding of the territorial dynamics that involve the relationship between territorial development and tourism, the essential contribution that tourism activity itself can offer to LDTs and the fundamental role of municipalities in support of tourist activity, as an agent of proximity in mitigating existing problems. These findings are fundamental for local DMOs for the definition of local strategies for tourism development and growth, in the creation of private and public partnerships, focusing in the improvement of quality of life of residents.

For future research should be relevant a comparative analysis between LDTs and major tourist destinations, and between different countries.

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## KEYWORDS

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Tourism; Low-density territories; Local development; Portugal.

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# **During and after the Covid-19: resiliencies and solutions for tourism development in an emerging city**

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## **PURPOSE**

This study aims to evaluate the adaptation process and recovery plan for tourism sector in a developing city in Vietnam due to the effects of Covid-19 pandemic. It is clearly that tourism sector has serious impacts from Covid-19 pandemic. Then, whether tourism sector in an emerging city is successful adapting from a strong, long lasting and many waves effect of a pandemic? And how tourism sector in the city plan for a recovery scenario due to the shortage of all resources from financial resource to human resource?

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## **RESEARCH METHODS**

A mixed method approach has been adopted in the study involving observation, survey questionnaires and in-depth interviews with the local tourism authorities, tourism companies and tourism-related business at Can Tho City. For qualitative research, 20 representatives from many stakeholders involved in tourism management and development were interviewed. Quantitative research was used for 280 representatives of tourism service establishments in the fields of accommodation, dining, sightseeing, guidance and transportation in Can Tho city. The main contents of the questionnaire focused on the impact of the Covid-19 epidemic on the tourism industry, measures to limit the spread of the epidemic, measures to minimize the negative impact of the epidemic on business activities, business recovery measures and new opportunities during an epidemic, policies/support from local authorities to businesses, and corporate recommendations. Respondents were selected using simple random sampling.



As well as descriptive statistics, means and significant analysis, cross tabulation analysis is also used for data analysis.

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## RESULTS AND DISCUSSION

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Under Covid-19 pandemic influence tourism sector in Can Tho City remains a big problem. Adaptation during the pandemic is at a very short-term level and missing a long-term planning. Result shows that although well-prepared for Covid-19 adaptation, tourism sector of the city is still have an outstanding effect. Nearly 20% tourism business has been collapsed and other 60% are facing difficulties. Considering developing domestic market is the appropriate choice to maintain the rest tourism businesses at such tough period.

In order to minimize the negative impact of the epidemic on the tourism industry, many stakeholders have actively taken many measures with the focus on limiting the spread and controlling the disease well, ensuring health safety and lives for employees and visitors, suspend business when necessary, cut costs, use energy saving and promote to attract customers, promote marketing, improve business capacity of enterprises. To revive the tourism industry, in addition to limiting the negative impact of the epidemic on the tourism industry, businesses/destinations must also improve themselves in terms of products, personnel, facilities, care and customer relations, financial management, stimulus policy. The activeness, consensus and cooperation of many stakeholders together with possible measures have significantly contributed to disease control, reducing the negative impact of the epidemic on tourism and quickly recovery in tourism in Can Tho city.

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## IMPLICATIONS

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Due to the long lasting and many wave effects of Covid-19, tourism sector in developing city such as Can Tho seem exhausted. The W-sharp recovery situation has put the tourism sector of the city in to the tipping point. The city has use all of its resources at the beginning of the pandemic. Therefore, an advance strategic planning is a very important tactic for the similar situation in the future in order to have a better resilience plan. In order to reduce the stamina and increase the resilience of business operations of enterprises, the locality needs to implement well supportive policies for enterprises and workers affected by epidemics under the direction of the Government. For businesses, restructure human resources towards compactness, quality and efficiency, promote communication and exploit a disease-free market, create trust for customers, develop new products, Service discounts and promotions, minimizing unnecessary costs, and taking advantage of the Government's support policies will be measures to help businesses overcome difficulties due to the impact of disease. Further research on tourist recovery plan needs to be implemented for a more sustainable tourism industry.

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## KEYWORDS

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Covid-19; Pandemic; Can Tho City; Vietnam; tourism

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## ACKNOWLEDGMENT

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This research is funded by Vietnam National Foundation for Science and Technology Development (NAFOSTED) under grant number: ĐXTN-2020.07

# Regional Tourism Resilience and Recovery in Times of Crises

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## PURPOSE

Resilience is a concept that has been originally used in engineering and ecology and has recently been adopted by economists. Regional resilience is typically described as the ability of a region to withstand shocks and recuperate from various crises. Over the last years many attempts have been made to apply a methodology that measures resilient regions. Following the approach of Martin (2012), Martin and Sunley (2014) and Lagravinese (2015) this paper examines the quantitative aspect of tourism resilience and focuses on tourism employment. Focusing on tourism employment, it utilizes methods previously applied in broader regional economics context. According to the approach used, the effect of a shock on an economy is measured and 2 phases are identified. The first phase is happening when the shock occurs (resistant index) and the second one is happening when a region is recovering from the shock (recovery index). The values of these indices indicate whether and to what extent that region has a tourism industry that is resistance and secondly if and to what extent that region has a strong tourism industry that copes with the pandemic crisis. The aim of this paper is to highlight the distinct potential of each Greek region to recover from the ongoing pandemic, based on its calculated tourism resilience. The question to be answered is if regions, based on the level of participation in the tourism industry, have different levels of resilience. Towards this end the objective of the research is to assess the two proposed indices for the case of the 13 Greek Regions (NUTS-2 level) and classify them according to their level of resilience.

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## RESEARCH METHODS

This empirical research uses secondary data and calculated indices developed for evaluating regional resilience (Martin, 2012; Lagravinese, 2015, Proag, 2014). Statistical data from official sources (Eurostat, 2021; Elstat, 2021; INSETE, 2021) provides information regarding regional employment with focus on tourism. Specialized tourism resilience and recovery indices are calculated for each one of the 13 Greek regions, for different time periods covering the past decades. Clustering is used to identify potential explanations for the findings between regions with similar or dissimilar attributes.

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## RESULTS AND DISCUSSION

Preliminary findings show that important differences are evident between regions regarding their resilience and their subsequent ability to recover from ongoing crises. Estimated resiliency is not always accompanied by a corresponding recovery, especially on the tourism sector. Regions with a strong tourism industry seem to have a stronger resilience than regions that base their development on other industries and this is an indication but at the same time shows the potential of tourism for the development of a region. Regional characteristics are examined to identify underlying reasons for clustering and to evaluate the prospects of a region to overcome ongoing hurdles affecting tourism such

as the COVID-19 pandemic, based on previous response of the regions to past crises. The originality of this research lies on the fact that it uses a notion most commonly applied on engineering and ecology for the case of the tourism industry.

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## IMPLICATIONS

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During the ongoing pandemic scientists and professionals have made various consecutive and often contradicting estimations about when and how tourism will recover. This research does not address the “when” questions; instead it provides insight on the potential and rapidness of recovery at a regional level. In addition, on the basis of or due to the economic crisis and the pandemic crisis, the issue of unbalanced development of regions has emerged. This research highlighted the difference in resilience and recovery between regions with different attributed and characteristics. These findings can help policy makers to concentrate efforts and resources according to measurable characteristics of the regions and their past and present tourism development for a sustainable and strong economic growth. Further research could include a follow-up research covering all European NUTS-2 regions accompanied with an analysis by sector that would reveal the resilience of each sector and the contribution to the resilience of the entire economy of region.

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## KEYWORDS

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tourism, resilience, crisis, resistance, recovery

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# Tracking technology for nature-based tourism development: lessons learned from the Covid-19 crisis.

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## PURPOSE

The objective of this study is to assess how tracking technology solutions can be used for active planning and development of natural areas, particularly in light of Covid-19 induced changes to visitation.

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## RESEARCH METHODS

This study will first review the literature on the range of methods available to researchers who wish to study this phenomenon. Following this, and in light of the literature and methodological review, two case studies will be presented to assess the potential for tracking technology to understand visitation to nature-based tourism sites. The studies utilised visitor flow data sensors and mobile device applications that contained qualitative and quantitative data components collected from ongoing monitoring programmes and internal databases, structured questionnaires and interviews and were based in selected nature sites in Latvia and Australia. The case studies will assess the advantages and challenges that each technology offers researchers, as well as possible adaptations that may assist those wishing to monitor and indeed manage visitation to natural areas.

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## RESULTS AND DISCUSSION

The key findings of this paper are that tracking technologies have changed rapidly and a range of options now exist for researchers who wish to explore the movement of tourists within natural areas. Each method has advantages and challenges, depending on contexts, research questions and resourcing. These will be highlighted through the two case studies from Latvia and Australia.

A further key finding is that Covid-19 has resulted in restrictions to daily living for many nations, including social distancing and limited access of certain recreational facilities. During this period when the majority of cultural events have been cancelled and international mobility has been reduced to the minimum, local demand for individual visits to accessible nature sites has increased enormously. This trend is exacerbated in larger cities and well known protected areas. In some instances, numbers of 10 times more visitors than before have been reported. This increased visitor load has created tension over the future of sustainable site management of natural areas. Tracking technology offers the means through which Covid-induced visitor behaviour has changed and may be monitored and managed in the short to medium term.

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## IMPLICATIONS

Technological solutions used for visitor tracking and visitor flow analysis of natural sites before and during the Covid-19 crisis have demonstrated the interconnections and dynamics of the phenomena. Using data collected via different technological means and in different contexts (Latvia and Australia) this paper will demonstrate the ability of tracking technologies to assess mobility, visitor experiences, manage dispersal and encourage behavioural change and ultimately assist with operative planning. In doing so it will demonstrate that the lessons learned from the Covid-19 crisis have highlighted how new management approaches can be used for nature-trail management including real-time tourist flow publishing to avoid overcrowding and remote micro-payments to help maintain facilities. Further analysis should be done on data compatibility from various sources to have comprehensive monitoring of real time spatial visitor movements.

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## KEYWORDS

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Tracking technology, tourism, visitor, monitoring

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# The determinants of outbound educational tourism in Uzbekistan

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## PURPOSE

This study explores the determinants of outbound educational tourism in Uzbekistan using the gravity model. The study shows the impact of the relevant factors of educational tourism such as governance indicators, quality of education, income, price, transport costs or so-called economic and non-economic determinants.

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## RESEARCH METHODS

Three-dimensional panel data has a set of 68 countries of destination and Uzbekistan as origin country for the period of 2000-2016. The gravity model has employed to estimate the outbound educational tourism demand for Uzbekistan. Three estimators such as fixed effect (Saha & Yap, 2014), random effects (Xu et al., 2019) and pooled ordinary least squared (Rosselló-Nadal & HE, 2019; Waqas-Awan et al., 2020) are used to estimate the gravity equation. The most appropriate model has been selected based on the poolability and Hausman statistic tests (Khalid et al., 2020).

The gravity model can be expressed as follows:

$$\ln Q_{ijt} = \beta_0 + \beta_1 \ln \text{distance}_{ij} + \beta_2 \ln \text{gdppc}_{it} + \beta_3 \ln \text{gdpp}_{jt} + \beta_4 \text{border}_{ij} + \beta_5 \ln \text{population}_{it} + \beta_6 \ln \text{area}_i + \beta_7 \text{religion}_{ij} + \beta_8 \ln \text{price}_{it} + \beta_9 \ln \text{TO}_{ijt} + \beta_{10} \ln \text{Stability}_{it} + \beta_{11} \ln \text{Unemploy}_{it} + \beta_{12} \text{landlock}_i + \beta_{13} \text{corruption}_{it} + \beta_{14} \text{goveff}_{it} + \delta_j + \lambda_t + \mu_{ijt}$$

Where  $\ln$  represents the natural logarithm.  $\ln Q_{ijt}$  shows the natural logarithm form of the number of tourists from Uzbekistan ( $i$ ) travelling 68 countries of destination ( $j$ ) for the educational purpose from 1998 to 2018, and the data is obtained from The United Nations Educational, Scientific and Cultural Organization (UNESCO).  $\beta_0 - \beta_{14}$  show the parameters to be estimated.  $\delta_j, \lambda_t$  are individual fixed effects and used to capture destination and time individual effects.  $\ln \text{gdppc}_{it}$  and  $\ln \text{gdpp}_{jt}$  are the natural logarithm form of gross domestic product per capita (current US dollars) in origin and destination countries, the data is taken from World Development Indicators (WDI).  $\text{border}_{ij}$  is a dummy variable that takes 1 if bilateral countries have a common border, 0 otherwise. All dummy variables used in this study are obtained from the Center for Prospective Studies and International Information (CEPII).  $\ln \text{population}_{it}$  is the number of populations in Uzbekistan, and is taken from WDI.  $\ln \text{area}_i$  represents the area of Uzbekistan from WDI.  $\text{religion}_{ij}$  assigns as a dummy variable which takes 1 if bilateral countries have a common religion and culture.  $\ln \text{price}_{it}$  indicates the price of goods and services in destinations relative to the origin country and is measured with the elaboration of the data from WDI.  $\ln \text{TO}_{ijt}$  is the sum of exports and imports between countries of Uzbekistan and destination countries.  $\text{Stability}_{it}$  shows the political stability level in Uzbekistan, and it is obtained from WDI.  $\ln \text{Unemploy}_{it}$  denotes the unemployment rate in Uzbekistan, and it is obtained from WDI.  $\text{landlock}_i$  is assigned as a dummy variable which takes 1 if a country is regarded as land locked.  $\text{corruption}_{it}$  indicates the perception of control of corruption in Uzbekistan, and the data is obtained from World Governance Indicators (WGI).  $\text{goveff}_{it}$  indicates the quality of governance in Uzbekistan and it is taken from WGI.



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## RESULTS AND DISCUSSION

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The findings show that a 1% increase in income level significantly increases the volume of educational outbound tourism in Uzbekistan. Transport costs between Uzbekistan and origin countries shows statistically insignificant, suggesting that tourists are considered to be less sensitive about the costs of educational travel abroad. The peaceful political stability in Uzbekistan increases the demand for outbound educational tourism. The quality of institutions is found to be a prominent factor, implying that the high quality of governance in terms of education tends to increase the demand for educational tourism. Conversely, an increase in the price of goods and services in the origin countries could drop the demand for outbound educational tourism in Uzbekistan. Moreover, the weak control of corruption in Uzbekistan leads to a fall in the volume of outbound educational tourism in this country. A surge in the volume of bilateral trade between Uzbekistan and origin countries encourage outbound educational tourism in Uzbekistan. The neighbouring countries of Uzbekistan are considered to be a leading destination of educational tourism.

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## IMPLICATIONS

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The finding of this study will urge policymakers to implement effective tourism policy implications. Specifically, Policymakers should increase collaboration with the university of neighbour countries and negotiate a reasonable and efficient fee for university registration. The political environment and the quality of institutions should be improved.

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## KEYWORDS

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Educational tourism, Uzbekistan, panel data, gravity model

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# Tourism and social change in Alfama: is the Covid-19 pandemic an opportunity to save the Lisbon soul?

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## PURPOSE

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Why the promotion strategy for tourism destinations have threaten the historical urban neighborhoods?

In order to identify the constraints of tourism activity in the popular Alfama which was established along with the city of Lisbon itself, this research intent: 1) collect discourses about host expectations and consequences; 2) collect tourists evaluation; 3) contribute with recommendations to minimize the negative impacts and maximize the positive ones.

With this, 3 main hypotheses (MH) were outlined: MHA) Perceptions of development are distinct between the public structure and residents; MHB) For host people, the impacts perceived as positive are mainly economic; MHC) The success of tourist interaction depends from the convergence of actor's behavior.

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## RESEARCH METHODS

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The research was based on a comparative design project between Alfama and a contemporary neighborhood (Parque das Nações) in order of understand the different motivations between residents/destinations and compare them with tourists experiences. Further, the research is able to understand and categorize causes and effects of tourism activity.

For the empirical reflexion, the research had use extensive techniques such as 3 surveys (one in each neighborhood and another for tourists with a sample error of 5% for a confidence level of 95%) but, also, intensive techniques like documental (17 interviews to locals and public structure, *latu sensu* with participant and non-participant observation) and non-documental (lexical analysis of tourist comments in Tripadvisor online reviews platform – big data).

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## RESULTS AND DISCUSSION

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Tourism is an activity who makes part of contemporary social life, individual freedom and achieve stupendous economical results. That's why the activity is part of the Global Governance (Deacon, 2008) and that's why does not make sense the discussion in terms of the agreement with it.

However, in Alfama neighborhood the main models of tourism planning and governance have partially failed (UNWTO, 2018b; Cooper and Hall, 2008; Buhalis and Costa, 2006; Airey, 2015; Chung and Kim, 2018). It was possible to notice that in results like space invasion, unequal distribution of benefits among different agents or gentrification.

In fact, as contemporary persons, the neighborhood's residents are culturally influenced by new social networks (Howe and Strauss, 2007; Slater, 1988; Turner, 1991; Milkman, 2017). This esteems the globalization of the individual (Coleman, 1990), rational choice in their actions (Song, 2016) and the glocalization of practices (Castells, 2010).

The study confronts different scientific approaches of tourism and use triangulation of mixed methods for data analysis in order to explain the social and cultural processes in tourist interaction, their

motivations, the way how tourism activity can return them and also suggest practical and theoretical solutions for: encounters between host and guests; host community education; peer to peer economy for contemporary tourism planning; public space use; maximization of tourist experience until the state of “self-education”.

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## IMPLICATIONS

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Government and private actors should reformulate the tourism development strategy for Alfama. That’s why the Covid 19 pandemic, by suspending the activity might be the opportunity to review and excel outcomes.

This plan should reach a governance model based in human capital theories (Chung and Kim, 2018; Sseguya, Mazur and Flora, 2018; Tussyadiah and Park, 2018) factor endowment and create a role plan that maximize tourists satisfaction, encourages innovation, distinguish the authentic attributes and preserve the differences that establish Lisbon society.

This strategy is be able to answer to the main weaknesses that characterize the tourism activity in general such as free riding, strongly affected by external circumstances (Ritchie, 2008), inferior employment or invasion of actors with minimum interests (Olson, 1989; Kim, 2019).

Theoretically, the study introduce several theories directed to host community like “prestigious encounters”, “state of power” or “control by image”.

For future research, the author suggest *cross neighborhood comparative design* and/ or *cross country comparative design*, extend the understand of new/ future host generations such has the terms for social charge capacity, cultural network analysis and develop the introduced tourist paradigm.

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## KEYWORDS

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Alfama, Tourism, planning, Social change, Impacts

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## **ROOM 8 WINE AND GASTRONOMY TOURISM, Session Chair: Georgios Triantafyllou**

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# Safety during enogastronomic tourism on the example of the Odessa region

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## PURPOSE

Enogastronomic tourism is a type of tourism associated with acquaintance with production, technology of preparation and tasting of national dishes and drinks, as well as culinary traditions of the peoples of the world. From the organizational point of view, it provides acquaintance with the peculiarities of cooking technologies of local food products, history and traditions of their consumption, as well as the possible participation of tourists in the preparation of national dishes, culinary festivals and competitions.

The development of this type of tourism within the Odessa region is relevant and very promising today [1]. This is due to the fact that Odessa region preserves ancient unique winemaking traditions, which today serve as a powerful resource for the development of food and wine tourism as a means of supporting local producers.

The relevance of this study is due to the fact that a tourist trip almost always contains a certain danger for the wandering person. Due to the growing popularity of tourism, the safety of tourists during a gastronomic trip has become quite important.

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## RESEARCH METHODS

The study analyzed the current state of enogastronomic tourism in Odessa region, identified problems and prospects for the development of enogastronomic tourism in Odessa region, considered enogastronomic tourism in terms of safety during gastronomic tours, investigated possible hazards and identify ways to solve them.

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## RESULTS AND DISCUSSION

Ethnogastronomic and wine tourism is an important component of sustainable development of the tourism sector of Ukraine, which is able to generate significant economic and social benefits for tourism market participants and local producers of food and beverages, plays an important role in preserving and promoting national cultural heritage and natural resources. further activities are:

- uniting the efforts of enterprises, institutions and organizations operating in the field of tourism, hotel and restaurant business, wine and food industry, public non-profit organizations, higher education institutions to promote the development of wine and gastronomic tourism in Ukraine;
- research of natural, historical, cultural and social resources of wine and gastronomic tourism of the regions of Ukraine, development and implementation of innovative specialized tourist

- products, information and marketing support, involvement of specialists of wine and gastronomic enterprises and specialists working in this field in the development of tourism. ;
- making proposals to improve the legislative regulation of wine and gastronomic tourism, improving the quality of wine and gastronomic products;
  - establishing contacts with all stakeholders, enterprises, educational institutions, public associations, foundations in Ukraine and abroad on the basis of effective public-private partnership to exchange information, experience, join efforts to achieve the statutory goal;
  - uniting the efforts of workers in the tourism sector, industry and education for joint action to protect their legal rights, ensure professional and social interests, the introduction of new developments and research on wine and gastronomic tourism in Ukraine;
  - study and dissemination of the best world experience in the development of wine and gastronomic tourism, the establishment of international cooperation to promote domestic food and gastronomic products and national culinary traditions;
  - creation of a system of higher education, training, retraining and advanced training of specialists for wine and gastronomic tourism;
  - organization and holding of thematic tours, excursions, tastings, presentations, seminars, conferences, forums on the development of wine and gastronomic tourism in Ukraine;
  - organization of thematic charitable cultural, cultural-health and cultural-educational programs, festivals, exhibitions in Ukraine;
  - providing information and advisory assistance to all stakeholders on the development of wine and gastronomic tourism in Ukraine;
  - establishing ties with international public organizations, charitable foundations, educational, scientific and other organizations in order to support the development of wine and gastronomic tourism in Ukraine.

Also, with the growth of tourist flow in the world, the improvement of transport, the expansion of the geography of tourist trips, the issues of personal safety of tourists become especially important.

However, security in tourism is a guarantee not only of personal safety, but also of the safety of tourists' property, respect for their rights and freedoms, the reliability of tourist facilities and a favorable environment, especially in areas of tourist attractions. The security of tourism must be ensured from the moment of crossing the border when using transport, hotel accommodation, visiting recreational and tourist facilities [3].

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## IMPLICATIONS

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World practice shows that gastrotourism can become the Russian system that respects tourism and improves the quality of life in regions with different potential, both in popular destinations and in depressed peripheral areas.

What needs attention is safety during enogastronomic tours, which is created by the main factor in the development of any tourism. Safety plays an important role in the organization of travel, namely enogastronomic travel [2]. Suffer from food or allergic reactions no less than in any other life-threatening case. Sometimes shaking or aggressive reaction to a product can be fatal. Means of individual protection and observance of technical instructions can ensure the safety of tourism from dangerous consequences. Also, with the advent of professional staff who offer to combine travel without endangering the lives of tourists, the competitiveness of food and wine tourism will increase and become a member of high demand in today's market of tourist services.

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## KEYWORDS

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Enohastronomichnyy tourism, tourism, tourism in Ukraine, safe tourism

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# Designing a sustainable, circular culinary system - The case of the tourism region of Valais, Switzerland

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## PURPOSE

The purpose of this paper is to design a sustainable, culinary system based on the principles of circular economy and systemic design integrating restaurants and hotels of a rural tourism region. The overall research question is: How can the current food system be transformed into a sustainable, and circular culinary system creating benefits for all stakeholders? The subordinate question is: Which are the current challenges and potentialities of the food system in the case study region? The paper focuses on the value chain of fruits and vegetables including growers, transformers, hotels and restaurants, as well as a waste treatment company. The article is based on the hypothesis that through a better management of flows of matter and human relationships, economic, ecological and social benefits can be created.

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## RESEARCH METHODS

As the main aim of this exploratory study was to understand the challenges and experiences of the different actors involved in the current food network rather than measuring flows (Oinas, 1999), the researchers adopted a qualitative approach based on the principles of systemic design. Employing a purposeful sampling strategy (Yin, 1994), the authors conducted 15 semi-structured interviews with different actors along the value chain in the canton of Valais, Switzerland, concentrating on their challenges regarding the treatment of food waste and their relations with the other actors of the food system, as well as on existing solution strategies. Informal discussions and immersions completed the insights gained during the interviews (Stake, 1994). The main aim of the interviews was to identify the criticalities and potentialities of the current food network. Finally, drawing from empirical insights and scientific literature, the authors designed a model of a sustainable and circular culinary system.

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## RESULTS AND DISCUSSION

The results show that among the factors needed to create a sustainable, circular local food network are a centralised distribution system, efficient transport, a better food waste management, sensitization/education of different actors, as well as a better promotion of regional food. Those findings are in line with previous literature. The resulting model of a sustainable and circular culinary system includes a regional coordination hub that coordinates the different material and relational flows, the transportation system, and promotional activities including a central market place platform. However, the implementation of such a system depends on the willingness of the different actors to collaborate and the feasibility of certain measures in the context of a rural region, where the critical mass to implement certain solutions is often missing. One of the main obstacles for restaurants to buy regional food is the price difference compared to products from abroad. The corresponding hypothesis resulting

from the findings is that restaurants and hotels can save money if a) the producers sell products of different price categories via a central platform, including fruits and vegetables stemming from overproduction or being non-compliant or deformed and if b) the restaurants adopt measures to deal with, valorise and reduce food waste during the preparation and consumption stage. The originality of this study lies in the deepening of the circularity aspect regarding existing literature on sustainable culinary systems. On the other hand, by highlighting the analysis of material flows and human relationships and needs, the study contributes to the circular economy literature that mainly focuses on manufacturing industries and quantitative methods to improve the value chain of a product.

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## IMPLICATIONS

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The results are of particular interest for policy strategies focusing on the promotion of regional food networks. For practice, the study suggests different solutions to transform current food systems into circular, re-localized food networks that help valorize local food in rural tourism regions. Future research will focus on testing the model of a sustainable and circular culinary system and measuring its outcomes at the three levels of sustainability.

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## KEYWORDS

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Sustainable culinary systems, Systemic design, Circular economy, Food waste, Food tourism

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## REFERENCES

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# **The tourism development in the municipality of Malevizi by promoting the consumption of the local products in the hospitality industry.**

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## **PURPOSE**

The initial goal of the research is to investigate the connection of the local products of the primary sector with the tourism enterprises in the municipality of Malevizi. The issue triggered is how the tourist financial fields of the municipality will include the local products in their menus, in order to contribute to the development of tourism industry. Having this in mind, if the hotels choose products of the municipality, the tourists will get familiar with them. Therefore, they will prefer them more and an increase on their demand will follow. With the increase in demand, the tourism of the municipality will be benefited.

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## **RESEARCH METHODS**

The researchers applied two approaches, in order to investigate this topic more effectively, qualitative and quantitative as well. Specifically, they hold structured interviews with officials of the municipality of Malevizi and with individuals, who have longstanding experience in the tourism factor. The study focused on 7 interviews and 105 questionnaires. Initially, authors discussed with the mayor and 4 people, who have engagement with the tourism section in the municipality. After that, they discussed with two other officials of the prefecture of Heraklion, who are directly related to the tourist division. Many merchants, producers, citizens and hotel employees filled in the survey questionnaires. The researchers applied the grounded theory which yielded useful statistical results.



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## RESULTS AND DISCUSSION

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The municipality of Malevizi is a much promising area and can take advantage of its history and its culture, the beauties of the nature and its pure products. The existing technology of the municipality can boost and advertise the local products of Malevizi indoors and outdoors of the country. However, the effective communication and cooperation among the municipality, the tourism companies, and the producers, it is of high priority, which will raise the production and income of the involved professionals. An important action from the municipality authorities is the reduction of the municipal fees as an incentive to the businesses in order to prefer local products to imported ones. In addition, it is necessary to hold events aimed at promoting, for instance a local product, a local forum aimed at the cooperation of producers and entrepreneurs. In addition, the municipality should establish a quality bond between tourism companies and producers. Especially, the municipality could create certifications of quality, so as to establish quality standards, which in turn will improve the conditions of production, of distribution and of consumption. It is useful to create a cooperative, which will help all the producers financially. A vital step is the continuous education and training of producers. Finally, the final step for proper cooperation between producers and tourism companies is a stable amount of production that can built trust. On the one hand, the originality of the research is the scientific gap. In other words, no other research in Crete has examined the cooperation between the municipality and companies and how local products can be promoted in hotels. On the other hand, the next originality of the research is that during the pandemic of the Coronavirus, authors came in contact with producers, businessmen and employees of the municipality of Malevizi.

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## IMPLICATIONS

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The study consists of an effort of providing the municipality of Malevizi with useful proposals that will lead to fruitful results and will contribute to the development of the area. The municipality could take into consideration the needs of the producers and the tourism companies. The application of some simple advices could bring about right communication and cooperation. Another research could also take place in the future. This could help to collect more questionnaires and take more opinions from people, who work with the tourism of Malevizi.

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## KEYWORDS

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Tourism development, local products, municipality

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# Food influencers on Instagram: the user viewpoint

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## PURPOSE

The purpose of this study is to investigate how users of Instagram use the app when it comes to food related subjects and food influencers. The study examines the posts of Influencers on Instagram as sources of information and their actual influence on consumer behavior and purchase intentions. More specifically the research answers the following research questions:

RQ1: How demographic and behavioural characteristics such as gender, age and hours spend on Instagram affect the usage of Instagram when the app is used for searching subjects related to food and topics proposed by food influencers ?

RQ2: Does the use Instagram for searching general subjects affect the use of the app for searching subjects related to food and topics proposed by food influencers?

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## RESEARCH METHODS

An online survey among Instagram users was conducted. The questionnaire was written with Google Forms and it was created by adopting items from previous studies in order to increase the reliability and validity of the study (Wang, 2019; Casaló et al., 2020; Satı & Kazancoglu, 2020). A pilot study was conducted by administering the questionnaire to 12 Instagram users testing feasibility and the adequacy of the research questionnaire. A link to the questionnaire was posted on Instagram and Facebook and users voluntarily participated in the study. Thus, the study involves a convenience sample. The questionnaire was written and administered in Greek. Data collection lasted one month, February 2020. In total, 150 usable questionnaires were collected. SPSS.26 was used for the analysis. In the descriptive research percentages, means and standard deviation were used to analyze the participants' answers. Also, to reliably reply to the research questions the parametric t-test and the non-parametric Kruskal-Wallis and the Pearson coefficient were used.

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## RESULTS AND DISCUSSION

The majority of the participants are “heavy users” of Instagram as they use the app more than 4 hours daily, upload a picture on their account once every week and share a story daily. Participants seem to use Instagram more to “keep-record” of their moments and less to get away from their classes or work. Most of the participants are food lovers, follow accounts on Instagram that are related to food and follow food influencers too. Jamie Oliver, the well-known British chef and Always Hungry are the most followed international and Greek Instagram influencers, respectively. As far as the usage of Instagram is concerned, the users mostly watch videos and photos related to food and to a lesser extent they re-create dishes they watched on Instagram. The participants do read the comments that the influencers write about restaurants on Instagram, although they rarely choose a restaurant based on a picture that an influencer uploaded. Regarding the first research question, females of the research use Instagram in general or specifically for food related subjects more than the males of the sample. Also, as the age increases the less the participants use Instagram in general, for food related subjects and to follow food influencers and lastly, the more hours the participants spend on Instagram daily, the more they use it for general subjects, for food subjects and to keep up with their influencers. Lastly, regarding the second research question the more the participants use Instagram in general, the more they use it for food related subjects and to follow and keep up food influencers. Also, the more the participants use Instagram for food related subjects, the more they use it to keep up and follow food influencers.

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## IMPLICATIONS

The study highlighted the importance of Influencers, as the majority of the research population follows an Influencer on Instagram. People who consider Influencers "important" are more likely to have some intention of buying. Users of Instagram, in order to express a market intention, are influenced by Influencers who are more experienced, informed and capable. When an Influencer has the necessary qualifications and specializes on subject, he/she is perceived by the consumer to be more reliable. "*For a long time now, Influencers has been transformed from an advertising person into a knowledgeable person, showing consumers the best brands and the latest technology through their expertise bridge*" (Forbes, 2016). The study identified the most popular food influencers among the participants. Food companies and restaurants can take this into account in case their advertising campaign uses influencers. As the participants like to watch food-related videos and photos and read comments, the influencers should upload original content of this type, while the advertisement of a brand product or a restaurant would be more effective if the influencers present it weaved into a personal story in an authentic way.

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## KEYWORDS

Influencers, Instagram, food, restaurants, marketing

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# That old saying about wine and age: Identifying cohort preferences

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## PURPOSE

Distinguishing consumers based on their age and generational cohort has been applied widely as a valuable market segmentation tool (Cooper, 2017; Haydam, Purcarea, Edu & Negricea, 2017; WEF, 2017). The research aims to identify the preferences of South African wine consumers based on age cohorts. The rationale is to identify differences in consumption from a developing country perspective, with a predominantly younger population, to determine wine consumption longevity. This is spurred by the fact that, although South Africa is the oldest new-world wine-producing country and the 8th largest wine producers globally (WOSA, 2021), the domestic wine consumption is only around 18% of all alcohol consumed in the country, while beer is at 56% (BusinessTech, 2019).

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## RESEARCH METHODS

The target population was wine consumers in South Africa. Through convenience sampling, the data were collected from 26 June to 16 August 2020, via a self-administered online questionnaire. In total, 33 303 respondents participated in the survey, and 20 997 fully completed the questionnaire resulting in a 63% response rate. The descriptive analysis revealed an inclusive representation across various age categories.

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## RESULTS AND DISCUSSION

The data were exported to Microsoft Excel© and analysed using IBM SPSS (Statistical Package for the Social Sciences) Version 27 (IBM, 2020). The significant differences between the age cohorts were identified through Cross-tabulations and chi-square tests and ANOVAs. The age categories of the respondents were assigned to a particular age cohort to differentiate the market. The age cohorts revealed five (5) cohorts, namely: (1) young Gen Y – 18 to 24 years (11%); (2) mature Gen Y – 25 to 34 years (32%); (3) young Gen X – 35 to 44 years (25%); (4) mature Gen X – 45 – 54 years (17%); and (5) Baby boomers – 55+ years (15%). Segmenting South African wine consumers based on their age cohorts revealed statistically significant differences based on their socio-demographics, wine preferences and consumption behaviour. A clear progression in terms of wine preferences and consumption behaviour could be observed, indicating that the affinity towards wine progresses with age. The influence of word-of-mouth recommendations, visits to wine farms and wine event attendance also play a prominent role in the awareness of wine varieties and brands in the wine consumer cycle. The latter has various wine tourism implications. Overall the findings show valuable insights for wine producers, wine merchants and retailers when marketing wine to various age cohorts.

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## IMPLICATIONS

This is the first comprehensive national survey aimed at the South African wine consumer. The research fills the current literature gap regarding the characteristics of the domestic wine consumer. This knowledge has important marketing implications and can create a greater appreciation for South African wines among the different age cohorts. The research shows the value of the generational theory in understanding wine consumers' consumption and highlights the importance of analysing different generations rather than solely focusing on one, as this could lead to mismanagement of resources. Future comparative studies including both new and old-world wine country consumers should be considered. Moreover, a developing versus developed country perspective can be valuable to show the differences in marketing preferences in terms of age-based consumption behaviour.

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## KEYWORDS

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Generational theory; South African wine consumers; Age cohorts; wine consumption; wine preferences.

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